



### CLARIFICATIONS FOR PRE-BID QUERIES

(Tender Ref: RFP No. IB/CO/CCD&MKTG/Tender/01/Open/2021-22 dt 30.07.2021 - Engagement of Service Provider for Public Relations Services and Social Media Management Services)

19.08.2021

Sl. No	RFP Page No	Heading Name	Particulars from RFP	Remarks/Clarification Sought	Indian Bank Remarks	
1	3		EMD & Tender fee	Earnest Money Deposit	EMD : Can this be done through NEFT/RTGS or DD is mandatory? Please provide details	As per RFP, DD only.
2	11	4	4.A.1.C - Media Monitoring	Media Monitoring	In the weekly report can you please detail out on what you would like us to cover in the 'Financial related news (BFSI)'.	The weekly report should cover the news from RBI, IBA and Peer Banks. Also, additionally we will be providing some of the keywords to filter the news and report.
3	11	4	4.A.1.D (6,7,8) - Scope of Work (Corporate Communication)	Scope of Work (Corporate Communication)	Bullet point no 6,7 & 8 are part of scope of work of advertising agency and it is not directly related/relevant to public relations. We request clarification in this regard.	The jobs under the said bullet points are to be undertaken within the realm of Public Relations activities and not across the entire gamut of advertising campaign undertaken by the market players.
4	11	4	4.A.1.E - Provide competitive information on a periodic basis	Provide competitive information on a periodic basis	Kindly elaborate on what kind of competitive information the bank is expecting. Also please specify the time period for the same.	Competitive information should contain pieces on PR topics highlighted, tonality of releases, frequency of releases, PR strategies deployed, etc. by competitor banks
5	11	4	4.A.1.F - Managing end-to-end activities	Managing end-to-end activities pertaining to Press Releases, Seminars etc.	Please specify if managing seminars and roadshows will be specific to media only?	Yes
6	-	-	-	-	How many cities does the bank want us to include in the mandate? Please specify names.	No upper limit on the cities. Requirements shall be Pan-India.

7	12, 13	4	4.B.1. H - Digital Command Centre	Establishing Digital Command Centre	We need to work with external service provider to provide this service	Service Provider should provide the necessary services by keeping the Bank in loop and meeting its technical, operational and legal requirements.
8		4	4.B.1. K- Social Media incorporation	Search Engine Marketing and Optimization	We need to work with external service provider to provide this service	
9		4	4.B.1. M- Transactional Banking	Transactional Banking	We need to work with external service provider to provide this service	
10	13	4	4.B.1. K- Social Media incorporation	Search Engine Marketing and Optimization	<p>Are we as an agency supposed to use activities on social media to support the bank in terms of search engine marketing and search engine optimisation which will be executed by an entity other than us as an agency?</p> <p>Is there a separate bank unit/team/resource or separate agency/vendor responsible for planning/executing the bank's search engine marketing and search engine optimisation mandate?</p> <p>If not, then are we as an agency supposed to consider the bank's search engine marketing and search engine optimisation mandate as part of the scope of work within this RFP?</p>	The mandate of the Service Provider under this RFP is to align its activities on social media to support and augment the search engine marketing and search engine optimization campaigns undertaken by the Bank.
11	13	4	4.B.2- Technology Requirements	Technology Requirements in Social Banking	With reference to last two paragraphs, we don't do, social banking	The Service Provider is expected to have the capability of launching and managing Social Banking to meet the Bank's requirement if such a request is made in future.
12	15	4	4.B.5- Security	Information Systems Security Policy	We need to see the policy before confirming to this compliance	The points mentioned under the 4.B.5 are the areas to be complied. The relevant clauses of the policy shall be shared with the Successful Bidder.
13	23	7	7.4 - Payment of charges	Payment of Charges	Will the payments be made on quarterly basis or monthly basis as Annexure E mentions retainer amount (to be quoted) as monthly	Payments will be made on quarterly basis.

14	26	8	8.6- Termination/ Cancellation of Contract	Termination / Cancellation of Contract	Since this is an independent contract, request for termination right to be reciprocal. The termination clause seems one sided	As per RFP.
15	31	Annexure B	Point 3- Experience Details	Experience Details	Since we work with clients on retainer basis we do not have PO from clients, can we submit client satisfaction certificates/ letters?	Yes, but the certificates/ letters should clearly mention the tenor, type and scope of services received by the respective client.
16	33	Annexure D	A.8- Storage of Posts	Storage of Posts, GIFs , Videos etc.	We don't create storage for videos because of large sizes	The agency is to store a backup of the photos, GIFs and videos posted for a mutually agreed period of time post which it can move them to Bank's storage media and purge it.
17	33	Annexure D	A.12- Social Listening Solution	Social Listening Solution	Can you please let us know the number of alerts that need to be created and managed	The number of alerts shall be mutually arrived at based on the requirements of the Bank. This is over and above the logs and ORM data that needs to be maintained for all activities undertaken on Bank's social media channels.
18	34	Annexure D	A.14- Social Listening Solution	Social Listening Solution	Please provide some range of categories for social listening tool	As per RFP.
19	34	Annexure D	A.15- Social Media Command Centre	Social Media Command Centre	We feel that command centre requires more specific skill set which we don't provide. This should be kept separate from PR and social media. There are IT specialist vendors who provide this service	As per RFP.
20	34	Annexure D	B.2- Target Account Tracking and Competitive Intelligence	Target Account Tracking and Competitive Intelligence	Target accounts we assume bank's owned social assets. Need clarification on what kind of accounts and how many accounts	Besides Bank's own social assets, accounts/ handles of regulatory bodies, important personalities, competitors, etc. need to be tracked for insights.
21	35	Annexure D	B. 13- Influencer and Follower	Influencer and Follower identification	Need more clarification on weighting and noise factor.	The solution should be capable of distinguishing Influencer and Follower accounts and direct the Bank's response accordingly.

22	35	Annexure D	B.17- Filtering Social Media sites	Social media site filtering using LSA /NLP	We can do Boolean and NLP. We don't do LSA	Filtration technologies are indicative.
23	35	Annexure D	B.19- Snapshot/preview of incoming conversations	Snapshot of Incoming conversations	We don't have these capabilities	As per RFP.
24	35	Annexure D	B.20- Handling of Spam	Spam messages handling	We assume that the meaning of SPAM as irrelevant conversation, which we can identify. If it has any other context, then please let us know.	Yes, the spam means the irrelevant/unwanted / unrelated conversations.
25	37	Annexure D	D.5- Ideation, creation and execution of campaigns	Ideation, creation and execution of campaigns	It doesn't come under social media listening, hence we wont be able do it	This comes under the scope of work. Please refer 4.B.1 and Annexure-E/ Page No.42 for details.
26	38	Annexure D	E.7- Reporting/MIS	Periodical or instant reports	We would like to understand the complexity of the report. Let us know if you can help us with more details on this.	Reports are to be submitted month-on-month on various parameters like page performance (impressions, engagement, popular posts, etc.), sentiment analysis (positive/ negative talk, word cloud, geographical affinity, profile spread, etc.), complaints analysis (types and number of complaints, complainant profiles, etc.), competitor analysis, etc. The reports are expected to be infographic. They should further be available on demand as well.
27	38	Annexure D	E.8- Natural language search capability	Natural language search capability	According to us natural language search means normal English query/ open text query. If it has any other context, then please let us know.	Mostly, it will be in English.
28	39	Annexure D	G.1, 2- Social Banking	Seamless integration with social media platform for social banking	We don't provide this service (social banking)	The Service Provider is expected to have the capability of launching and managing Social Banking to meet the Bank's requirement if such a request is made in future.
29	42	Annexure E	II - Social Advertising KPIs	Social Advertising KPIs	Are these KPIs independent of the social advertising budget to be allocated by the bank?	Yes.

30	42	Annexure E	II - Service Support Cost	Service Support Cost	In case certain external tools preferred by the bank have user/profile and/or keyword based pricing model then can this be considered as an exception?	As per RFP.
31	42	Annexure E	II - Service Support Cost	Service Support Cost	Graphic Designers usually operate in a creative environment which can be independent of the DCC, can their presence on site be omitted as a mandatory requirement?	Dedicated Graphic Designer has to mandatorily work out of Indian Bank premises.
32	44	Appendix 2	Point 14- Competition Tracking	Competition Tracking	Tracking promotional activities of competitors and generating advertising reports does not qualify as part of PR. Request clarification.	The mentioned jobs are to be undertaken within the realm of Public Relations activities and not across the entire gamut of advertising campaign undertaken by the market players.
33	44	Appendix 2	Point 15- Campaign Audit	Campaign Audit	There is no formal method in PR to audit the campaigns which can calculate its Population Reach, Financial and non-financial benefits. Request clarification.	The report expected under this point is qualitative in nature, carrying information possible to glean from public domain and resources.
34	44	Appendix 2	Point 24 - Agreement	Agreement	Agency in order to sail through its indemnity insurance cannot have unlimited liability in any contract. Request for limitation of liability under this RFP to be capped upto the annual retainer fee paid by the Bank.	As per RFP.
35	43-50	Appendix 2, Appendix 3, Appendix 4, Appendix 5	Appendices	Agreement, Indemnity Bond, Performance BG	Do we need to submit this at the RFP stage or once the Agency is selected	These documents are to be submitted by the Successful Bidder only.
36	45	Appendix 2	Point 29- Liquidated Damages	Liquidated Damages	Request to remove this clause. Since all our services will be with prior approval from the client and all deliverables shall be subject to client's approval and basis the opportunity available in the media.	As per RFP.
37	45	Appendix 2	Point 25 - Confidential Information	Confidential Information	The information provided shall be marked as confidential as our services are related to media engagement. Request to also put a cap of 1year post expiry or termination of the agreement	As per RFP.

38	3	Part of Table	Application Fee of INR 10,000/- (non-refundable) & Earnest Money Deposit of INR 5,00,000/- (refundable)		As an MSME, will we be exempted from paying the Application Fee and Earnest Money Deposit? The reason for this query is that all PSBs have so far exempted us from paying these.	The MSME having Udyam registration number (Udyog Aadhaar Memorandum Number) are exempted from submission of Application Fee and EMD (Earnest Money Deposit) at the time of bidding.	
39	3	NA	Rs. 5,00,000/- Earnest Money		Sir, we need clarity that EMD will be exempted for MSME firms. Please confirm.		
40	17	15.2.a	the Bidder should pay the non-refundable RFP document fee of Rs. 10,000 (Rupees Ten Thousand only) in Demand Draft / Banker's Cheque drawn on any scheduled Commercial Bank (except Indian Bank) in favor of <b>Indian Bank, payable at Chennai</b>		We are a MSME & Start-up registered company are we eligible to pay the Tender Fee		
41	-	-	-		Is there a minimum number of agency application required at the time of bid opening		As per the guidelines, minimum 2 bids are required.
42	9	2	The Bidder, or if it is a subsidiary who is engaged in PR, should have earned minimum annual fee income of Rs. 1 crore, exclusively from PR, during each of the 3 preceding financial years. In case, the Bidder provides non-PR services as well, only the fee Income from PR will be considered.		Sir, please confirm is 2020-21 will be included in last 3 financial year or it will be 2017-18, 2018-19 & 2019-20		The last three years' audited financial statements.

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