



ADDENDUM SET 4

25th March 2026

To all Prospective Bidders

**REF NO. KRA/HQS/RFP-042/2025-2026: PROVISION OF
INTERGRATED MARKETING COMMUNICATION AND PUBLIC
RELATIONS SERVICES FOR A PERIOD OF TWO (2) YEARS**

Kenya Revenue Authority wishes to inform prospective applicants of the following amendments/clarifications:

NO.	ACTIVITY/QUERY	KRA RESPONSE
1.	Under Lot II's technical evaluation, there are several asks that bidders submit email correspondence as proof of work having been done. Whilst the request is noble, doing so would be in breach of NDAs signed between us and our clients - which mandate strict confidentiality against exposure of such information to third parties - meaning that whilst we may want to share such information as part of the response, we are unable to do so out of contractual obligation. This would disadvantage us as we would miss out on all marks that would go towards this. It is our proposal that KRA considers: Asking for recommendation letters from clients for whom we have provided said services as proof that the said work was done; or include an NDA to be signed by both the bidders and KRA; or reconsider the requests altogether	KRA wishes to clarify that This requirement relates specifically to submission emails from the bidder evidencing delivery of work to the client. KRA is not requesting disclosure of detailed client correspondence. The submission should therefore clearly demonstrate that the services were provided by the bidder to their referenced client.
2.	Under Lot II's key personnel requirements, we note several asks for both a degree in PR and a diploma/certification on specialization of a particular area. For instance, the Internal Communication Specialist is supposed to have a Degree in PR and a professional qualification in internal communication; something similar has been asked of the PR Director who needs to have a master's degree, a bachelor's degree and a CIPR certificate; ditto, the digital communication specialist who is to	KRA wishes to clarify that The qualifications outlined in the tender document are intended to ensure that the bidder's proposed personnel hold both relevant academic training and professional qualifications in their respective areas, hence the rationalized scoring.



	<p>have a degree in PR and a diploma in digital communications. Worth mentioning that a holder of a communication/PR degree will have had all the training under internal communications and digital communications. Both CIPR and the additional professional certificates are often optional additional certification. As presently asked for, bidders who have years of experience in the industry and have their degree certificates but don't have the professional diplomas/certificates will be hugely disadvantaged at evaluation as presently asked. Kindly reconsider this.</p>	
3.	<p>Please let us know whether we can attach, in link format, some of the requested documentation under Lot II's evaluation. For instance, there's a request to submit a sustainability report developed for a client over the last five years - please let me know if this, and similar asks - can be submitted via an open link.</p>	<p>Bidders may provide supporting documentation through accessible links, provided that:</p> <ol style="list-style-type: none">1. The links are active and accessible without restriction over the bid validity period;2. The documents are clearly labeled and directly link to the specific requirement(s) in the tender, and;3. The documents remain available and unchanged throughout the bid validity duration. <p>KRA will not be held liable for inactive, unsecured, corrupted or inaccessible links. These will be deemed non-responsive to the evaluation criteria.</p>

The Addendum form part of the bidding document and is binding to all bidders. All other terms and conditions of the tender remain the same. You are therefore required to immediately acknowledge the receipt of this addendum.

Regards,

Rhodah Nzovila

For: Deputy Commissioner - Supply Chain Management