

RESPONSE TO PRE BID QUERIES

S. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query/Suggestion	Bank's Response
1	49	Annexure E	Basis the RFP Scope of work	Is this RFP specifically for standalone media audit agencies, or agencies into media execution and auditing the same campaigns for performance optimization are also eligible to participate?	Both are eligible subject to meeting the eligibility criteria
2	49	Annexure E	Basis the RFP Scope of work	What is the present frequency of campaigns?	The frequency is not pre-determined and the campaigns are undertaken as and when required for various products/ Services of the Bank throughout the year.
3	49	Annexure E	Financial Clarity is not given in scope	What is the process of deciding commercials for audit and reporting. Is it project to project basis or retainers?	The commercial bids will be called on a project-to-project basis.