



REPLIES TO BIDDER'S QUERIES

Tender No	Tender No. GASONET/C &P/GSL/DMA MARKETING/2026-2027/026
Tender Name	Hiring of DMA Services in Rajasthan, Himachal Pradesh and Uttarakhand GA.
Subject	Replies to Bidder's Queries
Dated	10.09.2026

Sr. No.	Tender Clause No.	Page No.	Bidder's Queries	Gasonet Reply
1.			Regarding the Gasonet DMA tender, we need clarification on the following points to ensure accurate rate submission. First, please confirm whether the 70,000 quantity mentioned applies to the number of pamphlets, or if we should base our rates on a total of 3.5 lakh, calculated as ten times the 35,000 connection target. Second, specify the required frequency for audiovisual campaigns, audio marketing, and visual display marketing activities. Finally, advise on the expected frequency for setting up canopies, as our cost estimates depend on the number of canopy operations.	1. Registration target and branding & marketing activity numbers remains as mentioned in the tender document. 2. Marketing activity requirements: <u>FOR RJ GA-</u> 1. Pamphlet printing & distribution – Approx. 69,500 pamphlets during the contract period. 2. Banner printing and installation – Up to 500 banners during the contract period. 3. Canopy installation – Approx. 4 camps per month in the designated area. 4. Audio / Video branding – Once per week in the designated area. <u>FOR HP GA-</u> 1. Pamphlet printing & distribution – Approx. 6,254 pamphlets during the contract period. 2. Banner printing and installation – Up to 50 banners during the contract period. 3. Canopy installation – Approx. 4 camps per month in the designated area. 4. Audio / Video branding – Once per week in the designated area. <u>FOR UK-E GA-</u> 1. Pamphlet printing & distribution – Approx. 11,804 pamphlets during the contract period.

Sr. No.	Tender Clause No.	Page No.	Bidder's Queries	Gasonet Reply
				2. Banner printing and installation – Up to 100 banners during the contract period. 3. Canopy installation – Approx. 4 camps per month in the designated area. 4. Audio / Video branding – Once per week in the designated area. <u>FOR UK-W GA-</u> 1. Pamphlet printing & distribution – Approx. 13,804 pamphlets during the contract period. 2. Banner printing and installation – Up to 100 banners during the contract period. 3. Canopy installation – Approx. 4 camps per month in the designated area. 4. Audio / Video branding – Once per week in the designated area
2.			Please clarify the specific size of the flex to be used for rate quoting. Should the pamphlet quantities be calculated as twice the total number of target customers? Are the audio-visual requirements to be quoted based on twice the number of target customers as well? Should canopy installation rates also be calculated as twice the total number of target customers?	Size of flex would be standard 5x2 or 6x3. However, final size would be determined depending on the actual site assigned. Remaining queries have been answered under Serial No. 1, Sub-point 2.
3.			Based on the discussions during the meeting, we request Gasonet to kindly provide written clarification on the following points, as these have a direct bearing on the operational model and commercial pricing of the bid: 1. Quantification of Marketing Activities / SOR The scope of work requires the DMA to undertake various marketing and promotional activities, including printing and supply of flex banners, pamphlets, FAQs, leaflets, registration/awareness camps and other promotional activities as may be required by Gasonet. Since the cost of each of these activities varies significantly depending on the quantity, frequency, specification and geography, we request Gasonet to kindly provide/quantify the expected requirement for each individual marketing activity in the SOR, including the applicable unit of measurement.	1. Query for point no. 1 has been answered under Serial No. 1, Sub-point 2.

Sr. No.	Tender Clause No.	Page No.	Bidder's Queries	Gasonet Reply
			Marketing Activity UoM Quantity per location Remarks 1. Pamphlet printing & distribution No. Color or B/W 2. Banner printing and installation No. Standardize size and quantity 3. Canopy installation No. No. of canopies per month / quarter 4. Audio / Video branding Km No. of Kms over Riksha 2. Employee Compensation / Performance-Linked Incentives During discussions, it was established that the DMA manages its own manpower. We clarify that compensation structures (salaries, incentives, and benefits) are internal matters based on operating models and productivity, and may vary by performance. We request Gasonet to confirm that the tender does not prescribe specific salary structures or remuneration methodologies, leaving the DMA free to determine them while complying with statutory requirements. 3. Customer Documents / Mobile Application As discussed during the Pre-Bid Meeting, customer registrations will be handled via the mobile app under development, and DMAs will not need to store physical or electronic copies of customer documents locally. We request Gasonet to confirm that: (i) all customer documents will be uploaded through the designated app; (ii) DMAs are not required to maintain physical copies; (iii) DMAs bear no responsibility for long-term KYC archiving; and (iv) Gasonet is solely responsible for document verification and record retention. If a DMA partner is required to manage physical documentation even for a couple of months, there will be a direct commercial impact and we need to incorporate additional charges. Requesting Gasonet to give a firm date for availability of Mobile Application to build the buffer, in case there is an expected delay; and DMA partner is expected to work on physical documentation handling, scanning, storage management etc. 4. Measurement of DMA Performance We seek clarification on the methodology for measuring DMA performance. While DMAs are responsible for on-ground acquisition and registration, actual output can be affected by external factors like gas network readiness, delays in downstream activities by Gasonet/project teams, and changes in the allocated operating area or scheme. Given that under-performance can lead to contract termination and security deposit forfeiture, Gasonet to confirm that performance will be evaluated solely on DMA-controllable activities and that delays attributable to Gasonet or infrastructure readiness will not adversely impact the DMA's assessment.	2. As this is a service contract, the work shall be executed strictly as per the Scope of Work (SOW). Accordingly, it shall be the bidder's responsibility to quote their rates considering all applicable statutory compliances, obligations, and requirements stipulated in the tender conditions. 3. Customer Documents / Mobile Application- (Response to point 3 of Serial No. 3) Till the web application/App is developed, all physical copy handling and record keeping would be DMA's responsibility. Post digitization, details will be captured in the ERP system and record-keeping changes would be communicated. 4. Measurement of DMA Performance- DMA performance shall be monitored by the EIC as per tender scope of works and tender terms & conditions.

Sr. No.	Tender Clause No.	Page No.	Bidder's Queries	Gasonet Reply
4.			As Per Your Provided Documents, Our Query is: - 1. The Line Item In the provided SOR: Please Describe Briefly What Are In Our Scope, Like Pamphlet Printing & Banner Printing, 2. Is the canopy in our scope or the company's scope 3. Audio /Video Branding Is Prepared By Company Scope or the contractor scope. Branding and marketing activities (2 times the registration target) 1. Pamphlet printing and distribution 2. Banner printing and installation 3. Canopy installation 4. Audio /Video branding	Query for point no. 1 has been answered under Serial No. 1, Sub-point 2.

Note: This RTBQ shall be treated as an integral part of the original bid document and, while submitting the offer, the bidder is required to submit a signed and stamped copy of this RTBQ.