

CLARIFICATIONS TO PRE-SUBMISSION QUERIES
(Tender Ref: RFP/01/2022 dated 29.04.2022 - Empanelment of Marketing Agencies)

27.05.2022

Sl No.	Page No.	Heading Name	Clause No.	Particulars from RFP	Remarks / Clarifications Sought	Indian Bank's views / reply
1	10	Eligibility Criteria	2	The Applicant should have experience of providing at least 5 assignments to clients in BFSI segment and 5 assignments to clients in non BFSI segment. The assignments with Non BFSI clients with minimum average annual turnover of Rs. 100.00 crore in the past three years will only be considered	<p>As both the clauses are contradictory, we request the authority to consider this clause as the applicant should have minimum Average Annual Turnover of Rs. 50 Crores in the past five financial years from all BFSI and NON BFSI Clients relating to overall advertising services.</p> <p>We are able to fulfill all the criterias except the below - Although we are a leading agency for BFSI/Finance clients. We want to participate in the RFP. Please confirm if we can.</p> <p>.. have been tow of our long standing clients in the non-BFSI segment. So, we assume these and other SMBs put together will qualify for this criteria</p>	<p>The Applicant should have experience, in the past five years, of providing at least</p> <p>1) 5 assignments to clients in BFSI Segment (no minimum average annual turnover stipulated for each BFSI client) and</p> <p>2) 5 assignments to clients in non-BFSI segment. Each non-BFSI client considered under this segment should have a minimum average annual turnover of Rs. 40.00 Crore in the past three years.</p>
2	29	Annexure 2 Eligibility Criteria Declaration	2	The Applicant should have experience of providing at least 5 assignments to clients in BFSI Segment and 5 clients in non BFSI segment with minimum annual turnover of Rs.100.00 Crore relating to marketing and communications services during last 5 years.		

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3	2&21	Submission of Application	Point No. 3 of IMPORTANT DATES AND INFORMATION ON RFP SUBMISSION PointNo.7 PageNo.21 14. SUBMISSION OF APPLICATION	Bank's Address for Communication and Submission of Application Last Date and time of Submission of Proposals (through e-tender mode only) Application forms, complete in all respects, may be sent in a sealed envelope super scribed "Empanelment of Marketing Agencies" Addressed to	Do we need to submit tender online as well as offline mode?	Bid has to be submitted via online mode only. No Physical bid shall be accepted.
4	25	PRESENTATION	Point No. 8 of APPENDIX 1 - PARAMETERS FOR TECHNICAL BID	Understanding about Indian Bank and its Services, Marketing Strategy to improve Brand value of the Bank at Pan-India level, Suggestion for conducting campaigns to improve our Bank's Digital products enrollment pan India, Past successful Marketing campaign of the agency for BFSI/Banking clients	Do we need to submit presentation along with the bid or later stage? as per 16.2 The eligible agencies / bidders will be invited to make a presentation on as specific themes / campaigns / products as decided by the Bank and it shall form part of the technical evaluation as per point8 of Appendix-1	Bank shall invite presentation from eligible bidders/ agencies via a separate communication and it shall form part of the overall evaluation. No presentation is required to be submitted along with the online bid at the first stage.

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5	38-41	ANNEXURE 7, AGREEMENT	AGREEMENT	AGREEMENT	Do we need to submit Agreement along with technical bid?	These annexures - Annexure 7, Annexure 8 and Annexure 10 – are formats and are to be signed and stamped, and then, submitted online along with the bid document. However, these documents shall be executed only with the agency/ bidder shortlisted for empanelment.
6	42	ANNEXURE 8, AGREEMENT	Indemnity Bond	Indemnity Bond	Do we need to submit Indemnity Bond along with technical bid? If yes then on letter head of the company or Non-Juridical Stamp paper?	
7	44-47	ANNEXURE 10, NONDISCLOSURE AGREEMENT	NON DISCLOSURE AGREEMENT	NON DISCLOSURE AGREEMENT	Do we need to submit NON-DISCLOSURE AGREEMENT along with technical bid? If yes then on letter head of the company or Non-Juridical Stamp paper?	
8	10	Eligibility criteria	Point -6	Statement : b) Membership of Advertising Standards Council of India (ASCI) OR Advertising Agencies Association of India (AAAI)	We don't qualify in the above criteria. Please suggest if there is any scope of relaxation in the above and agencies can apply without having any such membership	Please adhere to the terms of RFP.
9	10	Eligibility criteria	Point -1	Applicant must be in existence for 5 years or more as on 31.03.2022	... was established in June 2019. So, we have been operational only for 3 years – Are we eligible to participate ?	Please adhere to the terms of RFP.

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10	10	Eligibility criteria	Point - 4	Applicant should have earned Net profit in at least two of the last 3 financial years and a positive net worth during the last three financial years	As we were established only in 2019, the first year there were no profit; more of investments towards setting up the agency and the team. In the last two years, we have registered a positive net worth.	Please adhere to the terms of RFP.
11	10	Eligibility criteria	Point - 5	Applicant should have a minimum turnover of Rs. 10 crore per annum for the last three financial years.	We have a turnover of Rs. 10 crore per annum for the last two financial years.	Please adhere to the terms of RFP.

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