

**REQUEST FOR PROPOSAL
FOR ENGAGEMENT OF SERVICE PROVIDER
FOR
PUBLIC RELATIONS SERVICES
AND
SOCIAL MEDIA MANAGEMENT SERVICES**

Date of Issue: 30.07.2021
Reference No. IB/ CO/CCD & MKTG/ Tender/ 01/Open/ 2021-22

Issued by:

Corporate Communication and Marketing Department
Indian Bank, Corporate Office
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Indian Bank invites Offers for **Engagement of Service Provider for Public Relations Services and Social Media Management Services.**

Offer related details are as mentioned below:

RFP No.	IB/ CO/ CCD & MKTG/ Tender/ 01/ Open/ 2021-22
Date of Issue	30.07.2021
Last Date and Cut-Off Time for Submission of Pre-Bid Queries, if any	05.08.2021
Contact Person & Email IDs for sending Pre-Bid Queries/ Error Notifications along with Email IDs of participants interested to join Pre-Bid Meeting	Mr. Goutham K at ccd@indianbank.co.in <i>AND</i> Mr. Nishant Chauhan at ib_sm@indianbank.co.in
Date and Time for Pre-Bid Meeting (Virtual)	07.08.2021, 03.00 pm, IST
Last Date and Cut-Off Time for Submission of Bid Offer	19.08.2021, 03.00 pm, IST
Bank's Address for Submission of Bid Offer	General Manager (Marketing & CCD) Indian Bank, Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600 014
Date, Time and Venue of Opening of Part-A: Conformity to Eligibility Criteria and Technical Bid	19.08.2021, 04.00 pm, IST Indian Bank, Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600 014
Date and time opening of Part-B: Quote / Commercial bid	Will be intimated at a later date to eligible bidders.
Application Fees (Non Refundable)	Rs. 10,000/- (Rupees Ten Thousand only)
Earnest Money Deposit (Refundable)	Rs. 5,00,000 /- (Rupees Five Lakhs only)

Note: The Offers can be sent via courier or delivered in person against written acknowledgement. Indian Bank, however, does not take responsibility of any offers damaged/lost in transit/delivered at incorrect address prior to receipt of it at its designated office.

This is a Two Bid System tender. All bids (Technical and Commercial) must be submitted at the same time giving full particulars in separate sealed envelopes at the Bank's address as mentioned above. The original RFP (and any addendums) needs to be signed and stamped by the vendor and has to be submitted along with the Technical Bid.



Time is as per Indian Standard Time. The above dates and time are tentative and subject to change without any prior notice or intimation. If a holiday is declared on the dates mentioned above, the Bids shall be received / opened on the next working day at the same time specified and at the same venue unless communicated otherwise. Bidders should check website, www.indianbank.in for any changes / addendums to the above dates and/or any other changes to this RFP. Bidders to confirm with Bank the time & venue, one day prior to any of the above scheduled event.

This Offer is not transferable. Only the Bidders who have officially purchased this tender document shall be entitled to quote subject to their fulfilling the eligibility criteria.



DISCLAIMER

The information contained in this Bid Document or information provided subsequently to Respondents or applicants whether verbally or in documentary form by or on behalf of Indian Bank (or Bank), is provided to the Respondent(s) on the terms and conditions set out in this Bid Document and all other terms and conditions subject to which such information is provided. This Bid Document is not an agreement and is not an offer or invitation by Indian Bank to any parties other than the applicants who are qualified to submit the bids (hereinafter individually and collectively referred to as "Respondent" or "Respondents" respectively). The purpose of this Bid Document is to provide the Respondents with information to assist the formulation of their proposals. This Bid Document does not claim to contain all the information each Respondent requires. Each Respondent, at its own cost without any claim to reimbursement/ refund, etc., is free to conduct its own independent investigation(s) and analysis and to check the accuracy, reliability and completeness of the information in this Bid Document. Indian Bank makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this Bid Document. The information contained in the Bid Document is selective and is subject to updating, expansion, revision and amendment. Indian Bank does not undertake to provide any Respondent with access to any additional information or to update the information in the Bid Document or to correct any inaccuracies therein, which may become apparent. Further, Indian Bank reserves the right of discretion to change, modify, add or alter any or all of the provisions of this Bid Document and/or the selection process, without assigning any reasons whatsoever. Such change shall be posted on the Bank's official website, www.indianbank.in or shared with shortlisted Respondents, as the stage of change warrants. Indian Bank, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this Bid Document.

Information provided in this Bid Document is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. Indian Bank does not own any responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. Further, the Bank also does not accept liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Respondent upon the statements contained in this Bid Document. Indian Bank reserves the right to reject any or all the proposals received in response to this Bid Document at any stage without assigning any reason whatsoever. The decision of Indian Bank shall be final, conclusive and binding on all the parties.



DEFINITIONS

- (a) "Respondent", "Firm", "Company", "Bidder" means any entity or person or Associations of persons (constitution of association of persons may be in the form of any legal entity like partnership, public / private limited company, LLP, etc.,) who are submitting their proposals for providing services to Indian Bank under this Bid Document.
- (b) "Service Provider: means any entity or person or Associations of persons (constitution of association of persons may be in the form of any legal entity like partnership, public / private limited company, LLP etc.,) who has been identified to provide services to Indian Bank under this Bid Document.
- (c) 'PR' means 'Public Relations'
- (d) "Assignment / job" means the work to be performed by the PR and Social Media Service Provider pursuant to the Contract.
- (e) "Contract" means the Contract to be signed by the Parties as per the format approved by Indian Bank and all the attached documents and the Appendices.
- (f) "Day" means calendar day.
- (g) "RFP" means this Request for Proposal prepared by Indian Bank for the selection of PR and Social Media Service Provider
- (h) Terms of Reference (TOR) means the document included in the RFP which explains the scope of work, activities, and tasks to be performed.
- (i) "The Bank/ Bank" means Indian Bank which has invited the bids for PR and Social Media services and with which the selected Service Provider signs the Contract for the services and to which the selected Service Provider shall provide services as per the terms and conditions and TOR of the contract.
- (j) "Quote", "Commercial Bid" means the cost quoted by the Bidder for executing the jobs sought under the Bid Document



CONFLICT OF INTEREST

The Bank requires the Respondent to provide professional, objective, and impartial services and at all times, hold Bank's interests paramount, strictly avoid conflicts with other Assignment(s) / Job(s) or its own corporate interests and act without any expectations/ consideration for award of any future assignment(s) from The Bank.

Respondent has an obligation to disclose to the Bank in writing, any situation of actual or potential conflict that exists, arise or may arise in the course of performing the service, that impacts their capacity to serve the best interest of the Bank, or that may reasonably be perceived as having this effect. If the Respondent fails to disclose said situations and if the Bank comes to know about any such situation at any time, it may lead to the disqualification of the Respondent during bidding process or the termination of its Agreement during execution of assignment.

Employees of the Bank shall not work as, for or be a part of the Respondent/ Service Provider.



1. ABOUT THE BANK

The Indian Bank Limited, the predecessor to Indian Bank, had its genesis in the keen need felt for an Indian Bank managed by Indians, on Western lines in the wake of the widespread misery caused to the depositors by the failure of the House of Arbuthnot & Co., in the year 1906. The late Hon'ble Shri V. Krishnaswamy Iyer with the help of prominent citizens, took the initiative and Indian Bank Limited was incorporated on March 5, 1907 with an authorized capital of Rs.20 lakhs. The Bank commenced business on August 15, 1907 with a branch in erstwhile Madras. It has since grown in size and business, adding customers across the length and breadth of this country and beyond. As on 31.03.21, Bank has pan-India network with 20593 touch points including 6004 brick and mortar branches, 5428 ATMs/BNAs, 9161 Business Correspondents and 3 overseas offices. Bank's total business has reached Rs.9.28 Lakh crores consisting of deposit base of Rs.5.38 Lakh Crores and Advances of Rs.3.90 Lakh crores.

Technology Environment

Indian Bank has all its branches on Core Banking Solutions has a range of customer centric and other solutions like full suite of Core Banking Solution, payment systems like IMPS, NEFT, RTGS, SWIFT, CTS, etc., alternate delivery channels viz., ATM, e-Kiosk, Internet Banking, Mobile Banking and App Banking, e-payment of Taxes, Utility Bill, Ticket, Donation, etc., SMS alerts and Corporate Net Banking. Bank has launched an integrated mobile app having various functionalities with biometric /face ID login. As a part of enhancing customer experience, Bank has also launched an AI-Chatbot, ADYA, that is currently available on Bank's website as an additional mobile-friendly customer interface for answering customer queries.

Social Media Environment

Indian Bank, hereinafter referred to as the 'Bank', as on date, has its official presence on five social media platforms. The details of the platforms and the Bank's handle/ page IDs are as given below:

- Facebook - @MyIndianBank (<https://www.facebook.com/MyIndianBank>)
- Twitter - @MyIndianBank (<https://twitter.com/myindianbank>)
- Instagram - @MyIndianBank (<https://www.instagram.com/myindianbank/>)
- LinkedIn - Indian Bank (<https://www.linkedin.com/company/indianbank/>)
- YouTube - IndianBankOfficial (<https://www.youtube.com/indianbankofficial>)

Of the above, the Bank's pages on Facebook, Twitter and Instagram are verified. The channels serve multiple purposes including promotion of products and services, dissemination of information



on processes and safe banking, announcement of events, facilitation of grievance and query redressal, comprehension of market expectations and assessment of brand health.

As social media is a dynamic space and leveraging it warrants constant evaluation, rethinking and redeployment, the Bank is looking for a Service Provider to set-up and manage, as the case may be, the present and future social media pages/ presence of the Bank as per the scope of work and deliverables defined in **Clause 4** of this Bid Document.

2. OBJECTIVE:

Indian Bank proposes to engage a Service Provider for PR and Social Media Management Services for the term mentioned in the Scope of Engagement detailed in **Clause 4**.

3. ELIGIBILITY CRITERIA:

S. No	Eligibility Criteria	Documents to be enclosed
1	The Bidder should be engaged in PR and Social Media Services for a minimum of 10 years	<ul style="list-style-type: none"> Self-attested copies of Certificate and Incorporation, Memorandum & Articles of Association in case of companies/LLP and in case of Partnership/Proprietorship, copy of trade license, partnership deed, GST Registration No. Copies of Work Order/s.
2	<p>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</p> <p>In case, the Bidder provides non-PR services as well, only the fee Income from PR will be considered.</p>	Copies of Audited Balance sheets/Fee Income certified by a firm of Chartered Accountant.
3	<p>The Bidder, or if it is a subsidiary who is engaged in rendering Social Media Services, should have minimum annual billing of Rs. 1 crore, exclusively from Social Media Services, during each of the 3 preceding financial years</p> <p>In case, the Bidder provides non-Social Media services as well, only the annual billing for Social Media Services will be considered.</p>	<p>Copies of Audited Balance sheets/Fee Income certified by a firm of Chartered Accountant.</p> <p>OR</p> <p>Copy of Work Orders with Renewals</p> <p>OR</p> <p>Original Certificates from Clients</p>
4	The Bidder should be profitable and the net worth of the Bidder should be positive for each of the previous three financial years	Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report to be enclosed.



S. No	Eligibility Criteria	Documents to be enclosed
5	The Bidder shall not have been blacklisted / debarred by any Central/ State Government/ Public Sector Undertakings/ Banks and not involved in any major litigation such as stay granted /punishment awarded by a court of law for contractual non-performance, imprisonment proceedings etc. that may have affected or compromised the delivery of services required.	Self-certification, as part of Compliance Certificate in Annexure – A, to be provided. However, Indian Bank has the right to independently verify the same.
6	The Bidder should have offices in Chennai, Delhi and Mumbai, besides a pan-India network	Certificate of incorporation/Partnership Deed or any documentary proof for example Phone/Electricity Bill, lease/rent agreement in the name of Bidder to be submitted. However, The Bank has the right to independently verify the same.
7	The Bidder should also have extensive experience of handling large clients. Presently, it should be having (i) for PR – atleast 3 BFSI clients of which minimum of 2 should be PSBs/ PSUs) and (ii) for Social Media - atleast 3 BFSI clients	Documents / proofs consisting agreements, orders etc pertaining to the same along with contact person's name, designation, number and email address.

4. SCOPE OF WORK and DELIVERABLES

A. PUBLIC RELATIONS (PR)

4.A.1 Scope of Work

The scope of work for the Service Provider includes (but does not restrict to):

A. Long Term Strategy:

- Assisting in reorienting Bank's Corporate Communication efforts by drawing up a long term communication strategy from time to time.
- Increasing visibility and mould opinion among its various stakeholders i.e. customers, investors, Government and public at large.

B. Media Relations:

- Maintaining excellent media relations to ensure adequate and Positive coverage of the Bank in a sustainable manner.
- Disseminating information on national basis or locally (as per The Bank's requirement) in various media i.e. print, electronic, digital and any other emerging media through press releases including emerging modes of communications.
- Assisting in managing one to one relationships of the management with all identified media professionals relevant to The Bank apart from managing all media events including one-to-one meetings/ interviews of the authorized spokesperson of The Bank.
- Providing and maintaining an updated list of media professionals relevant to The Bank
- Assisting The Bank for its presence in digital and/ or social media and any other emerging media.



C. Media Monitoring:

- Tracking mainline, regional business and Crisis Communication Trade Publications, magazines along with electronic and digital media to monitor specific coverage and perceptions about The Bank on a day-to-day basis. Preparing and submitting a report on a weekly basis (soft copy) covering news on The Bank in particular and financial related news (BFSI) in general.
- Submitting a comprehensive report at the end of every month giving detailed coverage for The Bank and analysis of the same in print, electronic and digital media vis-à-vis its major competitors.
- Handling and bring to the notice of The Bank any coverage that is detrimental to the interest of the Bank and preparing a proactive strategy for crisis communication and chalk out the key message, communication plan and ensure effective implementation of the plan for desired results.

D. Corporate Communications:

- Assisting the Bank in publishing internal House Journals / Magazines, employee Communications and similar other.
- Generating adequate unpaid coverage across different media for new product launches and any tactical / strategic announcements
- Providing media training programmes for authorized spokespersons of The Bank
- Devising communication strategy for better investor and analyst relations.
- Assisting in formulation of the Corporate Communication Policy & Corporate Social Responsibility Policy of the Bank for improving Brand image of the Bank.
- Competition Tracking – PR agency of the Bank will be assigned to track the Promotional activities of competitors (peer Banks / MNCs / other companies) and submit the advertising and editorial report to Corporate Communications Department on weekly basis.
- Campaign Audit- PR agency of the Bank will have to do audit of campaigns calculating Population Reach and Financial and non-financial benefits derived through the campaign.
- Brand/Campaign/Impact analysis- PR agency of the Bank shall measure post campaign impact in select sample areas to analyse the effectiveness of the campaign

E. Provide competitive information on a periodic basis.**F. Managing end-to-end activities pertaining to Press Releases, Press Conferences, Product launches, Seminars, Analyst Meet, Roadshows etc.****4.A.2 Training**

Training identified spokespersons of the Bank to manage media interactions across various platforms.



B. SOCIAL MEDIA MANAGEMENT

4.B.1 Scope of Work

The scope of work for the Service Provider includes (but does not restrict to):

- A. Assisting in formulation of the Social Media Policy of the Bank and devising governance structure for the Bank
- B. Putting together Social Media Strategy and consistently aligning it to Bank's and market's requirements
- C. Managing day-to-day activity of the page including drawing calendars, content generation and posting, executing campaigns and allied activities
- D. Creating a loyal and vocal digital community on social media space and taking suitable steps like engaging influencers, domain leaders, key advocates, etc. to nurture it
- E. Formulating an Online Response Management (ORM) Mechanism involving all stakeholders (including Service Provider, Bank and Call Centre) where end-to-end tracking of the response is possible which involves:
 - a. developing an automated system for response management and escalation with facility to prioritize posts
 - b. putting in place a response management that runs on a 24* 7 basis
 - c. providing 1st level of response within 30 minutes of the post
 - d. arranging resolution to a query/complaint within 2-3 days
 - e. ensuring response from the Bank within 2-3 days and following up for the same
- F. Activating Social Listening Tools and gathering insights therein
- G. Safeguarding bank's social media presence from unofficial, suspicious and similarly unsuitable pages/ profiles/ presence/ activity
- H. Establishing Digital Command Centre and provide resources in Bank's premises to effectively manage the Bank's standing and growth in the social and web space
- I. Generating and Sharing periodic MIS and Analysis that covers (and is not restricted to)
 - a. Page Activity
 - b. Campaigns
 - c. Sentiment
 - d. Competitors' Activity
 - e. Market Trends
 - f. Expert Advice to better leverage Social Media space and other digital channels and draw positive dividends from it
- J. Complying with all laid down Risk, Information Technology and Information Security (IS) policies, Statutory & legal requirements and any other relevant guidelines released by Bank or authorized third party from time to time.



- K. Incorporating Social Media as a part of overall online brand – including social advertising, Search Engine Marketing and Search Engine Optimization
- L. Enhancing the Brand Equity of the Bank on social media and allied digital space by effective brand management
- M. Facilitating transactional banking on Social Media, whenever Bank decides to introduce it

4.B.2 Technology Requirements

The Service Provider should deploy its solution and provide its services through a public cloud of a reputed organization. The Bank will not be providing any data centre or disaster recovery space through its service providers. The Respondent should include all infrastructure requirements while arriving at the prices:

- Hardware (virtual machines)
- Database
- Operating System
- Storage
- Social Listening Application
- Social Banking integration capabilities
- Any other application to meet the Bid Document's requirement

For sizing purposes, empirical data, third party reports, evidence, etc. would be required in the form of benchmarks of that class of hardware with the suggested processors for the proposed Solution to accept the sizing calculation.

In the near future, the Bank may wish to extend banking services via Twitter / Facebook / Similar platform to anyone who has an account on the respective platform through appropriate payment channels and gateway. The Bank's customer, who has a mobile number registered with the Bank on the said platform should be able to access this facility. The customer should be able to send money to anyone in India even if the recipient does not have account with our Bank. The solution should have integration capabilities.

In the long term, the Bank wishes to extend social banking services across other social media channels too in line with the readiness of the channel involved.



4.B.3 Functional Requirements

Bank intends to favourably leverage the market sentiments on Social Media through one or more of the following modes:

- Social sites presence
- Active Postings (at least 40 per month per page) including Photo and GIF Posting
- Active Link-Embedded Photo Posting
- Posting Calls to Action
- Segmented Posting
- Questions In Posts
- Social Plug-ins on Website Product / Service Pages
- Apply for Product / Service within Facebook/ Twitter, etc.
- Blogs, Video and RSS Feeds
- Moderated Customer forums
- Crowd Sourcing (Customers participating in products design)
- Product Soft Launch
- Social Prospecting and Peer Comparison
- Public Relations
- Active Customer Care Response Inside Social Media Platforms
- Dedicated Customer Care Twitter Account
- Brand Management

Bank is looking for a Social Media Management Service that gathers the data from various social media outlets and news sources and supports the aforesaid functionalities. It should have the ability to monitor billions of conversations and generate text analytics based on predefined criteria. It should also determine sentiment of the speaker or writer with respect to some topic or document. The information gathered can guide the Bank's relevant department/s in assessing the effectiveness of communication strategies. Indicatively, following are some of the utility areas of the social media listening solution:

- Track reach and spread of our messages and press releases
- Handle crisis situations
- Continuously monitor conversations
- Identify and reach out to key advocates, bloggers and influencers
- Spot emerging trends, discussions, themes and topics

System should be able to put a cap on the number of feeds received per month and its value shall be configurable at will.



4.B.4 Technical Specifications

Compliance to the Technical Specifications applicable under this Bid Document is enlisted in Annexure – D. The same must be submitted, duly filled in, for the offer of the Respondent to be considered for evaluation.

4.B.5 Security

The Service Provider should comply with the Bank's prevailing Information Systems Security Policy in key concern areas relevant to this Bid Document. Some of the key areas are as under:

- Responsibilities for data and application privacy and confidentiality
- Responsibilities on system and software access control and administration
- Custodial responsibilities for data, software, hardware and other assets of the Bank being managed by or assigned to the Service Provider
- Physical Security of the facilities
- Physical and logical separation from other customers of the Service Provider
- Incident response and reporting procedures
- Password Policy and Data Encryption/Protection requirement of the Bank

4.B.6 Training

1. Successful Respondent shall provide onsite/ offsite training (at Bank's Premises) for one week (pre-roll-out) to the Staff of Bank including Marketing Officers and Digital Banking Champions along with the manuals for user/administrator portal.
2. The training should cover all details for usage of the solution, maintenance of solution, usage of Administrator web portal, MIS/reports generated; define limits, alerts / notification including hands-on tips for basic troubleshooting.

4.B.7 Delivery Period

As per requirement specified in this Bid Document, all activities have to be completed as per the schedule given below: from the date of acceptance of Purchase Order by the Service Provider:

- a) For managing existing pages – **1 week from the date of acceptance of Work Order**
- b) For new pages:
 - a. opening, configuring, operationalizing, testing of new pages – **2 Weeks from date of Bank's request**
 - b. User Acceptance Testing (UAT) and Go-Lives – **1 Week**
- c) For Digital Command Centre – **3 weeks from the date of acceptance of Work Order**

The Bank reserves the right for inspection of Data Centre (DC) / Disaster Recovery Site (DRS) either Pre or Post delivery.



5. BID OFFER PREPARATION, SUBMISSION AND PROCESSING

5.1 Bid Offer Contents

The Bid Offer shall contain five annexures as detailed below, besides the Bid Document, signed and stamped on each page:

Annexure A	–	Compliance Certificate
Annexure B	–	General, Financial and Experience Details
Annexure C	–	Supporting Presentation
Annexure D	–	Compliance to Technical Specifications
Annexure E	–	Commercial Bid

A Bid Offer containing hard copies of all the above documents (five annexures plus Bid Document copy-signed and stamped), as per the formats given in this Bid Document, shall alone qualify for consideration. All the annexures must be clearly marked.

Separate Technical and Commercial Bids in duplicate (One Original and One Copy) duly sealed and super-scribed "**Quotation for Engagement of Service Provider for Public Relations Services and Social Media Management Services – Technical Bid**" and "**Quotation for Engagement of Service Provider for Public Relations Services and Social Media Management Services — Commercial Bid**" shall be submitted as per bid details given in the RFP.

Sealed separate envelopes (A & B) carrying Technical Bid and Commercial Bid, and marked "Technical Bid" and "Commercial Bid" respectively, should be put in a single outer cover duly sealed and super-scribed "**Quotation for Engagement of Service Provider for Public Relations Services and Social Media Management Services**" and be dropped/submitted at the Bank's address given above. Any Bid received by the Bank after deadline for submission of Bids prescribed, will be rejected and returned unopened to the Bidder.

ENVELOPE-A (Technical Bid): (containing one Hard copy and one Soft copy (MS Word) in pen drive))

The Technical Bid (two copies) should be completed in all respects and contain all information asked for in the exact format of technical specifications given in the RFP, except prices. The Technical Bid must not contain any price information, otherwise it will be liable to be rejected.



ENVELOPE-B (Commercial Bid): (Hard copy only)

The Commercial Offer (two copies) should consist of commercial Quote only as per Annexure-E.

Bank reserves the right to reject bid offers that are incomplete or not in the required format. Only one bid offer shall be accepted per Respondent. In case Respondent is submitting more than one bid offer, all the bid offers submitted by the Respondent shall be disqualified.

The guiding principles during Commercial Bid preparation should be:

1. The best and firm price should only be quoted, taking into account all the requirements enlisted in Annexure – E. Any exclusion/ non-compliance to requirements from the list must be clearly mentioned below the 'Retainer Fee per month' under the header, '**Exclusions**'.
2. The Respondent must quote in Indian Rupees ('INR') only. Quotes in currencies other than INR would not be considered and the quote will be rejected forthwith.

The language for submission of bid and all other correspondence/ documents relating to the RFP/BID shall be English only.

5.2 Bid Document and Cost

- a. The Bid document can be downloaded from Bank's website (www.indianbank.in) or obtained from bank's contact person (as provided on page 3 of this document) and for that 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 **Indian Bank, payable at Chennai** and submit the same along with "Eligibility cum Technical Proposal". Submission of the cost of the Bid document in any other form/place is liable for rejection on grounds of non-payment of the cost of the Bid document.
- b. Respondent should deposit an Earnest Money Deposit (EMD) of Rs. 5,00,000/- (Rupees Five Lakhs Only) in the form of DD favouring "Indian Bank" specified in the RFP on or before the last date & time mentioned in the RFP, otherwise the bid will be rejected. The bidders claiming exemption as a NSIC/MSME registered unit shall submit the scanned copy of valid NSIC/MSME registered confirming as manufacturer of tendered item.



5.3 Late Submission of Bid Offer

On-time submission of Bid Offer is strongly encouraged and recommended. Submissions after the lodgement deadline shall be documented by the Bank and may be considered and evaluated/rejected at the absolute discretion of the Bank. However, the Bank has no obligation to accept or act on any reason for a late response.

The Bank has no liability to any Respondent who lodges a late Bid Offer submission for any reason whatsoever including offer responses taken to be late only because of another condition of responding.

5.4 Bid Offer's Validity Period

Bid Offer must remain valid and open for evaluation, according to Bid Document terms, for a period of 120 days from the last date of submission of Bid.

5.5 Requests for Information / Clarifications

Respondents are required to direct all communications related to this Bid Document to the email IDs shared on Page No. 3 of this Bid Document well in advance for a meaningful discussion during the Pre-bid meeting with interested bidders. The Respondents are, further, advised to check Bank's website till submission of bid documents as per schedule. Bank may, in its absolute discretion, seek additional information or material from any Respondents after the offer period closes and all such information and material provided must be taken to form part of that Respondent's response. No query / suggestions shall be entertained after the opening of Quote. Bank is not bound to reply to the queries not pertaining to this Bid Document. Replies shall be at Bank's discretion. Bank's replies shall be final and acceptable to all Respondents. Non-attendance in Pre-bid meeting will not be a reason for disqualification of any Respondent. The format for raising Pre-bid queries is given as Appendix-6.

5.6 Erasures and Alterations

The five annexures must be complete and filled up. All the corrections or alterations, if any, should be authenticated.

The Respondent may modify or withdraw its Bid Offer after its submission, provided that written notice of the modification or withdrawal is received by Bank prior to the closing date and time prescribed for submission of Bid Offers. No Bid Offer can be modified or withdrawn by the Respondent, subsequent to the closing date or time for submission of Bid Offers.



5.7 Bid Opening

The Bidders are required to send their respective authorized representative (not more than 1 official) who should carry a letter on Body Corporate letter head, authorizing him/her to attend the bid opening along with ID Card duly issued by the competent authority. Without this letter and ID card, he/she may not be allowed to attend the bid-opening meeting. After evaluation of bid, all the Bidders will get the information regarding bid status. Thereafter, communication confirming the status will be sent to all Bidders. The Bidders can check information regarding the status of their tender and ranking on website. Contract will be awarded separately to the Successful Bidder.

5.8 Procedure for processing the Bids

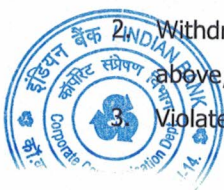
1. Documents containing Pre-Qualification-cum-Technical Bid would be opened on the specified date and time.
2. The documents submitted by the Bidders would be evaluated by the Technical Committee of Indian Bank.
3. Financial Bids would be opened on the specified date and time of only those Bidders who have successfully qualified in the Technical Bid. The authorized representative of shortlisted Bidders who wish to remain present for Financial Bid opening should bring a letter on Body Corporate letterhead, authorizing him/her to attend the bid opening along with ID Card duly issued by the competent authority. Without this letter and ID card, he/she may not be allowed to attend the bid-opening meeting. After the opening of financial bid, all the Bidders present will get the information regarding bid status.
4. The Tender Committee of Indian Bank will decide the Successful Bidder. The decision of the Committee shall be final, conclusive and binding upon all the Bidders.

This procedure is subject to changes and the procedure adopted by Indian Bank for opening the tender shall be final and binding on all the parties.

5.9 Forfeiture of EMD

The EMD submitted by the Bidder will be forfeited if the Bidder –

1. Withdraws the bid after acceptance by the Bank; or
2. Withdraws the bid before the expiry of the validity period of the tender as contained in para 5.4 above; or
3. Violates any of the provisions of the terms and conditions of the RFP.



4. (In case of a successful bidder) Fails to furnish the Performance Bank Guarantee (PBG) in accordance with terms and conditions of the RFP.
5. Submits any undertaking/form or written statement in whatsoever form, which subsequently is found to be false or fabricated at any time prior to signing of formal contract.

5.10 Refund of EMD

1. EMD is refundable to unsuccessful bidders after completion of tender process i.e. after declaration of Successful Bidder
2. EMD of the successful bidder shall be refunded after execution of PBG.
3. In case of rejection of tender / unsuccessful tender, the EMD will be refunded to the bidders after intimation of rejection of tender.
4. No interest is payable on the EMD.

5.11 Rejection of Bids

The bid is liable to be rejected due to any of the following reasons: -

- I. it is not accompanied by the requisite Application Fee or EMD or both
- II. it is not in conformity with the instructions mentioned herein.
- III. it is incomplete with regards to required documents.
- IV. it is conditional.
- V. It is linked to any billing linked to Bank's assets and/or revenues

6. BID OFFER EVALUATION

6.1 Evaluation of Bid Offer

The Bank will evaluate the Bid Offer submitted by the Respondents under this Bid Document, with all the annexures, listed herein, in order. If warranted, the Bank may engage the services of external agencies / consultants for evaluation of the bid offers. It is at Bank's discretion to decide at relevant point of time.

Bank may, at its own discretion, relax one or more of the above conditions for the Respondents who have already provided Public Relations or Social Media Management Services to another Public Sector Bank in India. The Bank may consider waiver of any minor deviation or irregularity in a Bid which is non-material in nature.



6.2 Quote Evaluation

The Quotes of Respondents will be opened, and a Techno-Commercial evaluation will be applied to select the Service Provider. A weightage of 80% will be accorded to Technical Score (derived from Technical evaluation as per Appendix – 1) and a weightage of 20% to Commercial Score (derived from the Quote as per Annexure – E). The Total Score of the Respondent will be calculated as per the following formula:

$S = (T/T \text{ High} \times 80) + (C \text{ Low}/C \times 20)$ Where: S = Score of the bidder

T = Technical score

T High = Highest Technical Score

C = Financial Quote

C Low = Lowest Financial Quote

The Respondent scoring the Highest Score (HS1) shall be selected as the Service Provider.

The Bidder selected as the Service Provider in the above process shall be duly informed by the Bank and has to give its acceptance of Bank's Offer in the stipulated time and format. If the Successful Bidder fails to accept the Bank's offer or sign the agreement within a specified timeline, the Bank reserves the right to award the contract to the Bidder with the next Highest Score (HS2) based on the Techno-Commercial evaluation scores.

The Bidder with Highest Technical Score or Lowest Financial Quote will not automatically become the Successful Respondent.

6.2.1 Technical Score

Technical Evaluation Sheet will be marked on the following parameters, as detailed in Appendix-1:

- Financial Position
- Public Relations and Social Media Implementation Experience in Public Sector or Private Bank/ BFSI Organizations/ Reputed Organizations
- Capability of Social Media Solution offered (Compliance to Technical Specification as per Annexure – D]
- Presentation submitted as per Annexure – C.



6.2.2 Commercial Score

Commercial Bid should be in strict conformity with the format as given in **Annexure –E**.

The price offered shall be on a fixed price basis inclusive of all taxes, levies, duties, and charges applicable as per scope of work except for applicable GST for a period of 36 months subject to satisfactory review every year. The agreement can be extended further subject to review and as mutually decided by The Bank and Successful Respondent. The prices offered should be inclusive of all the phases involved in successful establishment and management of the activities underlined in the scopes of PR and social media in clause no. 2 of this Bid Document. Refusal/failure to commit to the defined jobs as per terms of Bid Document shall result in disqualification of the Respondent from this process as well as future procurements of Bank. Please note that Quantities in Annexure E has been given for assisting the Respondent to arrive at 'Retainer Fee per month'. However, the quantities will be employed as per Bank's discretion.

7. POST SELECTION OF SERVICE PROVIDER

7.1 Signing of Contract, SLA and NDA

The Successful Respondent chosen as per the offer evaluation procedure detailed in clause no. 6, will be issued a Work Order. The Successful Respondent is required to submit its acceptance within 7 (seven) days from the date of issue of Work Order. Upon acceptance, a contract, covering the scope and deliverables detailed in this Bid Document, along with Service Level Agreement (SLA) and Non-Disclosure Agreement (NDA), would be executed with the Successful Respondent, for a period of 36 months.

Execution of SLA / NDA

The Successful Respondent shall execute **(a)** a Service Level Agreement (SLA), which would include all the services (including deliverables as detailed in Annexure-E) and terms and conditions of the services to be extended as detailed herein and any other conditions as may be prescribed by the Bank; and **(b)** Non-disclosure Agreement (NDA).

The Successful Respondent shall execute the SLA and NDA within 1 (one) month from the date of acceptance of Work Order/ Letter of Appointment. The contract shall be executed by the authorized signatory of the Successful Respondent. A power of attorney to that effect shall be submitted by the Successful Respondent.



7.2 Bank Guarantee

Successful Respondent has to furnish a Performance Bank Guarantee (as per Appendix – 5) being a fixed percentage of the Total Contract Value (not exceeding 10%) as per extant guidelines issued by RBI/Ministry of Finance/ Bank for such similar contracts issued by any reputed Scheduled Commercial Bank in India (other than Indian Bank) in favour of Indian Bank within 10 (ten) days of acceptance of offer or signing of contract whichever is earlier. The Guarantee shall be valid for the entire period of contract and a claim period of 90 days thereafter.

In case of extension of contract, the Successful Respondent has to extend the Performance Bank Guarantee for the extended period (exceeding three months of the contract) as per stipulation in the Service Level Agreement.

In case, the Service Provider fails to perform the contract, Bank shall invoke the Performance Bank Guarantee to recover penalty/ liquidated damages.

7.3 Payment Terms

The Successful Respondent must accept the payment terms proposed by the Bank. The quote submitted by the Successful Respondent must be in conformity with the payment terms proposed by the Bank. Any deviation from the proposed payment terms would not be accepted. The Bank shall have the right to withhold any payment due, to the Successful Respondent, in case of delays or defaults on the part of the Successful Respondent. Such withholding of payment shall not amount to a default on the part of the Bank.

All payments will be released from our office within 30 working days of claim on submission of all relevant documents and proofs. The payments will be released electronically through modes like NEFT and RTGS and the Successful Respondent must provide necessary bank details to affect such payments. Applicable TDS, if any, will be deducted at the time of releasing the payments.

7.4 Payment of Charges:

Payment will be made by the Bank on quarterly basis in arrears after receipt of the bill from the Successful Respondent (now, Service Provider) subject to the verification of the service level reports with all necessary documents, after deducting penalties, if any. Penalties related to service metrics, as detailed in Annexure-E, shall be levied if they are not met as per SLA. No other payment (like for Hardware, Software, Third-Party Utility, Tools, Licenses, Service or Support Charges, etc) will be paid by the Bank **besides the 'Retainer Fee per month' as detailed in Annexure - E.**



However, any expenses not included in the table (as provided in Annexure – E), like those pertaining to conveyance, stay, etc. (for PR-related work) and video production, email campaigns, database procurements, prizes, engagement of social media influencers, etc. (for social media-related work) shall be paid on a case-to-case basis.

Charges shall be fixed for the entire contract period and there shall be no escalation due to fluctuation in taxes, foreign currency or changes in duty structure or for any other reasons. However, impact of fall in prices, taxes duties, services, inter-connect charges or any other external factors like downward movement of foreign exchange rate etc. would be passed on to the Bank suo moto.

8. GENERAL TERMS AND CONDITIONS

8.1 Adherence to General Terms and Conditions

- The Respondents who wish to submit Bid Offers towards this Bid Document should note that they should abide by all the terms and conditions contained in the Bid Document. If the responses contain any extraneous conditions put in by the respondents, such responses may be disqualified and may not be considered for the selection process.
- The Evaluation of Technical Bids will start first and at this stage, Commercial Bid will remain unopened. The minimum qualifying marks in Technical Bid Evaluation is 60. However, if no Bidder scores 60 marks or more in the Technical Bid Evaluation, Bank reserves the right to consider the Bidder with next Highest Technical Score with a lower threshold of 50 (i.e, not below 50 marks) as calculated in Appendix-1.
- Commercial Bids of only those Respondents who have qualified in the Technical Bid evaluation shall be opened in the presence of representatives of the Respondents who choose to be present. The Bank shall inform the date, time and place of opening of the Commercial Bids to all qualified/ shortlisted Respondents.
- In case of discrepancy between amount in words and figures, the former will prevail.
- If any of the Bidders has engaged any contract labourers, it has to submit the registration/ license as per sec 7 and 12 of Contract Labour Abolition Act, 1971 besides having necessary registration / license under ESI Act and EPF Act.



8.2 Costs Borne by Respondents

All costs and expenses incurred by Respondents in any way associated with the development, preparation, and submission of Bid Offers, including but not limited to attendance at meetings, discussions, etc. and providing any additional information required by the Bank, shall be borne entirely and exclusively by the Respondent.

8.3 Errors and Omissions

Each Respondent should notify the Bank of any error, omission, or discrepancy found in this Bid Document by sending a mail to the email IDs given on Page No. 3 of this Bid Document.

8.4 Indian Bank reserves the right to:

1. Reject any or all responses received under this Bid Document
2. Waive or change any formalities, irregularities, or inconsistencies in proposal format delivery
3. Extend the time for submission of all Bid Offers
4. Select the most responsive Respondent (in case no Respondent satisfies the eligibility criteria in totality)
5. Select the next most responsive Respondent if negotiations with the Respondent of choice fail to result in an agreement within a specified time frame.
6. Use the information/ clarifications provided in response to Bid Document by Respondent in any form, for evaluation purpose.
7. Cancel the Bid Document at any stage, without assigning any reason whatsoever.
8. Change the time schedule of the Bid Document for inviting the bids or evaluation thereof
9. Modify the quantity or specifications related to scope of work, deliverables, and requirements.

8.5 Confidentiality

This document contains information confidential and proprietary to Indian Bank. Additionally, the Respondents shall be exposed by virtue of the contracted activities to the internal business information of the Bank. Disclosures of receipt of this Bid Document or any part of the aforementioned information to parties not directly involved in providing the services requested could result in the disqualification of the vendors, premature termination of the contract, and / or legal action against the vendors for breach of trust. Successful Respondent is bound by the legal non-disclosure agreement (NDA), signed as per clause 7.1 with the Bank, before starting the project.

The Successful Respondent (and its employees) shall not, unless the Bank gives permission in writing, disclose any part or whole of this Bid Document, of the proposal and/or contract, or any



specification, plan, drawing, pattern, sample, or information furnished by the Bank (including the users), in connection therewith to any person other than a person employed by the Respondent in the performance of the proposal and/or contract. Disclosure to any such employed person shall be made in confidence and shall extend only as far as may be necessary for purposes of such performance. The employees or the third party engaged by the Respondent shall maintain strict confidentiality.

The Successful Respondent, its employees and agents shall not, without prior written consent from the Bank, make any use of any document or information given by the Bank or its Authorized personnel, except for purposes of performing the contract award. In case of breach, the Bank shall take such legal action as it may be advised. The Successful Respondent must maintain confidentiality even after completion/ termination of the contract.

8.6 Termination/ Cancellation of Contract

The Bank shall have the right to terminate/ cancel the contract, before its complete run as per contract period, with the Service Provider at anytime during the contract period, by giving a written notice of 30 days or more, for any valid reason, including but not limited to the following reasons:

- i) Laxity in following security standards laid down by the Bank
- ii) Excessive delay in execution of orders placed by the Bank
- iii) Discrepancies / deviations in the agreed processes and/or products
- iv) Dissatisfactory deliverable
- v) Violation of terms & conditions stipulated in this Bid Document, Contract and allied documents signed therein
- vi) Bankruptcy or insolvency or any application filed by or against the Service Provider for bankruptcy, insolvency or winding up without prejudice to Bank's right of action or remedy, which has accrued or will accrue thereafter to the Bank.

8.7 Dispute Resolution Mechanism

The Bank and Successful Respondent (Service Provider) shall endeavour to settle dispute, if any, amicably through negotiations between the designated officials of respective parties within 15 (fifteen) days from the date of receipt of notice for amicably settling the dispute from either side. However, if the dispute does not settle through a negotiated manner within 30 (thirty) days of notice period, the same shall be resolved through arbitration to be held at Chennai and conducted in accordance with provisions of the Arbitration and Conciliation Act 1996 or any modification or re-enactment thereof. The jurisdiction of Courts shall be Chennai.



8.8 Insurance

The insurance of hardware and software provided to or used for the Bank under the contract shall be the sole responsibility of Service Provider. The insurance for comprehensive risks with Indian Bank as beneficiary should be taken by the Service Provider at its risk and cost.

8.9 Audit

The Service Provider shall consent and facilitate audit of services provided to the Bank by Internal and External Auditors appointed by the Bank/RBI or any other regulating agency. The Service Provider shall furnish certifications required in the process of audit relating to risk parameters finalized by the Bank at its discretion. Any discrepancies observed during such audit have to be rectified by the Service Provider in consultation with the Bank.

8.10 Other Expenses

All expenses (unless expressly specified to be paid by Bank) including those for execution of agreements, performance guarantee commission, stamp duty, legal charges etc. shall be borne by the Service provider.



Appendix 1–Parameters for Technical Evaluation

SR. NO.	PARAMETERS	MAXIMUM SCORE
1	Financial Position	<u>11</u>
1a	Average Business from Indian Operations during last three financial years (Audited Figures)	<u>7</u>
	Rs. 25 Crores and above	7
	Rs. 20 Crores and less than Rs. 25 Crores	6
	Rs. 10 Crores and less than Rs. 20 Crores	5
	Rs. 5 Crores and less than Rs. 10 Crores	4
	Less than Rs. 5 Crores	3
1b	Average Net Profit after Tax during last three financial years (Audited Figures)	<u>4</u>
	Rs. 5 Crores and above	4
	Rs. 2 crores and less than Rs. 5 Crores	3
	Less than Rs. 2 crores	2
2	Social Media Implementation and Management Experience in the past 5 years with each contract period being not less than 12 months	<u>10</u>
	In 3 or more Public Sector Banks or Private Sector Banks in India	10
	In 8 or more reputed organizations in India (not from Banking sector)	8
	In 2 Public Sector Banks or Private Sector Banks in India	6
	4 to 7 reputed organizations in India (not from Banking sector)	4
	In 1 Public Sector Bank or Private Sector Banks in India OR Less than 4 reputed organizations in India	2



3	Public Relations Implementation and Management Experience in the past 5 years with each contract period being not less than 12 months	<u>10</u>
	In 3 or more Public Sector Banks or Private Sector Banks in India	10
	In 8 or more reputed organizations in India (not from Banking sector)	8
	In 2 Public Sector Banks or Private Sector Banks in India	6
	4 to 7 reputed organizations in India (not from Banking sector)	4
	In 1 Public Sector Bank or Private Sector Banks in India OR Less than 4 reputed organizations in India	2
4	Capability of Social Media Solution Offered [0.25 Marks for every item as mentioned in Annexure - D (Compliance to Technical Specification)]	<u>19</u>
5	Social Media PPT presentation submitted by the Respondent (as per Annexure – C) covering product features, support, infrastructure, implementation and maintenance strategy, company's financial and project management capabilities etc.	<u>25</u>
6	Public Relation PPT presentation submitted by the Respondent (as per Annexure – C) covering media features, support, infrastructure, implementation and maintenance strategy, company's financial and project management capabilities etc.	<u>25</u>



Annexure A - COMPLIANCE CERTIFICATE

(Letter to Bank on Respondent's Letterhead)

Date:

The General Manager (Marketing& CCD)

Indian Bank

Corporate Office

254-260, Avvai Shanmugam Salai

Royapettah, Chennai – 600 014

Dear Sir,

Ref: Engagement of Service Provider for Public Relations and Social Media

Management Services - Bid Document No: ---- Dated ----

1. Having examined the Bid Document including all annexures, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide Public Relations and Social Media Management Services for Indian Bank in full conformity with the said Bid Document and in accordance with our proposal. The schedule of prices/charges and associated terms are and made part of this Bid.
2. If our Bid Offer is accepted, we undertake to complete the project within the scheduled time frame.
3. We confirm that this Bid Offer is valid for 120 days from the last date for submission of Bid Offer to the Bank.
4. This Bid Offer, together with notification of awarding of contract by you and our written acceptance thereof, shall constitute a binding contract between us.
5. We have never been barred/black-listed by any regulatory /statutory authority in India or abroad.
6. We undertake that in competing for and if the award is made to us, in executing the subject contract, we shall strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".
7. We agree that Indian Bank is not bound to accept the lowest or any Bid Offer that it may receive. We also undertake to comply with provisions of the Information Technology Act. 2000, the Information Technology Amendment Act 2008 and Rules made thereunder and applicable to us.

SIGNATURE

(Name & Designation of Authorized Signatory)

(Seal of the firm)



Annexure B—GENERAL, FINANCIAL AND EXPERIENCE DETAILS

(Letter to Bank on Respondent's Letterhead)

Date:

1. General Details

Name of the Company	
Operational since	
Core Business/ Businesses	
Public Relations Services since	
Social Media Management Services since	
Key Personnel in Public Relations Team (with phone numbers and email IDs)	
Key Personnel in Social Media Team (With phone numbers and email IDs)	

2. Turnover and Profit & Loss Details (as per audited financial statements)

(Amount in Rs.)

Financial Year	Turnover	Net Profit /Net Loss	Net Worth
I			
II			
III			

3. Experience Details (Please submit certified copies of Purchase Order as support documents for each item – Public Sector Bank in India, Private Sector Bank in India, Any organization (besides banks) in BFSI industry and Other Reputed Organization, in that order)

Sl. No.	Purchase Order No. and Date	Order Placed by	Period of contract	Type of Engagement (PR/ social media)	Scope of Services Provided
1					
2					
3					

SIGNATURE

(Name & Designation of Authorized Signatory)

(Seal of the firm)



Annexure C - SUPPORTING PRESENTATION
 (All slides stamped and signed by authorized signatory)

A supporting presentation (prepared in Microsoft Power Point and shared in .pptx or .pdf format) is to be submitted on the following lines:

- Organization structure including names of the Board of Directors
- Business Profile of the Respondent
- Write-up on following for Respondent:
 - a) Management practice & procedure
 - b) Other products & services, and core competencies
 - c) Expertise in handling customization/adaptation including support in regional languages
 - d) Strategy for expansion in India
- Public Relations (PR)
 - PR Team Size and Members, with brief profiles
 - Reputed existing Clients in (i) BFSI and (ii) Other Sectors, along with
 - period/ tenor of association
 - type of association, i.e., nature of services being offered
 - Case-Studies (including Crisis Management)/ Special Assignments executed in last 3 years
 - List of awards / recognition received for work under PR domain, done for Banks / Financial Institutions/ Other Reputed Organizations
 - Any other pertinent information relevant to the services sought in this Bid Document.
- Social Media Management
 - Digital Media (and Social Media Team) Size and Members, with brief profiles
 - Reputed existing Clients in (i) BFSI and (ii) Other Sectors, along with
 - period/ tenor of association
 - type of association, i.e., nature of services being offered
 - Case-Studies (including negative sentiment management/ Special Assignments executed in last 3 years
 - List of awards / recognition received for work under Social Media domain, done for Banks / Financial Institutions/ Other Reputed Organizations
 - List of hardware and software procurements governing execution of the project, besides monitoring methods, security checks and analytical tools deployed in accordance to with the details sought in this Bid Document.
 - Any other pertinent information relevant to the services sought in this Bid Document.



Annexure D–TECHNICAL SPECIFICATIONS
 (All slides stamped and signed by authorized signatory)

A. Social Listening Solution

Sl. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	The social listening solution should have the ability to listen to the Bank's customers and analyze what they are saying on various social networks such as Facebook, Twitter, Instagram, LinkedIn, YouTube and other similar channels		
2	The social listening solution should have the ability to scour social networks and analyze the data and represent it in the form of easy-to-read chart and graphs		
3	The social listening solution should help the bank in spotting emerging trends in customer comments, track marketing campaigns, respond to service issue before they escalate, gain insight into competition		
4	The solution must support the content coming from different countries and geographical regions		
5	The solution should be able to track / restrict listening based on combination or sources		
6	The solution should be able to aggregate data from various media sources		
7	The solution should be able to search / monitor social media postings in both real-time as well as perform historical searches		
8	The solution should be able to capture and store information from social media sites such as, but not limited to, open posts, pictures, GIFs and videos		
9	The solution should have mechanism in place to cover / track / include websites which are not in the current set of tracked sites which may be important to the Bank.		
10	The solution should be able to measure industry issues / trends. e.g., When there is mention of Bad Debts / NPA / major change in share prices of Bank(s), it should be able to inform that "There is an ongoing trend of negative (or positive, as the case may be) sentiment in the banking industry."		
11	The solution should have the ability to respond to tweets, posts, blogs, comments posted on the social media network within the solution		
12	The social listening solution should have the capability to generate alerts, manage existing alerts, create new alerts for customer service opportunities as well as new sales		
13	The solution should be capable of generating e-mail alerts on configurable triggers and shall also be capable of sending SMS messages of such events		



14	Categorization: The social listening tool should be capable of creation of bookmarks / labels to categorize conversation as per specific combinations of and / or condition – such as “complaint”, “suggestion”, “service query”, etc		
15	Command Portal / Site: The solution should allow creation of command centre that should allow Bank to have a dynamic visual representation of live feeds of social activities like top tweets / top influencers / source of discussion etc		

B. Sentiment Analysis

S. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	Top influencer tracking: Identify who are most actively talking about our brand, products and services and how influential they are		
2	The solution should have capability to Target Account Tracking: monitor key developments at our top accounts Competitive intelligence: Gain important insights about our competitors		
3	The solution should be able to utilize social for Real time alerts: quickly identify customer issues and trends Social customer service: engage with customers and resolve issues across the social web		
4	The solution should showcase what the Bank's customers think about our products and services		
5	The solution should have the ability to co-relate sentiment about the search topic with dates and events		
6	The solution should have the ability to show the variance of the sentiment among various sources		
7	The solution should provide a quick summery of posts, trends, sentiments, etc		
8	The solution should provide a quick summery of sources of the posts and compare the same in the form for graph / chart etc		
9	The solution should have an ability to provide the number of daily buzz on the Bank's products and services and see how the buzz is trending		
10	The solution should have the ability to show the volume history over a period of time		
11	The solution should showcase the customers share of voice for each of the topics being monitored		
12	The solution should have the ability to configure multiple search topics		

13	Influencer vs Follower: The solution should identify influencers vs. followers and account for noise factor including 'weighting' (which refers to the weighting of various social media sources such as Twitter, Facebook, Instagram, YouTube, LinkedIn, Blogs and other sites based on their online impact, and must not be purely based on online traffic such sources generate) Noise factor refers to the unwanted information such as spam, duplication, etc		
14	Analysis: The solution should offer automated sentiment analysis at the post level. The solution should analyze particular content and determine if it has a positive, negative or neutral sentiment. Similarly, when a new product or service is launched, the solution should immediately tell us if the overall sentiment for the new product / service is positive or negative or neutral		
15	The solution should provide sentiment and thematic analysis and provide inputs like what is driving positive / negative sentiment, what are the opportunities and what are the naturally occurring themes or topics. Analysis / pictorial representation of proportion of mentions by each source (e.g. blogs, tweets, news sites, etc.)		
16	Filtering: The solution should filter any known exclusions specified (e.g., job listings, addresses, etc)		
17	The solution should be capable to filter social media sites as required. It should have inbuilt multi level filtration technologies such as Keyword & Boolean, Latent Symantec Analysis (LSA) and Natural Language Processing (NLP)		
18	The solution should have the ability to filter by source type (News Sites, Social Sites, etc) during topic setup so as to avoid data sets that are not required for analysis		
19	The solution should show a snapshot / preview of incoming conversations during topic profile setup along with key messages and themes of messages in order to facilitate the user with the option to select the relevant conversation themes and reject the non relevant themes		
20	Spam: The solution should be capable to identify the Spam and exclude the same from process		
21	Tool: The solution should have a Tool that allows easy, adhoc and automated manner for rule creation and assignments without any need to write / script codes. The Tool should allow for changes in these rules any point in time. The Tool should allow easy setup workflows. The task assignment workflows should raise email alerts to the designated user depending on the gravity levels		



C. Social Media Advocacy

Sr. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	The proposed advocacy solution should aid in leveraging the social media network of the employees, customers and brand influencers of the organization to build the brand identity of the organization		
2	The proposed solution should be branded or customized to reflect brand logo, URL, etc		
3	The proposed solution should enable the Bank to deliver curated content to their employees which can be consumed by them easily on the web and major mobile platforms (Android, iOS, Windows, etc)		
4	The proposed solution should allow employees to share customized Bank approved content onto their personal social media networks, more particularly on Facebook, Twitter and LinkedIn		
5	The proposed solution should be able to measure the social media activity of each piece of content shared, and present measurable ROI in terms of generated impressions, reach and engagement with the brand of the Bank		
6	In the proposed solution, the system shall support notifications and periodic digest mail (daily / weekly / monthly as required)		
7	In the proposed solution, the system shall track and provide detailed analytics for campaigns, website goals, article downloads, etc		
8	In the proposed solution, the system shall provide an option to create / edit / delete content categories		
9	In the proposed solution, the system shall subscribe to internal (Bank) and external content. The system shall provide options to group the content under specific content categories		
10	In the proposed solution, the system shall aggregate the content at a single place and allow the content to be curated prior to sharing with the employees		
11	The proposed solution should allow to invite employees / users using e-mail or social media		
12	The proposed solution should be able to get detailed usage analytics in terms of social media interactions of each user and shared content pieces and further present a measurable ROI in terms of generated impressions, immediate reach, and engagement with the Brand of the Bank		
13	The proposed solution should utilize the analytics of the social media engagements of the users in the platform to come up with intuitive and attractive rewarding mechanism to make the users motivated and sustain their engagement with the platform		



14	The proposed solution, users should be able to connect all their social media accounts at one place and share custom and Bank approved content to their personal feeds		
15	The proposed solution, users should be able to view content that has been verified and published by the system in a categorized manner		
16	The proposed platform, users should have the option to personalize Bank approved content while retaining brand flavor, before sharing on their personal social media networks		

D. Social Media Listening Services

Sr. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	The Respondent should have credentials for monitoring, managing, and reading insights from all earned media. These analytics should not be confused with platform-based analytics and campaign analytics delivered by platforms like Facebook, Twitter, etc		
2	Influencer Tracking and Management: The Respondent should have the capability in tracking influencers in the social space e.g., Twitter		
3	The Respondent should undertake objective based reporting on owned and earned platforms such as facebook, twitter, etc where the Bank / product brand is present in order to measure the channel performance in detail and provides insights, highlights and lowlights through a web-based portal.		
4	The Respondent should undertake reporting on earned mentions in order to monitor the Bank product / brand health in the social space to tracking the competition and industry for providing actionable insights		
5	The Respondent should undertake ideation, creation, and execution of large and small format campaigns of the Bank's products / services / image, etc on the social media		
6	The Respondent should provide response management services for both earned and owned channels		
7	The Respondent should have a dedicated team ensuring reputation and response management. Best practices should be shared and implemented across social platforms		
8	The Respondent would also need to train bank officials (approximate 10) on handling the social media and the offered solution.		



E. Reporting and Dash Boarding Portal

Sr. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	The Respondent should a dynamic and capable web-based reporting portal for publishing, viewing, storing, accessing all their reports. This web-based portal should be the single platform for all static, dynamic, adhoc reports		
2	All the dynamic reporting through the portal should be capable of providing drill up / drill down functionality of the data presented.		
3	The web-based portal should also be the single repository of all the documents, ppt, excel, etc provided to the Bank as part of the Respondents social media marketing services		
4	The solution shall provide customizable dashboard features and functionalities with graphic presentations having drilldown facilities		
5	The solution must be able to provide summaries of high-level overviews of a specific set of topics		
6	The solution should have a configurable dashboard that can easily be accessed by internal analysts / management. The dashboard should also support customization by user or group access. The solution to provide an alerting mechanism that automatically sends out reports or notifications based on pre-defined triggers		
7	Reporting: The solution should provide standard out-of-the-box and customizable (approximate 100) reports some of which could be periodical and others of ad-hoc nature		
8	The tool should have a natural language search capability for users to access / drill down data		
9	The reporting portal should be based in html5 such that the same can be accessed from various devices (such as desktops / laptops / tablets / phones etc) and various browsers (such as IE, Safari, Chrome, Firefox, etc)		

F. Security and User Management

Sr. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	Access Control: System should have ability to define user roles and access control mechanism within various modules and workflows / approvals, Social Media Monitoring, Social Sites Management and Publishing		



2	The system should be able to automatically check the passwords with the password policy, which can be customized by the Bank		
3	The system should be able to store the password in an encrypted mode / compressed mode		
4	IP address of the originating system should be captured		
5	Audit trails of logs of a particular ID should be captured. The system should be able to generate audit trails of all transactions done		

G. Social Banking

Sr. No	Details	Complied (Yes / No)	Reasons for deviations (if any)
1	The selected agency should be able to provide seamless integration of the proposed solution with the Social Banking platform (Facebook, Twitter and similar) that the Bank will be implementing in near future.		
2	Ability of the solution to support referral of friends and contacts through invites, email links, etc		

SIGNATURE

(Name & Designation of Authorized Signatory)

(Seal of the firm)



	information on national basis or locally (as per The Bank's requirement) in various media i.e. print, electronic, digital, Media monitoring (All Languages), restriction of the negative coverage about the Bank in Media, Crisis communication. assist in publishing the Bank's In-House journal. Providing training to the spokespersons of the Bank	
Media Relations	Drafting press release and ensuring its release in Press/ Media	The agency should ensure wide coverage of the news in all Popular /Regional, publications
Interviews	One-on-One Interviews to be arranged with Media	As and when Bank instructs, the agency should arrange for interaction with the prominent media channels

II. For Social Media Management Services:

Retainer Fee per month:	Rs.
	(Rupees)

*The above quote is excluding applicable taxes.

The Retainer Fee includes the following services and periodicity:

Activity Particulars	Details	Remarks
Brand Management on social media	Managing existing social media channels and setting up new social media channels, defining social media policies and guidelines, acquiring/verifying Indian Bank social channels, increasing positive brand sentiment, defining brand signature for social media communication, managing crisis and issues which pose reputation risk, identifying and engaging influencers, social listening, creation of reports, peer comparison, providing high-level dashboards as MIS on brand	--
Content Creation	Developing social media content and creatives (in images, GIF, articles, blog entries, etc. as per the social media platform), defining social media content strategy, developing content as per themes and key pillars, ensuring approved content is shared, achieve high user engagement across social channels.	A minimum of 360 posts per year per channel
Response Management & Online Reputation Management (ORM)	Developing response management framework, creating first level responses, adhering to response Turnaround Time (TAT) as defined by the Indian Bank, MIS reports on a daily, weekly, fortnightly, and monthly basis with sentiment analysis specific to product, service, corporate, etc., monitoring conversations, feedback received.	ORM services should be extended 24*7



Activity Particulars	Details	Remarks
* Social Media Campaigns	Designing and executing Campaigns to engage end users and key stakeholders based on Indian Bank's brand strategy, product promotions, product soft launches, new initiatives, etc.	A minimum of 12 campaigns per year per channel
Social Advertising	Develop a specific media plan to target consumers and key stakeholders as per individual social media channel to ensure – <ul style="list-style-type: none"> • Content reach • Grow the community • Drive traffic to web/mobile destination • Brand visibility 	
* Social Advertising KPIs	KPIs (minimum target per month) <ul style="list-style-type: none"> • Facebook - 5000 likes per month • Facebook – Engagement percentage of 3-5% • Twitter - 3000 followers per month • Instagram – 3000 followers per month • YouTube - 1000 subscribers per month (subject to video content provided by the bank) • LinkedIn - 1000 followers per month The above does not include inorganic growth achieved by activities which the bank may conduct from time to time. Agency can recommend suitable suggestions and support the social community growth. Note: For any new social media channels added to the above, the KPIs shall be mutually arrived at.	12 x (minimum target per month)
Service support cost	This comprises of Technology platforms, tools and solution as defined in the Bid Document with a fixed annual fee for usage, not limited to keywords or number of profiles. Includes dedicated manpower requirements pre and post Digital Command Centre (DCC) going live. Includes on-site training to staff members at Indian Bank's premises for one week before roll-out of the solution	Pre DCC: 3 dedicated resources of which 1 Client Executive, 1 Graphic Designer and 1 ORM Specialist (all with full-time domain experience of minimum 2 years) operating from Bank's premises Post DCC: Pre DCC-Resources + 2 Data Analysts (with full-time domain experience of minimum 2 years)

*

Exclusions (if any):

SIGNATURE

(Name & Designation of Authorized Signatory)

(Seal of the firm)



APPENDIX -2: AGREEMENT (with selected Service Provider)

This Agreement made on this day of 2021 at Chennai between Indian Bank incorporated under the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970, having its Corporate Office at 254-260, Avvai Shanmugam Salai, Royapettah, Chennai - 600 014 (herein under referred to as "Bank" which expression shall, include its successors and assigns) on the one part and M/s., a Company incorporated under the Indian Companies Act, 1956 having its Registered Office at and branch office in Chennai at (Hereinafter referred to as "The Service Provider" which expression shall include its successors and assigns) on the other part.

Whereas Bank has agreed to engage the services of the Service Provider vide its letter No. dated to assist in reorienting Bank's Strategy in Public Relations and Social Media by drawing up a long-term communication strategy from time to time and increase visibility and mould opinion favorably among its various stakeholders i.e. customers, investors, Government and public at large as fully described in RFP to this agreement.

And whereas the said Service Provider has agreed to undertake all such jobs as and when assigned by the Bank on the following terms and conditions.

In consideration of the above it is agreed between the parties as follows: -

Terms and conditions of empanelment:

1. The engagement is subject to satisfactory quality of service. Tenure of engagement will be three years from () to () subject to satisfactory review every year and as per the terms and conditions mentioned in the RFP/ Bid document.
2. Indian Bank reserves the right to terminate the services of the Service Provider with 30 days' notice without assigning any reasons, without any financial implications whatsoever. Such decision shall be binding on the Service Provider.
3. Service Provider and its representatives shall meet at regular intervals during the continuation of each work to discuss and minutes the progress at work.
4. The Service Provider shall comply with the reasonable requests of the Bank and shall use its best endeavors to promote and reflect the interest of the Bank in relation to each work.
5. The Service Provider shall arrange publication of the Bank's all Press releases in leading Print, Electronic media, and news websites across the country.
6. The Service Provider shall arrange at least two exclusive one-on-one interviews with top management or news stories in mainstream publications every month after obtaining approval from the competent authority in Bank.
7. The Service Provider shall arrange to monitor daily news coverage of the Bank in print, electronic media and news websites and mail the news clips to the executives/department.
8. The Service Provider shall send media report along with action plan by 2nd of every month to the CO: Corporate Communications department.
9. The Service Provider shall arrange Press conferences / Press meet as and when instructed by the Bank



10. The Service Provider shall establish rapport between the Senior Editorial members of the mainstream publications and the Bank's top management by setting-up meeting once in 3 months.
11. The Service Provider shall handle crisis situations effectively favoring the Bank.
12. The Service Provider shall generate content (including procurement of images, footage, graphics, etc.), post content and manage interactions on Bank's Official Social Media pages/ handles on a daily basis.
13. The Service Provider shall assist in formulation of the Corporate Communication Policy, Corporate Social Responsibility Policy and Social Media Policy of the Bank for improving Brand image of the Bank
14. Competition Tracking – PR agency of the Bank will be assigned to track the Promotional activities of competitors (peer Banks / MNCs / other companies) and submit the advertising and editorial report to Corporate Communication Department on weekly basis.
15. Campaign Audit- PR agency of the Bank will have to do audit of campaigns calculating Population Reach and Financial and non-financial benefits derived through the campaign.
16. Brand/Campaign/Impact analysis- PR agency of the Bank shall measure post campaign impact in select sample areas to analyse the effectiveness of the campaign
17. The Service Provider shall undertake Online Reputation Management of Bank's Official Social Media pages/ handles besides address related news on brand Indian Bank on social media and digital space
18. The Service Provider shall run campaigns on Bank's Official Social Media pages/ handles as requested by Bank from time to time.
19. The Service Provider shall acquire stable follower and fan base for Bank's Official Social Media pages/ handles.
20. The Service Provider shall provide on-premises resources support as per the specifications in RFP document.
21. Based on the quote submitted by you, the Bank will pay Rs. () plus applicable taxes per month as Retainer Fee.
22. All the terms and conditions mentioned in the RFP document no. dt , issued while calling for bids for "Engagement of Service Provider for Public Relations and Social Media Management Services" including Scope of Work, Payment Terms and Annexures shall also form an integral part of this document.
23. The services of the Service Provider may be utilized by the other offices like FGM Offices, Zonal Offices, Branches, Training Colleges and other administrative offices of the Bank, if required, with same terms and conditions and Service Provider will not claim extra service charges for the same.
24. The Service Provider hereby undertakes to indemnify the Bank against any claim or proceedings brought against it by reason of any act or omission or negligence on its part of /on the part of its Employees/ agents, in the performance of the said services or any claim arising out of violation of any statutory law, rules, regulations made by any authority having



powers to make such rules and regulations, shall be borne by the Service Provider alone and the Bank shall have no liability or responsibility as such.

25. Confidential Information

- (a) Service Provider and the Bank agree to treat as secret and confidential any information relating to the technology, processes, people and financial procedures shared
- (b) Service Provider and the Bank agree to keep and to ensure that their personnel shall keep all information, trade secrets, documents and all matters arising or coming to its or their attentions in connection with the performance of the services secret and confidential and not at any time for any reason whatsoever to disclose from or permit them to be disclosed to any third party except as permitted.

26. Service Provider undertakes that –

- (a) It has necessary skills and expertise to provide the services with generally accepted skill and workmanship in the industry and with highly qualified and experienced personnel.
 - (b) It will complete the work assigned with due diligence and efficiency and in accordance with sound principles and practices within advertisement and media industry.
 - (c) It will complete the services in such manner or shall always strive to safeguard the Bank's interest and with all necessary and proper steps taken to prevent uneconomical or inefficient use of facilities or resources made available to it.
 - (d) It will make no announcement or publicity concurring this agreement or any work assigned to it without the prior written consent of the Bank.
 - (e) It will conform with the Bank and/or its customers standard codes of safety and security practices while on its premises as communicated and any other practices which as reasonably required of a Service Provider to adhere to.
 - (f) The agency will comply with the licensing and copyright laws and will be responsible for any license and copyright issues arising out of usage of images, texts, audio-visual contents, footages and the likes and Bank will not be a party to any dispute arising out of any license/copyright violation by the Service Provider.
27. Without prior written consent of the Bank the Service Provider shall not sub-let or subcontract or delegate assign in part or full, jobs entrusted to it by the Bank and even when such consent is given, it shall not absolve the Service Provider of its obligation under the agreement herein.
28. The courts in Chennai alone shall have the exclusive jurisdiction in respect of any legal proceedings arising out of these conditions.
29. Liquidated Damages @ 1% of the contract price per week will be charged for every week's delay in the specified delivery schedule subject to maximum of 10% of the contract value.
30. Payment to the Service Provider will be made on reasonable and mutually acceptable terms for any ultimately selected services and utilized service.
31. In the event of breach of any terms and conditions enumerated hereunder, resulting in financial loss or reputation loss that could be crystallized, the Service Provider would reimburse the loss and bear the damages to the Bank or any 3rd party as instructed by the Bank.

In Witness whereof, the parties have put their hand on this Agreement on the day and year first written above.

for M/s

For INDIAN BANK

DEPUTY GENERAL MANAGER

Place: Chennai

Date:



APPENDIX –3: Indemnity Bond (with selected Service Provider)

This bond of Indemnity executed on thisday of 2021 by Shri/Smt..... Chairman & Managing Director, Service Provider, accreditation No..... and Head Office at and Regional Office at (Full address) hereinafter called the Indemnifier which expression shall always include his/her heirs, executors, administrators and assigns in favour of Indian Bank having its Corporate Office at 254-260, Avvai Shanmugam Salai, Royapettah, Chennai - 600 014, hereinafter called the Indemnified which expression shall include its heirs, executors, administrators and assigns whereas indemnifier has been engaged as an Service Provider for carrying out various tasks including assisting in reorienting Bank's Strategy in Public Relations and Social Media by drawing up a long-term communication strategy from time to time and increase visibility and mould opinion favorably among its various stakeholders i.e. customers, investors, Government and public at large as fully described in RFP document and public relations /social media campaigns/ marketing communication activities in various media and other publicity/event/campaign related activities for the indemnified from time to time. The terms and conditions of the empanelment of indemnifier as an Advertising and Media Service Provider have been recorded into writing by way of an agreement dated

The Service Provider shall provide all the relevant documents and information as required by the Bank from time to time.

In case of any dispute, notwithstanding the nature or type of dispute in any form or the amount involved, the Bank's written demand shall be final and binding upon the Service Provider.

The above undertaking by the Service Provider shall be continuing and shall not be discharged by any change in the constitution of the Service Provider.

In the event of delay / failure to abide by the terms and conditions of the Indemnity Bond, the Bank would take up any action against the Service Provider as deemed fit by the Bank including legal proceedings.

The Indemnifier undertakes to indemnify the indemnified at all times and from time to time against all costs, damages, losses, claims and demands and actions and proceedings that may be taken against the Indemnified by any other person or persons and/ or by which Indemnified may have to suffer, undergo or pay as a result of/ by reason of such execution/process of execution of the various activities by the Indemnifier as aforesaid and/ or in connection with the jobs entrusted to the Indemnifier by the Indemnified and/ or otherwise.

IN WITNESS WHEREOF the Service Provider as aforesaid has On these presents on the day, month and year first above written.

Signed and delivered on this

The Indemnifier _____ in the Presence of _____ Signature of the Indemnified. _____

1..... Witness

2.....Witness



APPENDIX –4: Indemnity (with selected Service Provider)

We Service Provider with our Head Office at and Branch Office at hereby undertake to do the jobs to be entrusted to us by virtue of agreement dated ____ and engagement letter no ____ dated ____ Indian Bank from time to time even at short notice.

.....
(Authorised Signatory)



APPENDIX-5: PROFORMA OF PERFORMANCE BANK GUARANTEE
(with selected Service Provider)

(To be executed on Rs.100/- Non-Judicial Stamp Paper)

To,
Indian Bank, Corporate Office,
254-260, Avvai Shanmugam Salai,
Royapettah, Chennai – 600 014

In consideration of **Indian Bank**, having its **Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600 014** (hereinafter called the "Bank", which expression shall, unless it be repugnant to the meaning and context thereof, include its successors, authorized agents, representatives and permitted assigns) having awarded the work for _____ (name of work) of RFP No. _____ dated _____ vide work order issued vide letter no. _____ dated _____ to M/s. _____

(indicate Name & Full Address of the bidder) (hereinafter called the said "bidder"), which expression shall, unless it be repugnant to the meaning and context thereof, include its successors, authorized agents, representatives and permitted assigns) and the said bidder, having agreed to provide a guarantee for its performance in the form of an unconditional, irrevocable and continuing Performance Bank Guarantee as per the terms and conditions of the Request for Proposal dated _____ (hereinafter referred to as "the RFP") and the said Agreement, for the due fulfilment by the selected Bidder of the terms and conditions contained in the RFP and the said Agreement. We _____ (indicate the name of bank) (hereinafter referred to as "Guarantor") at the request of M/s. _____ the said bidder do hereby undertake to pay to the Bank an amount not exceeding Rs. _____ at any time, against any losses or damages costs, charges and expenses caused to or suffered or would be caused to or suffered by the Bank by reason of any breach by the said bidder of any of the terms or conditions contained in the said RFP.

2. We _____ (Name of the Guarantor and full address) do hereby undertake to pay the amounts due and Payable under this performance bank guarantee without any demur, merely on a demand from the Bank stating that the amount claimed is due by way of loss or damage caused to or would be caused to or suffered by the Bank by reason of breach by the said bidder of any of the terms or conditions contained in the said RFP or by reason of the bidder's failure to perform the said RFP. Any such demand made on the Guarantor shall be conclusive as regards the amount due and payable by the Guarantor under this performance bank Guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding Rs. _____.

3. We _____ (Name of the Guarantor and full address) undertake to pay to the Bank any money so demanded notwithstanding any dispute or disputes raised by the said bidder in any suit or proceeding pending before any court or Tribunal relating to the said RFP or this Performance bank guarantee our liability under this present being absolute and unequivocal. The payment so made by us under this Performance bank guarantee shall be valid discharge of our liability for payment there under and the said bidder shall have no claim against us for making such payment.



4. We _____ (indicate the name of Guarantor) further agree that the guarantee herein contained shall remain in full force and effect during the entire tenure of the said Agreement till 90 days after all the contractual obligations of the Service Provider including warranty obligations are completed and all the dues of the Bank under or by virtue of the said RFP have been fully paid and its claim satisfied or discharged or till the Bank certifies that the terms and conditions of the said RFP have been fully and properly carried out by the said bidder. Unless a demand or claim under this guarantee is made or presented to the Guarantor within six months from the expiry date of this bank guarantee, all the rights of the Corporation under this guarantee shall cease and the Guarantor shall be released and discharged from all liability hereunder.

5. We _____ (indicate the name of Guarantor) further agree with the Bank that the Bank shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said RFP or to extend time of performance by the said bidder from time to time or to postpone for any time or from time to time any of the powers exercisable by the Bank against the said bidder and to forbear or enforce any of the terms and conditions relating to the said RFP and we shall not be relieved from our liability by reason of any such variation or extension being granted by the Bank to the said bidder or for any forbearance, act or omission on the part of the Bank or any indulgence by the Bank to the said bidder or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.

Any claim which we, _____ (Name of the Guarantor and full address) have against the bidder shall be subject and subordinate to the prior payment and performance in full of all the obligations of it hereunder. The Guarantor will not, without prior written consent of the Bank, exercise any legal right or remedy of any kind in respect of any such payment or performance so long as the obligations of it hereunder remain owing and outstanding regardless of the insolvency, liquidation or bankruptcy of the bidder or otherwise howsoever. We, the Guarantor, will not counter claim or set off against its liabilities to the Bank hereunder any sum outstanding to the credit of the Bank with it.

6. This guarantee will not be discharged due to the change in the continuation of the Bank or the bidder.

7. We, _____ (indicate the name of Guarantor) undertake not to revoke this guarantee during its currency except with the previous consent of the Bank in writing.

8. Our obligation to pay hereunder is as principal debtor and not as surety and it shall not be necessary for the Bank "to proceed against" the said bidder "before proceeding against" the Guarantor and the performance bank guarantee herein contained shall be enforceable against the Guarantor notwithstanding any other security which the Guarantor may have obtained or obtain from the bidder at the time when proceedings are taken against the said Guarantor in any manner whatsoever.



9. This Performance Bank Guarantee shall come into force immediately and shall be valid for a period of _____ years _____ months from the date of issuance i.e, upto_____. Unless a claim under this performance guarantee is made against us within three 90 days from the date of expiry i.e, on or before_____, all your rights under this Guarantee shall be forfeited and we shall be relieved and discharged from all liabilities there under.

10. We have the power to issue this Performance Bank guarantee in favour of the Bank and the undersigned who are executing this Performance Bank guarantee have the necessary power to do so on behalf of the Guarantor.

Date: __day of _____ 2021 for _____ (Name of the bank)

(Signature of the authorized officer of the BG Issuing Bank)

Name and Designation of the Officer

Seal, Name & Address of the BG Issuing Bank



APPENDIX-6- PRE-BID QUERY FORMAT
(to be provided in MS-Excel format)

Bidders Name:

S.No	Page No of RFP	Para No. of RFP	Description	Query details to be mentioned here, along with justifications for raising such query

