



REQUEST FOR PROPOSAL (RFP)

TO ENGAGE

DIGITAL MARKETING AGENCY

RFP NO: CC/M&C/2019-20/02

Dated: 02-09-2019

**State Bank of India,
Marketing & Communications Dept.,
8th Floor, Corporate Centre,
Mumbai - 400021.**

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1. SPECIFICATIONS FOR REQUEST FOR PROPOSAL (RFP)

1. DEFINITIONS

- (a) "Agency", "Firm", "Company", "Bidder" "Consultant" means any entity or person or associations of persons who submit their proposals for providing services to SBI in accordance with this RFP.
- (b) "Assignment/job" means the work to be performed by selected Digital Marketing Agency pursuant to the Contract.
- (c) "Bank" means 'State Bank of India' or 'SBI' constituted under the State Bank of India Act, 1955, having its Corporate Centre at State Bank Bhavan, Madam Cama Road, Nariman Point, Mumbai-400 021, acting through its Marketing & Communications Department at Corporate Centre, Mumbai.
- (d) "Contract" means the agreement in a format approved by SBI, to be executed between SBI and the selected/successful bidders as per this RFP for the services as per the terms and conditions approved by the SBI and in accordance with the Terms of Reference (TOR).
- (e) "Day" means English calendar day.
- (f) "RFP" means this Request for Proposal issued by SBI for the engagement of Digital Marketing Agency seeking proposal from select agencies.
- (g) "Terms of Reference" (TOR) means the document included in the RFP which explains the scope of work, activities and tasks to be performed.
- (i) "Proposal" or "Bid" means the bidder's written reply or submission in response to this RFP.
- (j) "Financial Bid" means Commercial Bid and vice versa.
- (k) "Selected Bidder" or "Selected Agency" means agency selected through the process enumerated in this process.

2. PURPOSE OF ENGAGEMENT

- a. SBI is looking to engage one or more than one Digital marketing Agency on Retainership Model and not on agency commission. The Digital marketing Agency will be responsible for managing the banks presence across all digital and social media channels including but not restricted to creatives asset creation, video creation, campaign, content and online reputation management as per defined scope of work.

- b. The agency should be a very reputed and highly regarded and recognized by the digital marketing fraternity in India and should be working for top advertisers in India. The Digital marketing Agency will be engaged on a retainership basis for an initial period of **one year** and may be extended further one year at a time for a period of up to **three years**, at the sole discretion of the Bank, if the service provided by the agency is found satisfactory. Bank reserves the right to engage one or more than one agency for whole or partial work as per scope of work.

3. IMPORTANT INFORMATION/DATES

1	Date of commencement of Bidding Process (Start date for floating the RFP)	Date: 02/09/2019
2	Bid document availability including changes/amendments if any to be issued	Date: 03/10/2019 RFP will be available on the Bank's website under procurement news section.
3	Last date and time for receipt of written queries for clarification from bidders	Date: 09/09/2019 Time: EOD
4	Pre-Bid Meeting	Date: 12/09/2019 Time: 15:00 IST
5	Last Date and Time for Bid Submission	Date: 03/10/2019 Time: 17:00 IST
6	Date and Time of Technical Bid Opening	Date: 07/10/2019 Representatives of bidders may be present during opening of Technical Bid. However, Technical Bids would be opened even in the absence of any or all the Bidders' representatives Place of opening of bids: State Bank of India, Corporate Centre, 10th Floor, State Bank Bhavan, Nariman Point, Mumbai-400 021
7	Date for presentation	This will be advised to shortlisted Bidder separately
8	Date for Reverse Bidding	This will be communicated to shortlisted bidders separately
9	Address for communication and submission of bids (Bank)	General Manager (Corporate Communications & Change) State Bank of India, Marketing & Communications Dept., State Bank Bhavan, 8 th Floor, Nariman Point, Mumbai-400021 Contact Number: 022-22740940 Fax:022-22742882 Email: gm.ccc@sbi.co.in

4. DISCLAIMER

The information contained in this RFP document or information provided subsequently to Bidder(s) or Applicant(s) whether verbally or in documentary form/email issued for the eligible and interested bidders, by or on behalf of State Bank of India, is provided on the terms and conditions set out in this document and all other terms & conditions subject to which such information is provided. The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This RFP document does not purport to contain all the information that a Bidder may require. This RFP document may not be complete in all respects, and it is not possible for the Bank & their employees to consider the business/investment objectives, financial situation and particular needs of each Bidder, who reads or uses this RFP document. Each Bidder should conduct its own investigations & analysis and should check the accuracy, reliability and completeness of the information in this RFP document and wherever necessary they should obtain independent advice from appropriate sources. The Bank may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

2. The Bank, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

3. This RFP is neither an agreement nor an offer by the Bank, but an invitation or responses to the issues pertaining to any service by SBI as contained in this document. No contractual obligation on behalf of the Bank, whatsoever, shall arise from the RFP process unless and until a formal agreement is signed and executed by duly authorized officers of the Bank and the finally selected Bidder. It may be noted that issuance of RFP does not confer any right to be invited to participate further and Bank shall have unfettered rights and discretion in its decision regarding such matters and finalization or completion of further steps in respect of the RFP.

4. The Bidders, by accepting this document, agree that any information contained herein may be superseded by any subsequent written information on the same subject made available to the recipient or any of their respective officers or published in the Bank's website. It is also understood and agreed by the Bidder(s) that decision of the Bank regarding selection of the

Bidder will be final and binding on all concerned. No correspondence in this regard, verbal or written, will be entertained.

5. The Bank reserves the right to amend, modify, vary, add, delete, accept or cancel, in part or full, any condition or specification of all proposals/orders/responses, without assigning any reason thereof before evaluation of technical bids. Each Bidder shall be entirely responsible for its own costs and expenses that are incurred while participating in the RFP, presentations and contract negotiation processes.

6. The Bank reserves the right at the time of award of contract to increase or decrease, the scope of work without any change in price, other terms and conditions.

7. Notwithstanding anything contained in the RFP Document, the Bank reserves the right to accept or reject any response and to annul the process and reject all responses at any time prior to execution of the agreement with the Bidder to whom the contract is finally awarded, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the Bank's decision.

8. The Bank reserves the right to cancel the entire process at any stage at its sole discretion without assigning any reason thereof.

9. It shall be the duty and responsibility of the Bidders to ensure themselves about the legal, statutory and regulatory authority, eligibility and other competency of them to participate in this RFP and to provide any and all the services and deliverables under the RFP to the Bank.

10. Subject to any law to the contrary, and to the maximum extent permitted by law, SBI and its directors, officers, employees, consultants, agents, and advisors disclaim all liability from any loss or damage suffered by any person acting or refraining from acting because of any information including forecasts, statements, estimates, or projections contained in this RFP document or conduct ancillary to it whether or not the loss or damage arises in connection with any omission, default, lack of care or misrepresentation on the part of SBI or any of its officers, employees, Consultants, agents or advisors.

11. The parties shall be entitled to rely on the accuracy, completeness or the reliability of the representation & warranties made in any definite agreement between the parties. Any change in the details shall be immediately notified by the concerned parties.

5. OVERVIEW

- a. State Bank of India (SBI) is India's largest Bank with a network of more than 23000 branches spread across India. The Bank has presence in 36 countries across the globe. The Bank offers wide range of products and services to both Corporate and Retails Customers. The Bank also has one of the largest networks of more than 58000 ATMs spread across geographical locations. Bank also provides services to its customers through alternate channels such as Internet Banking, Debit Cards, Mobile Banking, etc. To expand further reach, Bank is also forging ahead with cutting edge technologies and innovative new banking models.
- b. SBI is an iconic and hugely trusted brand. In its effort to strengthen customer affinity and enhance customer experiences, SBI has won many accolades of national and international repute for its products, services, technology and also as brand. SBI has, in the recent past innovated a slew of digital offerings targeted not just at the youth, but across the demographic spectrum, both in rural and urban India. With such innovations and improvements, SBI aspires to give an impetus to its marketing efforts to develop a highly favorable brand perception from what it is today, in the process, endeavor to become the preferred choice of customers when it comes to fulfilling their needs. To that end, SBI now seeks to appoint a cutting edge well recognized digital marketing agency/agencies and reserve the right to approve more than one agency.
- c. For the above stated purpose, SBI invites proposals from reputed and qualified digital marketing agencies for rendering services as mentioned herein.
- d. The Proposal will be the basis for a formally signed Contract with the selected digital marketing agency.
- e. Agencies shall bear all costs associated with the preparation and submission of their proposals. SBI is not bound to accept any or all proposals and reserves the right to annul the selection process without assigning any reason(s), at any stage of the RFP process without incurring any liability or obligations on the Bank. SBI also reserves the right to re-issue the RFP, if the Bank decides so.
- f. SBI may in its sole discretion, but without being under any obligation to do so, update, amend, clarify or supplement the information in this RFP document. SBI also reserves the right to not shortlist or appoint any particular or all agency (ies) without assigning any reasons, whatsoever.

6. CLARIFICATIONS AND AMENDMENT OF RFP DOCUMENT

- a.** A pre-bid meeting to clarify queries related to the RFP will be held as per date and time mentioned in Time Schedule for RFP Process.

- b.** Agencies may request clarifications on any clause of the RFP document at the pre-bid meeting. Any such request for clarification must be sent prior, via email to **gm.ccc@sbi.co.in** before the stipulated date. All such queries by e-mail should be received in the suggested template (Proforma-8), on or before the time stipulated for the said purpose in the Time Schedule for RFP process. SBI shall clarify all such queries in the pre-bid meeting or may choose to reply by e-mail to individual queries. However, it may be noted that non-receipt of reply to the queries raised by an interested entity shall not be accepted as a valid reason for non-submission of offer or delayed submission. Similarly, non-reply to any query may not be deemed as an acceptance of the issue by the Bank. Should SBI deem it necessary to amend the RFP as a result of a clarification or otherwise, it shall do so following the procedure under para 'c' below.

- c.** SBI may at its sole discretion, but without under any obligations to do so, amend, update, clarify, modify or supplement the RFP by issuing an addendum/corrigendum/clarification in writing. The addendum/corrigendum will be sent to those select agencies which have been requested to participate in limited RFP process, and such addendum/corrigendum shall be binding on all concerned. To enable the bidders to take into account the impact of the amendments in their proposals, SBI may, at its sole discretion, extend the deadline for submission of proposals.

- d.** Selection of Digital marketing Agency will be at the sole discretion of the Bank and subjected to annual performance review.

7. CONFLICT OF INTEREST

The agency shall not receive any remuneration in connection with the assignment except as provided in the contract. The agency and its affiliates shall not engage in any activities that conflict with the interest of the Bank under the contract. Agency shall provide professional, objective and impartial advice and at all times hold the Bank's interest paramount, without any consideration for future work and that in providing advice, they avoid conflicts with other assignments and their own corporate interests. The agency understands that it shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interest of the Bank.

Without limitation on the generality of the foregoing, an agency shall not be hired, under the circumstances set forth below:

- (a.) Conflict between consulting activities and procurement of goods, works or non-consulting services (i.e. services other than consulting services covered by these guidelines):** A firm that has been engaged by the Bank to provide goods, works, or non-consulting services for a project, or any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, or any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm, shall be disqualified from subsequently providing goods, works, or services (other than consulting services) resulting from or directly related to the consulting services for such preparation or implementation. This provision does not apply to the various firms (consultants, contractors, or suppliers) which together are performing the Contractor's obligation under a turnkey or design and build contract.
- (b.) Conflict among consulting assignments:** Neither consultants (including their personnel and sub-consultants), nor any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm, shall be hired for any assignment that, by its nature, may be in conflict with another assignment of the consultants. As an example, consultants assigning a Bank in the privatization of public assets shall neither purchase, nor advise purchasers of, such assets. Similarly, consultants hired to prepare Terms of Reference (TOR) for an assignment shall not be hired for the assignment in question.

(c.) Relationship with Bank's staff: Consultants (including their experts and other personnel, and sub-consultants) that have a close business or family relationship with a professional staff of the Bank (or of the project implementing agency) who are directly or indirectly involved in any part of (i) the preparation of the TOR for the assignment, (ii) the selection process for the contract or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

(d.) An agency or a group shall submit only one proposal, either individually or as a joint venture partner in another proposal or represent the sub agencies if the group. If a consultant, including a joint venture partner, submits or participates in more than one proposal, all such proposals shall be disqualified. This does not, however, preclude a consulting firm to participate as a sub-consultant, or an individual to participate as a team member, in more than one proposal when circumstances justify.

8. SCOPE OF WORK

The scope of work includes but is not limited to the following:

Overall Digital Marketing Strategy:

a. The selected agency shall be responsible for the overall Digital Marketing and Communication campaigns across all social media and digital channels including below deliverables:

All marketing efforts through Search Engine Optimization (SEO), Search Engine Marketing (SEM), Display, paid and organic Social Media & Affiliate marketing including but not limited to creative development, media buying, developing overall product and brand strategy, content management, online reputation management etc related to digital and social media marketing space. The agency should be capable of running both performance as well as brand campaigns; along with brilliant creative team and should be willing to work in collaboration with the mainline/primary creative and media agency.

Create media plans with 360-degree digital coverage including, search, display, OTT, native, social, content, PR, influencers and other forms of digital marketing techniques that may be available/evolve with time.

Measuring and implementations of our platforms performances via proprietary analytical tools and tag implementation solutions.

Creating a digital marketing architecture and roadmap pertaining to broad objectives of the bank.

Identifying core business objectives of different products and services and suggest appropriate strategies and implementation effectively.

SEARCH ENGINE OPTIMISATION (SEO)

SBI intends to select an agency to manage all its existing and future digital assets. As such SEO on an on-going basis is an important aspect for managing banks current and future assets in form of the website, scope of work for SEO will be including but not limited to below list:

- On-page optimization and Off-page optimization.
- Identify/suggest on best domain name, Titles, Headings and sub-headings. Creating strong meta & title tags
- Using effective search engine keywords in relevant places within website.
- Making changes in design, content and links as per requirements. Manage the overall content on the site.
- Suggest and deploy strategies that increase in-bound traffic.
- Achieve position in the first page of popular search engines.
- Stay up to date with the latest SEO news and methods such as Google's Algorithm.
- Add blog pages if required and submit articles to directories for getting back-links, also try new methods that can prove beneficial.
- Thoroughly monitor website performance and take necessary steps to improve traffic.
- Technical issues such as 404 Error, Duplicate Content, problems related to XML and HTML sitemap, broken links etc should be rectified.
- Write catchy outline and unique content to grab viewer's attention. Place them properly throughout the website and remove outdated ones.
- Work with Content Management System such as Blogger. Create quality back links.
- Provide periodic stats and analytical data to the bank on website's performance.
- Effectively collaborate with the bank's IT team responsible for website management and security team.

- Submit monthly review of the work done on website and progress to be submitted. Reports should also include keyword rankings.

- Providing SEO related technical inputs to SBI's IT team such as Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame, etc. as prevailing market trends on real time basis.

SEARCH ENGINE MARKETING (SEM)

- Understand current state; brand assets, infrastructure, knowledge levels, processes, consumer insights and other relevant details.
- Devise a performance-based SEM strategy for execution. Structure, strategize and streamline the paid search effort.
- Audit the search footprint across all applicable products and services. Tracking, reporting and optimizing paid search campaigns.
- Regularly identify trends and insights to achieve maximum ROI in paid search campaigns. Analyse ongoing paid keyword discovery, expansion and optimization. Create Account Structures, Ad groups, Keyword Planning, Ad Copies, Desktop and Mobile Bid.
- Execute various SEM related tests, collecting and analysing data during the campaign period.
- Optimize advertisement copy and landing pages for paid search engine marketing campaigns.
- Research and analyse competitor advertising links.
- Submit reports on visitor and behaviour analytics on monthly basis.
- Track performance of brand keywords vs other keywords and measure change in the performance on a daily basis.

STRATEGIES & OPTIMISATION

- Recommend plugging different technologies required to amplify digital marketing.
- Initial suggested media vehicles although not limited to will be Google and Bing Platforms.
- The plan and performance targets to be mutually agreed upon by both parties by the 20th of every calendar month, for the succeeding calendar month.
- Implementation of tags for end to end campaign tracking.

ACTIVITIES – DISPLAY/ AFFILIATES/VIDEO/CONTENT

- Planning and strategizing campaigns
- To test and identify the best performing creatives across various targeting and products
- Publisher management
- Campaign execution
- Analysis
- Impact buys, sustenance buys and strategic buys
- Content marketing planning and promotion
- Monthly campaign level reports
- Run both performance and brand campaigns depending on the brief for various products
- Run video campaigns in OTT
- Create branded content in collaboration with reputed partners that exist in market.

SOCIAL MEDIA:

Assessment of Bank's Social Media Management and provide a comprehensive Social Media Strategy, to be reviewed periodically as per bank's requirement.

SBI intends to select an agency to manage all its existing and future social media activities. The objective is to set up a social networking management system inclusive of social media command centre to enhance the brand and reach of the bank.

1. The Social Media strategy should be prepared considering the following areas:

- Social Media Capability Model Design
- Social Media Operating Model Design
- Social Media Technology Strategy

2. The social media strategy should be enabled with the following roadmaps:

- Social media execution roadmap
- Social media strategy execution program design

The strategy should take into consideration best practices the bank could adopt to utilize social media for effective customer engagement and to enhance revenue generation. Following objectives should be covered in the social media strategy:

3. Key components of Social Media from a marketing perspective, including:

- Brand Management/ORM
- Content Management
- Response Management
- Listening Tools
- Command centre
- Social/digital advertising
- Reports (sentiment analysis of top 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors)
- Social Media Security
- Compliance of Risk, IT, Information Security (IS) policies, Statutory & legal requirements

4. Key areas of interventions for:

- Customer service
- Crisis Communication
- Customer insights- Upsell/Cross sell
- Product Development- R&D
- Information dissemination-Education/training/awareness

5. Social media as a part of overall online brand – including social advertising+ SEM+SEO

6. Finding the right levers to connect with within the organisation to fully leverage the power of social media

7. The social media implementation roadmap (to be submitted at the beginning of quarter) should clearly chart out the following details:

- Preferences
 - i. What currently exists in the social and digital channel landscape?
 - ii. How can the bank better engage existing customers and attract new ones?
 - iii. What could customers value and what could they live without?
 - iv. What might customers want that they don't already have?
 - v. Roadmap to be submitted quarterly

- Operations
 - i. What investments are needed to reduce costs in the long run?
 - ii. How can channel innovation make us the bank of choice?
 - iii. How do we deliver exceptional service?
- Distribution
 - i. How are existing digital footprints (apps, online, store, support, social etc.) being leveraged?
 - ii. Design and implement a strategy to induce migration to online channels
 - iii. How can our channel mix be modified to make things more efficient and cost effective?
- Governance
 - i. What is the customer engagement governance?
 - ii. What are the new information protection policies?
 - iii. How do we manage reputational risk?
 - iv. How do we be protected and protect our followers/customers from Social media threats like Social engineering, impersonation, phishing, hijacking, financial fraud, scams etc.?
 - v. How does this impact our compliance?

Implementation and Management of Social Media Management Framework & Tools

The scope includes the implementation of a comprehensive social media management framework for the following activities:

BRAND MANAGEMENT

- Updating Bank's latest information and other essential details on an ongoing basis.
- Developing branding collaterals - background image, skins, cover photo, profile photo, etc.
- Managing user feedback and inquiries on official brand channels
- Identifying and removing/merging fake profiles/unofficial profiles/presence on social media channels relevant to SBI
- Managing the Online Reputation of the Bank
 - i. Developing a comprehensive reputation management system that allows for tracking and gauging of Bank's influence across various platforms.
 - ii. Creation of Command centre within Banks' premise.

- iii. Creating a "buddy" system between volunteer brand advocates and people who are new to our brand and using that as an early feedback system for any potential problems, as a part of feeds received from online monitoring of specific top keywords defined.
 - iv. Keeping a close watch on relevant stakeholders and their projection of our brand, as well as the community that dwell within that channel and how they respond to our brand, as a part of feeds received from online monitoring of specific top keywords defined.
 - v. Strategy to make this online reputation positive
 - vi. Creation of a positive sentiment on social media platforms during the time of negative inflow on social media.
- Conducting an in-depth study of the present official/unofficial presence of the Bank on Social Media and relevant platforms across the web.
 - i. The mentions/tweets/blogs/news/forums, etc. on Social Media and relevant platforms across the web.
 - The sentiment about the Bank at present on Social Media and relevant platforms across the web Conversation and Sentiment Drivers.
 - i. How people feel about the Bank's brand and what words or qualities they associate with it.
 - ii. Where conversations occur and their drivers, along with key trending topics.
 - iii. Connecting with the positive sentiment drivers and listening and converting negative sentiment to positive.
 - iv. Dark Social Media: Measuring the share of content that occurs outside social media platforms via online chat or e-mail, etc.
 - v. Social Listening including regional listening to measure the sentiment of the Bank.
 - Location, Time, and Impact of Conversations.
 - i. Channel/Region affinity of brand conversations.
 - ii. Reach and virality of conversations.
 - Competitive implications, as a part of listening module and social media analysis as per keywords defined for competitors of State Bank of India.
 - i. How people talk about our competitors (including sentiment analysis report of minimum 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors)
 - ii. Positioning in industry/product area Topic

- Identification of trend: Emerging negative/positive trends
- Influence
 - i. Identifying key advocates or detractors.
 - ii. Influencers to be tapped into for propagating the positive reputation of the Bank online.
 - iii. Building relationships through official social media channels for becoming a more trusted and positive brand.
 - iv. Differentiating the brand through emotional connections with the followers on Social Media.
 - v. Nurturing loyal fans to become more essential and propagating the sentiment.
 - vi. Engaging with the influencers and strategy to use them at appropriate occasions.
- Opportunities and Threats.
 - i. Understand the trend among customer's conversation about what they want to see in our services/products.
 - ii. Identify what features of our competition are winning over us.
- To obtain the verified stamp on all official channels of the Bank within the timeline stated by the Bank, as per guidelines and recommended process by social media platforms to successfully conduct the activity.
- Removal of fake pages of the Bank on various social sites, as per guidelines and recommended process by social media platforms to successfully conduct the activity. Capability to integrate with Bank's existing system(s) on need basis and in the absence of one, the ability to create one, as we go along including development of web or mobile or other applications & technology build.
- Identify the top keyword's momentum in social networks.
- Identify reputed awards for relevant categories and file for nominations on behalf of the Bank.
- Any other requirement given by the bank.

CONTENT MANAGEMENT

- Innovative Content is to be designed to evince user interest. Content Bank to be shared every fortnight (fortnight before planned content release date). Bank may request for content to be designed in any of the Indian regional languages as deemed necessary.
- Campaigns to be designed every 20 days or on need basis.
 - i. Campaign strategy, target group, rewards to be shared.
 - ii. The Bank will bear the cost for rewards and giveaways for contest based campaigns and the Agency will be responsible for procurement and delivery of prizes to contest participants and winners selected.
- Development of creative, animated videos and any other relevant content at least one month before the launch of the posts.
- Creation of a content plan for all the Social Media channels.
- Creation of workflow for content creation and approval between the Bank and the agency.
- Posting the approved content with a mutually agreed frequency, currently being 2-3 times a day.
- Create and execute social media campaigns and contests for drawing users to the Bank's pages as per the requirement given by the bank from time to time basis.
- Develop creative (images, GIFs, animated videos, flash files, etc.) for the official pages of the Bank and modify existing creative to interest the Social Media Users and digital marketing efforts (Creative should be designed as and when desired by the Bank, with no restrictions on the number of creative).
- The content once provided to the bank will be a property of the bank and may be deployed at any other channel/platform as decided by the bank. Open files of all creative assets to be shared with the Bank.
- Any other requirement given by the bank.

RESPONSE MANAGEMENT

- Formulation of a Response Mechanism involving all stakeholders (viz. Bidder and bank) which facilitates end-to-end tracking of the response.
- Creation of FAQs specific to brand, products and services for first level response (FLR).
- Creation of response templates based on various scenarios across brand, products and services.

- FAQs to be formulated and shared with the Bank on a weekly basis based on user queries/feedback and any new info on product and services.
- Standard Response Template to be updated by the Agency on a daily basis based on the responses submitted by the Bank and contact centre to the various queries. The SRT to be shared with the Bank on a weekly basis highlighting the updates.
- Integrated system for response management and escalation may be developed with facility to prioritize posts.
- 24X7 response management.
- 24X7 Monitoring and Response on the Bank's Official Social Media Channels.
- Handling the negative comments immediately and appropriately.
- First level of response should be managed by the Agency within **5 minutes** of the post, provided FLR's are pre-defined and approved by SBI.
- Minimize negative impact on the Bank's brand on account of its official social media channels.
- Define an escalation and de-escalation process from Agency to bank and within the bank based on specific inputs.
- As per the requirement of the situation and need given by the bank, the Agency should be able to provide **multi language support** for response management. Further any response given in vernacular language should be translated and given in English Language in the report submitted to the bank.
- Any other need-based requirement given by the bank.

TOOLS AND THEIR USAGE

The agency will provide one or more tool(s) as per requirement at no extra cost. However, hardware to use the tools may be provided by SBI at its office(s). The list of all tools that will be used for the optimization and execution of the campaigns has to be shared and the agency should be comfortable to arrange for a walk through for the same if needed.

- The tool should crawl the web including Social Media Platforms, Forums, Blogs, News, Communities, Websites, etc. to aggregate content/ mentions for the Bank's Products/Services, key competition

- The tool should be able to be used for social listening, sentiment analysis and posting & tracking responses
- The tool should have the following capabilities:
 - i. To aggregate content from various Social Media Sites and relevant platforms across the web.
 - ii. To run a sentiment analysis on the content.
 - iii. Real-time filtering and monitoring of posts.
 - iv. To generate reports on the sentiments at the brand and product level.
 - v. To track the response end to end.
 - vi. To identify the sentiment of the post.
 - vii. To prioritize responses to posts.
 - viii. Provide In-depth Dash-Board reports and Age-Wise analysis of the responses.
 - ix. Ability to integrate with bank's other channels like CRM, Email, Complaint Management System, Lead Management System, etc. to have an automated and integrated approach.
 - x. Ability to create and manage social media campaigns on various platforms.
 - xi. Ability to publish content/posts on Bank's Social platforms.
 - xii. Ability to see translation of the comment in vernacular languages other than English or Hindi.
 - xiii. Ability to provide responses in multi-language and generate corresponding reports.
 - xiv. Ability to run campaigns and generate corresponding reports.
 - xv. Ability to use for in-house Command centre.
 - xvi. Any other customization of the tool as per the requirements of the bank.
 - xvii. Backup of the data should be stored and made available to the Bank.

COMMAND CENTRE

Create, manage onsite (Banks Premise) live Command centre set up with at least 6 screens enabling smart Customer Experience and insights through AI, Big Data, and automation. Real-time Monitoring of followings need to be done:

- Marketing efficiency/trends
- Identify influencers for the brand
- Customers (existing/potential)
- Risk Management
- Lead Generation
- Competitor scan and insights

- User-generated content (UGC) insights
- Campaign Performance
- Crisis Management
- Identifying location specific buzz
- Content Creation

Command centre should support vernacular languages and be able to generate language specific insights for effective sentiment and context extraction.

Expectations:

- All visualizations are in Sync coming from a single Database.
- Live data to Insights – Single command/click.
- Trends, location, Context & sentiment.
- Strategic insights for influencer management.
- Automated Alerts/triggers.
- Real time campaign insights to amplify impact, reach and engagement.
- Direct feedback mechanism to drive research data points.
- Leverage open data to understand what India is talking about.
- Understanding potential Topics, Sentiment across topics, general EQ of the country and influencers.
- Past, current and potential future trends.
- Identifying relatable content themes.
- High level insights on what kind of content has more participation to seek out programming ideas
- Any other data analysis as required by the Bank.

SOCIAL MEDIA/DIGITAL ADVERTISING

- Develop an appropriate social/digital advertising plan for promoting the Bank's Official Social Channels within a fixed TAT, as per the agreement which will be signed by the selected agency.
- Develop and execute a targeted social media advertising program to reach out to target stakeholders, namely existing and potential customers as per the marketing trends on real time basis.
- Develop and execute promotions campaigns through targeted keyword advertising in terms of featured videos and other ad options as per the marketing trends on real time basis.
 - i. Facebook Stamp Ads (Follower growth)
 - ii. YouTube Featured Ads, In-stream Ads, Display Ads, Trending Ads, etc.
 - iii. Influencer Marketing on Twitter, Instagram, etc.
 - iv. Lead generation Ads
 - v. Product promotion Ads
 - vi. Traffic Ads
 - vii. Promoted Tweets and Promoted Accounts Ads
 - viii. Ads for Quora (Image Ads, Traffic Ads, etc.)
 - ix. Social Bookmarking
 - x. Any other promotional methods offered by the platforms the bank already has presence on or the bank intends to launch.
- Should the Bank decide to undertake advertising on other digital media the agency should develop and implement strategies with approval from the Bank. The budget for the same would be as decided by the Bank, the agency will share their inputs based on KPIs and expected outcomes from the advertising campaign.
- Close monitoring/tracking of Ads/Campaigns/Contests and optimisation by plugging in different technologies required to amplify the performance, suggest alterations, etc.
- Making sure the campaigns performance is tracked through proper channels at our end.
- Partner with Bloggers/Influencers for creating buzz around the brand and to influence social signals
- Any other requirements.

- Fee/commission for executing various ads/campaigns/contests would be a part of retainership. There will not be any extra fee/commission for this. However, cost of media buying/image purchase, etc. including Taxes/GST will be borne by SBI subject to prior approval. Any purchase from the selected agency's group companies or subsidiaries will not be paid.

REPORTS

- Reports Types
 - i. Monthly reports to analyse effectiveness of the Social Media strategy.
 - ii. Daily report of activities on various official pages of the Bank.
 - iii. Weekly Analysis Reports with suggestions to enhance the social media response and sentiment towards the Bank.
 - iv. Campaign Level Report indicating the KPI's, goals and targets reached to be shared via Daily Automated Report/ Weekly/ Monthly/Quarterly Report/Annual Plan.
 - v. Provide weekly performance reports of paid media campaigns.
 - vi. Provide monthly impact analysis and performance reports for all SEO efforts.
- Industry Trends
 - i. Collate/analyse social media chatters on brand/product/industry to identify new insights/trends/pain points on real time basis.
 - ii. Provide quarterly reports regarding latest trends/technologies in social media available at bank's disposal for increasing the engagement or suggest the bank to buy/subscribe.
- Social Media Campaign Performance
 - i. Provide weekly performance reports of social media campaigns.
 - ii. Keep a complete track of all campaigns and submit post evaluation reports for each campaign.
- Content Performance
 - i. Provide daily metrics of how many people viewed, shared, liked your content
- Channel Performance
 - i. Channel wise break down of SM chatter and online activities on daily basis
- Timing Impact

- i. Agency to analyse and submit a report on most effective times to post content and engage on weekly basis.
- Geography Identification
 - i. Geographical areas from where the engagement is coming on the page/post on weekly basis.
- Daily report on queries received and their response status with aging analysis.
- Market Intelligence Reports (To be enabled within 7 days from signing the agreement, with necessary access controls and approvals from State Bank of India required for tool configuration and access)
 - i. Brand Audit (fortnightly)
 - Conversation and Sentiment Drivers
 - Location, Time, and Impact of Conversations
 - Influencers
 - Opportunities and Threats
 - ii. Competition Intelligence (fortnightly)
 - How people talk about our competitors
 - Positioning in industry/product area/topic
 - iii. Industry Intelligence (fortnightly)
 - iv. Social Media Update Reports (daily)
 - v. Performance Report (weekly)
 - Dashboards for top management and various Business Units on brand, product, service, competition, etc. Any complex applications to support or enable better experience for customers which needs to be purchased from third party platforms other than the agency's associate/subsidiaries companies, will be paid on actuals, as per scope defined, subject to banks prior approval
 - Daily reports at specified time as decided by the Bank on various posts received on official brand channels of the Bank, the response posted by various levels in the Response Mechanism along with a time and aging analysis, including the pending resolution of previous posts.
 - Daily report on the total positive, negative, neutral, queries, complaints, etc. type of posts received, the responses sent and the time analysis.

- Weekly report on end-to-end tracking of the responses and the gaining and response time analysis.
- Biweekly market trend reports on the latest changes in policies/technologies on Social Media platforms.
- Performance Reports of each post/campaign to be shared on a daily basis
- Top Shared/Liked content to be shared with the bank on a weekly basis.
- Weekly language wise comment-response reports.
- TAT report for response management on a daily basis (Bank User wise, Agency User wise, etc.)
- Daily sentimental analysis report (minimum 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors)
- Any other report/presentation as and when required by the bank.

SOCIAL MEDIA SECURITY

The agency will provide alerts of various threats/dynamic risks as and when it appears on Social sites, which may be detected real-time by use of tool/software or any other technique and initiate appropriate actions to be protected from it. Below are some threats which are just illustrative but not exhaustive.

- Brand and executive impersonations
- Financial frauds, Profanity & Customer attacks
- Scams (Recruitment, Coupons, Lottery, Counterfeit, etc.)
- Piracy and trademark infringement
- Viruses
- Phishing and Social engineering
- Data leakage or posting inappropriate corporate data
- Targeted attacks
- Insider threat
- Social account hijacking

MEDIA PLANNING/BUYING & EXECUTION:

The agency will also be responsible for recommending the most efficient and cost-effective platforms, media selection including platforms like Search, GDN, GSP, Native ad platform, Video promotions on OTTs or any other channels, programmatic marketing, etc.

SBI may route any work related to digital/social media partnership and collaborations via the agency for ease of execution as deemed necessary.

- NB: Fee/commission for executing various ads/campaigns/contests would be a part of retainership. There will not be any extra fee/commission for this. However, cost of media buying/image purchase, etc. including Taxes/GST will be borne by SBI. Any purchase from the selected agency's group companies or subsidiaries will not be paid.

Minimum three analysts or as per the actual requirement will have to be located at Banks premises by the agency, to manage the command centre, campaign briefing and strategizing. Please share the CVs of the individuals in the format provided in Proforma 5.

Required Skills for resource persons of the agency:

A. Digital Domain Skills

- i. Dedicated resource to manage and maintain the command centre.
- ii. Deep understanding of Digital Marketing, Production and Promotions.
- iii. Proficiency in research and analytical abilities to monitor and track trends and disseminate information about the same to appropriate internal stakeholders.
- iv. Proven experience in delivering effective and innovative Digital campaigns.
- v. A solid understanding of social media marketing and ability to create, execute and deliver successful social media marketing campaigns.
- vi. Deep level of familiarity with Search Marketing (both PPC and Organic), Newsletter Marketing, Database Marketing and Digital Analytics.
- vii. Familiarity with Online Reputation Management and various tools used to monitor and respond to queries online.
- viii. Familiarity with leading Response Management Platforms and their working in large, corporate organizations.
- ix. Thorough understanding of metrics applicable to digital and social media with the ability to collect, collate and interpret appropriate data.
- x. Familiarity with front-end tools related to Digital Marketing such as Photoshop, Illustrator, InDesign, HTML 5, CSS and understanding of the appropriate technology environment.

B. Media Domain Skills

- i. A comprehensive understanding of Digital Media in India with connections with leading players like Google, Programmatic platforms, Facebook, Twitter, LinkedIn and affiliates (among others).
- ii. Hands-on ability to put together, implement and evaluate media plans for all promotional activities undertaken by the bank from time to time.
- iii. Attention to detail to ensure execution by the agency and ability to course-correct as desired.
- iv. Experience with negotiating budgets and deliverables with media publishers.
- v. Understanding of technology requirements to enable for analytics, tracking and measurement – ability to communicate the same internally.
- vi. Ability to analyse data and reports provided by the agency and to derive actionable insights for forward planning.

8.2 COMPLIANCE OF INFORMATION SECURITY (IS) POLICY

The agency should comply with Bank's Information Security (IS) policy in key concern areas relevant to the RFP. Some of the key areas are as under:

- a) Confidentiality, privacy and security for data and application gained as a result of having access to the Banks internal system, software and other administration should be maintained.
- b) Custodial responsibilities for data, software, hardware and other assets of the Bank being managed by or assigned to the selected agency.
- c) Physical security of the facilities.
- d) Physical and logical separation from other customers of the selected agency.
- e) Incident response and reporting procedures.
- f) Password Policy of the Bank.
- g) Data Encryption/Protection requirement of the Bank.
- h) Submission of Application Security/Vulnerability Assessment/Penetration Testing Audit Clearance Certificate of tools provided after conducting an audit through a CERT-IN empanelled vendor at the end of every quarter.

Security requirement of the Bank will be shared with the successful bidder.

8.3 Time shall be the essence for all projects which would be done by the appointed agency. The agency shall therefore fully abide by various time limits as prescribed for different assignments and the performance of the agency shall be judged as per the adherence to such quality and time parameters as laid down for the respective work.

8.4 The agency will also be responsible to provide innovative ideas/concepts which can be executed as per requirements of the bank.

8.5 SBI reserves the right to negotiate and engage directly with the media/vendors concerned if circumstances require for the release of advertisement(s).

9 POWERS TO VARY OR OMIT WORK

9.1 No alterations, amendments, omissions, additions, suspensions or variations of the work (hereinafter referred to as variation) under the contract shall be made by the successful bidder except as directed in writing by Bank.

9.2 The Bank shall have full powers, to instruct the successful bidder to make any variation to the scope of work, roles, responsibilities, etc. of the contract, from time to time. The selected bidder shall carry out the aforesaid variations suggested by the bank and be bound by the same terms and conditions as provided for in this RFP and/or the contract. The successful bidder will also have the discretion to give the Bank any suggestion with respect to the project/subject matter at hand. It is however clarified that acceptance/use of such suggestion/variations shall be the sole discretion of the Bank.

10. ELIGIBILITY CRITERIA

Digital marketing agencies keen to respond to the RFP are requested to read the eligibility criteria carefully. Only those agencies meeting the following eligibility (minimum) criteria as on the date of RFP are eligible to apply. Agencies not meeting the eligibility criteria will not be considered for further evaluation in any case.

S. No.	Eligibility Criteria	Compliance (Yes/No)	Documents to be submitted
10.1	The Bidder must be a firm/company/organization registered under applicable Act in India.		Copy of the Partnership deed/Bye Law/Certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office.
10.2	The Agency's turnover for last 3 consecutive financial years i.e. F.Y. 2015-16, 2016-17 and 2017-18 should be at least INR 30 Crores (Sum total of 3 consecutive financial years) as per audited balance sheets. (The Clients can be based out of India or overseas).		Copy of the audited Balance Sheet and/or Certificate of the Chartered Accountant for preceding three years.
10.3	The Agency should have a minimum experience of at least 5 years of conceptualising & implementing digital marketing & social media strategy inclusive of creative development, media buying & content distribution. The agency should also have rich experience in social media response management.		Proof of 1 campaign each for the last 5 FYs. 2013-14, 2014-15, 2015-16, 2016-17, 2017-18
10.4	Recognition in the form of industry acclaimed awards specific to Digital & Social Marketing campaigns.		Details of awards received according to Sl. No. 8 'Form A' and brief of the campaign.
10.5	The Agency should have a proprietary tool/preferred partnership for social media listening/monitoring tool and have an affiliation with the Google Premium Partner program and other such industry level partnership.		Copy of the order or Certificate as proof of partnership and affiliation with the Google/other partner(s) has to be submitted.

10.6	The Agency should have accomplished digital campaigns of minimum INR 1Crore and social media campaigns of INR 1.00 Crore during each of the last 3 financial years for a single product/service/brand.		Copy of the release order and invoices or Certificate of completion of the work from the client.
10.7	The Agency should have a full-fledged office in Mumbai and shall allocate a dedicated team (separate from any other BFSI brands the agency may be managing).		Proof of office address to be submitted in the form of electricity bill, Landline bill or any other document stating the registered address. Furnish the list of personnel who will be assigned to service the SBI account along with a brief profile of their /career experiences.
10.8	The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.		Bidder should specifically confirm on their letter head in this regard.
10.9	The Agency shall not have been blacklisted/debarred by any Central /State Government/Public or Private Sector Undertakings or any related bodies of the media/ advertising industry.		Bidder should specifically confirm on their letter head in this regard.

The bidding agency is expected to examine all instructions, terms and specifications of this document. Failure to furnish all information required as per this document or submission of the bid not substantially responsive to this document in every respect will be at the agency's risk and may result in rejection of the bid.

11. SUBMISSION OF BIDS

11.1 Each bidder acknowledges and accepts that SBI may, in its sole discretion, apply whatever criteria it deems appropriate in the selection, not limited to those selection criteria set out in this document.

11.2 The bids shall contain no overwriting, except where necessary to correct errors made by the agency officials and should be authenticated by the official who has signed the bid.

11.3 An authorized representative of the agency shall authenticate/sign all pages of the original bid proposal. The authorization of such a representative shall be in the form of a letter or in any other form demonstrating that the representative has been duly authorized to sign and submit the proposal and shall be enclosed to the Proposal.

11.4 The signed proposal shall be marked "ORIGINAL". The agency should adhere to all instructions and submit relevant documents which have been specified in the RFP. Submission of applications without complying with the instructions will result in their rejection.

11.5 The completed proposal has to be submitted along with the requisite enclosures and demand draft of INR 5,000/- towards fee of RFP (non-refundable) favoring "State Bank of India" payable in Mumbai. **The said demand draft should be kept in the envelope containing the technical bid only.**

11.6 SBI shall not be responsible for misplacement, loss or accidental / prematurely opened envelopes or if the outer envelope is not sealed and/or marked as stipulated. This circumstance could be a reason for rejection of the bid and no communication will be entertained in this regard. The final decision to accept any reasonable request will be that of SBI.

The sealed envelopes should be clearly marked "Proposal for Selection of Digital Marketing Agency" and should be submitted on or before **(This would be communicated later)**

**General Manager (Corporate Communications & Change),
Marketing & Communications Department,
8th Floor, Corporate Centre,
State Bank of India,
Nariman Point, Mumbai-400021**

12. SELECTION PROCESS

12.1 SBI will follow the two-bid system i.e. Technical Bid and Financial Bid. The financial bids of only those agencies shall be opened who are found technically qualified, and the qualified agencies shall be intimated by the authorized official. Financial bids of the qualified agencies will be opened post the presentation made by all short-listed agencies.

12.2 Bidders will be required to submit signed copies of the **Technical Bid (Form-A, in two parts)** and **Indicative Financial Bid (Form-B)** in two separate sealed envelopes which should be together, placed in an outer envelope and sealed. This outer envelope shall be super scribed "Proposal for engagement of Digital Marketing Agency– SBI".

(A) Technical Bid

12.3 All proposals received will be scrutinized to assess their eligibility based on the eligibility criteria as mentioned in para (8) of this RFP. Proposals which do not meet the eligibility criteria will be rejected, forthwith, or at any stage of detection.

12.4 If deemed necessary, SBI may seek clarifications on any aspect from the bidder(s). However, that would not entitle the bidder(s) to change or cause any change in the substances of the bid already submitted.

12.5 SBI shall evaluate and shortlist the proposals on the basis of their submissions to the Terms of Reference and evaluation criteria.

12.6 Agencies that score more than 35/45 or the Top 5 agencies (whichever is more) based on the Part 1 of Technical Score will be invited for a presentation before the Selection Committee. The other agencies will be automatically eliminated and intimated through email/telephone. The date for presentation/case study submission will be intimated to the short-listed agencies by e-mail/telephone. SBI shall provide a brief for the presentation to all the short-listed agencies.

12.7 Proposals from qualifying agencies will be evaluated on a score of 100. The composition of technical evaluation parameters will be as under, supporting documents for each claim to be furnished:

S. No.	Technical Evaluation Parameters	Parameters	Assigned Marks	Max. Score
Part 1				
1	Years of Agency Experience in Digital and Social Media Marketing	Up to 5 yrs	6	10
		> 5 to 10 yrs	8	
		>10 yrs	10	
2	Awards and Recognition to the Agency in the last 3 years	1 award	1	5
		2 award	2	
		3 award	3	
		> 3 award	5	
3	Client List in Brand Equity Top 10 (To be as per submitted in Proforma-12)	1 to 2 clients	7	10
		3 clients	8	
		4 clients	9	
		5 clients or more	10	
4		Up to 5 yrs	3	5
		> 5 to 10 yrs	4	

	Years of experience in digital and social performance marketing (Submit self-declaration on letter head [Proforma-18] and proof of completion of the work from the client or release order and invoices for the oldest campaign)	>10 yrs	5	
5	Years of experience in digital and social branding/awareness marketing (Submit self-declaration on letter head [Proforma-18] and proof of completion of the work from the client or release order and invoices for the oldest campaign)	Up to 5 yrs	3	5
		> 5 to 10 yrs	4	
		>10 yrs	5	
6	Years of experience in digital and social content management/creation (Submit self-declaration on letter head [Proforma-18] proof of completion of the work from the client or release order and invoices for the oldest campaign)	Up to 5 yrs	3	5
		> 5 to 10 yrs	4	
		>10 yrs	5	
7	Years of experience in ORM (Submit self-declaration on letter head [Proforma-18] and proof of completion of the work from the client or release order and invoices for the oldest campaign)	Up to 5 yrs	3	5
		> 5 to 10 yrs	4	
		>10 yrs	5	
Part 2				
8	Presentation/Case Study to be made by the proposed team who will be dedicated to SBI's account [brief will be made available to shortlisted agencies]			45
	Dedicated Team Score			10
	Total			100

(B) Indicative Financial Bid:

12.8 The Financial Bid should be quoted and presented in a separate sealed cover clearly marked 'Commercial Bid'.

12.9 The bidding agency must submit the commercial bid only as per the prescribed format (Form B).

12.10 The Indicative Financial Bid should not include any conditions attached to it and any such conditional Indicative Financial Bid shall be liable for rejection.

12.11 The Indicative Financial Bid must be quoted in Indian Rupees only.

12.12 The top 3 bidding agencies post the technical section (Part 1 & 2) subject to meeting a minimum score of 75/100 will qualify for the financial round.

12.13 Reverse auction will take place on an online portal ensuring transparency + anonymity amongst bidding agencies.

12.14 Irrespective of whether the sealed bids are opened, or not, reverse auction will be conducted, and the winner will be decided based on L1 quote among the qualifying bidding agencies.

12.15 The bidder should provide retainership fee breakup on the following lines:

Sl. No.	Job List	INR (per month)
1	Digital and Social Performance Marketing	
2	Digital and Social Branding/ Awareness Campaigns	
3	Digital and Social Content Management/Creation along with SEO	
4	Response Management (Responsible for FLR on all Social handles)	
5	Command centre management + ORM	
6	Resources stationed at SBI as per skills mentioned in para 8.1	
7	Tools	
	TOTAL	

13. EARNEST MONEY

Each bidder is required to submit the Earnest Money Deposit (EMD) of INR 10,00,000/- (INR Ten Lakhs Only) as bid security in the form of a demand draft or pay order or Bank Guarantee in the format provided, in favour of State Bank of India, Marketing and Communications Department, payable at Mumbai. The bank guarantee should be issued by any scheduled commercial bank, other than SBI or its associate banks. The EMD shall be forfeited in the event of withdrawal of bid during the period of bid validity or if the successful bidder fails to sign the contract in accordance with the terms and conditions and other requirements specified in RFP or any act of the bidder not in line with contract obligations. **The EMD should be kept in the envelope containing the technical Bid.** Any bid not accompanied with the requisite EMD shall be treated as non-responsive and is liable to be rejected.

14. TERMS OF APPOINTMENT

14.1 Agency will be engaged on a retainership basis for an initial period of **one year** and may be extended further one year at a time, for a period of up to **three years**, at the sole discretion of the Bank, if the service provided by the agency is found satisfactory.

SBI RESERVES THE RIGHT:

- (i) To accept or reject any or all proposals,
- (ii) Cancel the RFP process at any time without assigning any reasons thereof,
- (iii) Re-issue the RFP, if cancelled,
- (iv) Engage one or more agencies for partial or full work.

14.2 From the time the Proposals are opened to the time the engagement is confirmed, Agencies should not contact SBI or any of its officers/employees or representatives on any matter related to its proposal with a view to influence SBI in the examination, evaluation, ranking of proposals, and recommendation for award of Contract. Such an effort shall result in the rejection of the agency(ies) proposal(s).

14.3 The appointed agency will have to execute a contract of engagement' with the Bank in the format approved by the Bank, which will be delivered to them after their selection.

14.4 The Bank and the agency shall have the right to terminate the contract by way of issuing three months' notice during the currency of the engagement without assigning any reason.

14.5 The agency or its personnel shall not disclose any confidential/vital information which are disclosed /provided to them during the course of briefing or any discussion or acquired by the agency to any third party without prior permission of the Bank and such information will be kept confidential even after the termination/expiry of the agreement. The selected agency will require to sign a non-disclosure agreement with the bank.

14.6 In case any agency closes any of its offices or changes key personnel assigned to the SBI, it should immediately inform the Bank about the fact in writing and make replacements /alternate arrangements immediately.

14.7 The Agency shall seek prior written approval of the Bank before carrying out any market research, surveys, media releases consultancy services, supervisory services, printing etc. in respect of any assignment for the Bank.

14.8 The Bank shall make every effort to issue instructions and approval in writing to the agency. However, if the same is conveyed verbally the agency shall get it confirmed immediately from the Bank at the earliest in writing to avoid disputes.

14.9 The Agency shall abide by all relevant rules and regulations of the government and industry bodies such as Advertising Agencies Association (AAA), The Advertising Standards Council of India (ASCI) and relevant other, as issued from time to time. The agency shall be responsible for adhering to professional standards, norms and regulations and must ensure that each activity conducted by them on behalf of the Bank is honest, truthful and conforms to the aforesaid requirement. The agency shall not conduct any activity for reasons whatsoever, unless conveyed by the Bank for the same. The agency shall be responsible to maintain the highest standards of ethics of the industry.

14.10 The Agency should respond to the requests of the Bank within the defined TAT. All jobs would be expected to complete in a time bound manner and with all required information so as to avoid delay or duplication. The agency should be able to execute orders at short notices and even on holidays, should the need so arise

14.11 The Bank's dealing with the Agency shall be on a principal-to-principal basis and the Bank shall have no liability to pay any media or suppliers for anything done by the agency unless explicitly stated or agreed otherwise. Where the Bank has to sign joint contracts with third party media or suppliers, the Agency shall have to convince the Bank about proof of payment to such media or suppliers in scheduled time before release of payment by the Bank as also indemnify the Bank from any potential scenarios on account of the agency's improper treatment with such suppliers.

14.12 Any media rates approved by the Bank shall be treated as final. In case of any revision thereof due to any reason, the agency shall intimate the same to the Bank immediately and seek fresh approval of the Bank.

14.13 All creative ideas and material developed by the agency as per the Bank's brief will be owned by the Bank and the agency shall return all artworks, films (including raw footages), music tracks, CDs/hard drives in which any of these materials are stored, photographs and any other related material or any other such material given to the agency by the Bank for any use whatsoever, shall be returned to the Bank. The agency will not use the creatives/collaterals for any other purpose without written approval from the Bank.

14.14 Agency has to take prior approval for procurement of images/insignia etc. from third party(ies) for use in advertisement(s) and reimbursement for the same. No reimbursement will be given for any procurement(s) done from Agency's subsidiary company(ies). The images used in advertising should be on EXCLUSIVE RIGHTS BASIS if required or as agreed with the Bank. The agency and not the Bank will be responsible for securing appropriate legal and other permission for usage and commercials.

14.15 The Bank reserves the right to withdraw the RFP or delete/ amend/ change/ modify any clause(s) mentioned herein at any time, without assigning any reason and shall not be held liable for any losses or damages caused by such withdrawal/ amendment/modification.

14.16 Withdrawal of RFP would be done by way of a letter by the Bank to all agencies who submitted proposals, either on their addresses provided on the proposal or via email or by way of notice on the Bank's website.

14.17 The agency shall indemnify SBI against any action or proceedings brought against SBI by reason of omission/ commission or negligence on its part or on the part of its employees/agents, in the performance of the said services. The agency shall be liable for any of its or its employees/agents' actions that are detrimental to interest of SBI and the quantum of damages for the same will be decided by the Bank which will be final and binding on the agency. The Agency shall also indemnify the SBI in respect of any third-party claim in respect of any Intellectual Property Rights (IPR) violations alleged or raised on account of the services provided by the Agency to the Bank.

14.18 The Proposal must be strictly as per bid application (Form-A and Form-B) and photocopy of all required documents should be attached as duly marked/numbered enclosures. A list of required documents that needs to be enclosed with bid application and their tag Nos. are given at the end of bid application/proposal and these should be arranged in this order only. All photocopies attached with bid application should be verified by the authorized signatories under his signature and agency's/company's seal.

14.19 If any of the bidders have engaged any contract labourers, the bidders must submit the registration/ license as per sec 7 and 12 of Contract Labour Abolition Act, 1971 and, they should have necessary registration/license under ESI Act and EPF Act.

14.20 SBI would be allowed to conduct audit by third party or Bank staff of any or all campaigns both media and commercial compliance audit. Should any discrepancies or fraud be established as an outcome of this audit, SBI will have all the right to this audit, SBI will have all rights to claim all monthly retainership paid from beginning and pursue legal action.

14.21 The agency will be completely liable for the payments made by the Bank towards campaigns done with third parties like Google, Facebook, Twitter, etc. via agency. Bank will not be responsible for any delay or non-payment of the bills to the 3rd party by the agency and the agency will indemnify the Bank from any legal consequences.

14.22 The agency shall ensure that all persons, employees, workers and other individuals engaged by the agency in rendering the Services on successful empanelment, have undergone proper background check, police verification and other necessary due diligence checks to examine their antecedence and ensure their suitability for such engagement. No person shall be engaged by the agency unless such person is found to be suitable in such verification and the agency shall retain the records of such verification and shall produce the same to the Bank as when requested. Agency will have to update the Bank as and when exit and on-boarding of new employees happen for the Bank's account.

14.23 The agency shall comply with any applicable laws, rules, regulatory mandates ('laws') etc. of the land, prevailing during the contract period including but not limiting to the General Data Protection Regulation ('GDPR'). The agency shall also be required to prepare/compile data for any regulatory filing (if required). The agency shall solely bear any penalty, fines, losses etc. occurring due to non-compliance of laws including the GDPR and indemnify the Bank with respect to the same also.

15. GOVERNING LAW AND DISPUTES

15.1 The contract shall be interpreted in accordance with the laws of the Government of India.

15.2 All disputes or differences whatsoever arising between the parties out of or in connection with the contract or in discharge of any obligation arising out of the Contract (whether during the progress of work or after completion of such work and whether before or after the termination of the contract, abandonment or breach of the contract), shall be settled by arbitrator as decided by the Bank.

15.3 If however, the parties failing to solve them amicably, party (SBI or Selected Bidder), give written notice to other party clearly setting out there in specific dispute(s) and/or difference(s) and shall be referred to arbitrator selected by SBI, and the award made in pursuance thereof shall be binding on the parties.

15.4 The arbitration shall be settled in accordance with the applicable Indian Laws. The arbitration proceedings shall be conducted in English language at Mumbai and in accordance with the provisions of Indian Arbitration and Conciliation Act 1996.

16. CANCELLATION OF CONTRACT

16.1 Bank shall have the right to cancel the contract with the selected bidder at any time during the contract period, by giving a written notice of at least 30 days, for any valid reason, including but not limited to the following:

- i) Laxity in following standards laid down by the Bank for work order.
- ii) Delay in execution of orders placed by the Bank.
- iii) Discrepancies/deviations in the agreed processes.
- iv) Violation of terms & conditions stipulated in this RFP, the contract.

17. TERMINATION FOR DEFAULT AND LIQUIDATED DAMAGES

17.1 Delivery of the solution and performance of the services shall be made by the selected bidder in accordance with the time schedule, technical specification, scope of the project and other terms & conditions as specified in the RFP/Contract. Any delay in performing the obligation/defect in performance by the consultant may result in imposition of liquidated damages, invocation of Performance Bank Guarantee which a selected agency is required to furnish.

17.2 If the selected agency fails to perform services within stipulated time schedule, the Bank shall, without prejudice to its other remedies under the contract, deduct from the contract price, as penalty, a sum equivalent to 2% of the Annual Retainership Fee for delay by a week or part thereof maximum up to 10% of Annual Retainership Fee. Once the maximum is reached, SBI may consider termination of Contract pursuant to the conditions of contract.

17.3 In the event SBI terminates the Contract in whole or in part, SBI may procure, upon such terms and in such manner, as it deems appropriate, services similar to those not delivered by the selected bidder and the selected bidder shall be liable to the Bank for any excess costs for such similar systems or services. However, the selected bidder shall continue the performance of the contract to the extent not terminated.

18. TRANSITION CLAUSE

In the event of failure of the selected bidder to render the services or in the event of termination of agreement or expiry of term or otherwise, without prejudice to any other right, the Bank at its sole discretion may make alternate arrangements for getting the services contracted with another vendor. In such case, the Bank shall give prior notice to the existing Selected Bidder. The existing selected bidder shall continue to provide services as per the terms of contract until a 'new agency' completely takes over the work. During the transition phase, the existing selected agency shall render all reasonable assistance to the new agency within such period prescribed by the Bank, at no extra cost to the Bank, for ensuring smooth switch over and continuity of services. If the selected vendor is in breach of this obligation, they shall be liable for paying penalty of 10% of **retainership value** on demand to the Bank per instance of fault, which may be settled from the payment of invoice for the contracted period.

19. VALIDITY OF BID

The commercial bid shall be valid for a period of 180 days from the closing date of submission of bid.

20. TERMS OF PAYMENT

20.1 The Agency will submit the invoices complete in all respects, on the last working day of every month, for necessary payment of the retainership fee. The invoice should be supported with the list of work initiated /complete during the month

20.2 The Agency will submit all supporting documents and bills as well as copies of the supplier bills where relevant. To avoid double taxation, SBI will directly pay any of the agency's vendors e.g. Photographer, Film production company etc. whose services would be utilized to implement any of SBI's campaigns or related work.

20.3 A reconciliation sheet pertaining to the bills will be submitted every month as well as copies of the creative and publicity material (if any) designed/produced during the month, for which the bills are submitted. The Tax component shall be payable as applicable and as per actuals.

21. OTHER INFORMATION

21.1 The ownership of all digital media/ social media/ on-line creative, videos, and publicity material produced or designed through the agency will at all-time rest with SBI and the agency/copy writer/photographer/producer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for all time use of the images used in the creative and publicity material.

21.2 The agency will provide all creative and publicity & promotional material in necessary formats as would be required and conveyed by the Bank.

21.3 The agency will be responsible for copy right issues concerning usage of images, footage, text material, etc. obtained through various sources. SBI will not be a party to any disputes arising out of copyright violation by the agency.

21.4 The agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP document. SBI may assist the agency in this regard, wherever possible.

21.5 The agency will at no time resort to plagiarism. 'SBI' will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

DRAFT OF NON-DISCLOSURE AGREEMENT

This agreement made and entered into at _____ this _____ day of _____ 2019.

BETWEEN

STATE BANK OF INDIA, a corporation constituted under State Bank Of India Act,1955 and having its Central Office at Corporate Centre, Madam Cama Road, Nariman Point, Mumbai-400 021 (hereinafter referred to as “**SBI**” or the “**Disclosing Party**” which expression unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the **ONE PART**;

AND

_____ (hereinafter referred to as the “**Receiving Party**” which expression unless repugnant to the context or meaning thereof be deemed to include its successors and permitted assigns) of the **OTHER PART**

The Receiving Party and SBI are hereinafter collectively referred to as “The Parties” and individually as “the Party”

WHEREAS:

The Parties intend to engage in discussions concerning the possible establishment of a business relationship between themselves and the Receiving Party is seeking to be empaneled as _____ in relation to the Request for Proposal issued by the Disclosing Party for the said empanelment (“**Transaction**”). In the course of such discussions and negotiations, it is anticipated that the Disclosing Party may disclose or deliver to the Receiving Party certain or some of its trade secrets or confidential or proprietary information, for the purpose of enabling the other party to understand the business of the Disclosing Party and evaluate the feasibility and/or submit their proposals for such Transaction (hereinafter referred to as “the Purpose”).

**NOW, THEREFORE THIS AGREEMENT WITNESSETH AND IT IS HEREBY AGREED BY
AND BETWEEN THE PARTIES HERETO AS FOLLOWS:**

- 1. Confidential Information:** “Confidential Information” means all information disclosed/furnished by the Disclosing Party to the Receiving Party in connection with the Transaction. Confidential Information shall include any copy, abstract, extract, sample, note or module thereof.

The Receiving Party may use the Confidential Information solely for and in connection with the Purpose. Upon execution of this Agreement, the Disclosing Party agrees to first disclose the names of the Credits for clearance with the Receiving Party’s compliance team, prior to disclosure of any other Information.

Notwithstanding the foregoing, “Confidential Information” shall not include any information which the Receiving Party can show : (a) is now or subsequently becomes legally and publicly available without breach of this Agreement by the Receiving Party, (b) is rightfully in the possession of the Receiving Party without any obligation of confidentiality prior to receiving it from the Disclosing Party, (c) is rightfully obtained by the Receiving Party from a source other than the Disclosing Party without any obligation of confidentiality, (d) is developed by or for the Receiving Party independently and without reference to any Confidential Information and such independent development can be shown by documentary evidence, or € is disclosed pursuant to an order of a court or governmental agency or regulatory authority as so required by such order , provided that the Receiving Party shall, to the extent permitted by law or regulation, promptly notify the Disclosing Party of such order and afford the Disclosing Party the opportunity to seek appropriate protective order relating to such disclosure.

- 2. Non-disclosure:** The Receiving Party shall not disclose any Confidential Information or any materials derived therefrom to any other person or entity other than persons in the direct employment of the Receiving Party, or its affiliates, or their directors, auditors who have a need to have access to and knowledge of the Confidential Information solely for the Purpose authorized above. The Receiving Party may disclose Confidential Information to its advisors, consultants, financiers, co-investors only for the Purpose mentioned hereinabove and only if such persons have executed a Non-Disclosure Agreement with the Receiving Party or owe a professional duty of obligation to the Receiving Party. The Receiving Party shall take appropriate measures by instruction prior to disclosure to such employees to assure against unauthorized use or disclosure. The Receiving Party agrees to notify the Disclosing Party promptly if it learns of any use or disclosure of the Disclosing Party’s Confidential Information in violation of terms of this Agreement.

- 3. Publications:** Except as permitted herein, neither party shall make news releases, public announcements, give interviews, issue or publish advertisements or publicize in any other manner whatsoever in connection with this Agreement, the contents/provisions thereof, other information relating to this Agreement, the Purpose, the Confidential Information or other matter of this Agreement, without the prior written approval of the other Party.

Term: This Agreement shall be effective from the date hereof and shall continue in perpetuity or till the execution of a definitive agreement is relation to the Transaction with the selected agencies. Upon expiration or termination as contemplated herein the Receiving Party shall immediately cease any or all disclosures of Confidential Information; and at the request of the Disclosing Party, the Receiving Party shall promptly return or destroy all written, graphic or other tangible forms of the Confidential Information and all copies, abstracts, extracts, samples, notes or modules thereof save to the extent required to be retained pursuant to applicable law and regulation. The Receiving Party shall continue to treat Confidential Information as confidential until such information enters the public domain

- 4. Title and Proprietary Rights:** Notwithstanding the disclosure of any Confidential Information by the Disclosing Party to the Receiving Party, the Disclosing Party shall retain title and all intellectual property and proprietary rights in the Confidential Information.
- 5. Remedies:** The Receiving Party acknowledges that if the Receiving Party fails to comply with any of its obligations hereunder, the Disclosing Party may suffer irreparable harm for which monetary damages may not be adequate. The Receiving Party agrees, in addition to all other remedies provided at Law or in equity, the Disclosing Party shall be entitled to seek injunctive relief hereunder.
- 6. Entire Agreement, Amendment, and Assignment:** This Agreement constitutes the entire Agreement between Parties relating to the matters discussed herein and supersedes any and all prior oral discussions and / or written correspondence or agreements between the parties. This Agreement may be amended or modified only with the mutual written consent of the parties. Neither this Agreement nor any right granted here under shall be assignable or otherwise transferable.
- 7. Governing Law and Jurisdiction:** The provisions of this Agreement shall be governed by the laws of India and subject to the jurisdiction of the competent courts at Mumbai.

8. General: In no event shall the Disclosing Party be liable for the inaccuracy or incompleteness of the Confidential Information. None of the Confidential Information disclosed by the parties constitutes any representation, warranty, assurance, guarantee or inducement by either party to the other with respect to the fitness of such Confidential Information for any particular purpose or infringement of trademarks, patents, copy rights or any right of third persons.

In witness whereof, the Parties hereto have executed these presents the day, month and year first herein above written.

For and on behalf of State Bank of India

(Designation)

For and on behalf of (Agency)

(Designation)

BID/PROPOSAL APPLICATION

S. No.	Parameters	Particulars/Description			
1	Name of agency				
	(Name, Mobile No and e-mail of bidding agency's official for sending important communication pertaining to the bidding process)				
2	Address of Mumbai office of the agency along with address details of all regional and international offices	A copy of latest landline bill/Electricity Bill/Registration with shop and establishment Dept. /Registered rent or lease agreement in the name of the bidder.			
3	Constitution of the bidding agency	Proprietorship/Partnership/Joint venture or registered under Companies Act enclose necessary documentary proofs.			
4	Date of Establishment				
5	Details of Statutory registrations of the Agency/Firm	Attached as Proforma-3			
6	Total years of agency experience in Digital Marketing (annexure O)	Employees	Nos	Work Exp in Digital Mktg	
		Digital and Social Media Marketing/Media Strategies			
		Digital Media Planner			
		Client services			
		Creative			
7	Financials of the Agency/firm for the last 3 years (Mention amount in crores INR)	Particulars	2015-16	2016-17	2017-18
		Turn over			
		Net profit			
		Net-worth			
		Attached as Proforma-4			
8	Industry recognitions, awards and accolades won during last three years. Include case studies against each award.	List of awards to be attached as Annexure I. Eligible awards: Afaqs Digies, DMA India, Drivers of Digital, Indian Content Marketing Awards, Indian Digital Awards, Indian Digital Marketing Awards, The Maddies, Campaign India Digital Crest, Cannes. Case studies on the awards to be submitted on a CD labelled <Agency Name>: Digital Marketing Awards Case Studies			
9	Details of team setup (just structure) at largest client for the same scope of work and proposed detailed team & structure for SBI.	Attach team structures as Annexure J. Attach CV of each proposed member as per Proforma – 5			

10	Current client list of the bidding agency as on 1st April 2018	Please submit as per Proforma 11 & 16			
11	List of clients acquired during last 3 years as on 1st April 2018	Please submit as per Proforma 9 & 16			
12	List of clients lost during last 3 years as on 1st April 2018	Please submit as per Proforma 10			
13	Present Banker of the Agency/Firm. Certificate on Bank's letterhead.		Name of the Bank	Branch and address	Account number
		1			
		2			
14	Details regarding litigations Agency / Firm has				
15	If Agency/ Firm is maintaining website, its URL				

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or not correct, SBI reserves the right to remove us as appointed Design Agency, if appointed, with immediate effect and SBI's authority in this regard shall full, final and binding on us. We understand and agree that the empanelment does not obligate SBI in any manner. We also understand that SBI has the right to cancel the name of the agency from the approved lists at its absolute discretion at any time during the term of the engagement.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

CHECK LIST FOR THE ENCLOSURES TO BE ATTACHED WITH BID APPLICATION**[Form-A]**

S. No.	Description of the documents to be attached with Form - A	Enclosure No.
	Form –A	
	Separate Sealed envelope containing Commercial Bid [Form-B]	
	EMD/Bank Guarantee [as per Proforma 14]	
1	Authorisation letter (as per Proforma -1 of the RFP)	A
2	Bid submission letter (as per Proforma -2 of the RFP)	B
3	Address proof of Mumbai Office (latest landline MTNL/Electricity bill/Registration with Shop & establishment Dept./registered rent agreement/lease deed) (refer SN – 2 of Bid application)	C
3	Certificate of Registration of Agency/Firm	D
4	Documents related to constitution of Agency (Memorandum /Articles of association/ Partnership Deed etc. (Refer SN-3 of Bid application)	E
5	Curriculum vitae (CV) of the proposed team for SBI	F
6	Details with photocopy of statutory registrations / certificates (refer SN – 5 of Bid application, provide as per Proforma-3 of the RFP)	G
7	Copy of Audited Balance sheet of Agency/firm for last 3 years (refer SN – 8 of Bid application)	H
8	Auditor's Certificate regarding financials (as per Proforma– 4 of the RFP)	I
9	Photocopy of certificates etc. in support of Industry recognition/ Awards/Accolades won during last 3 years (refer SN – 8 of Bid application)	J
10	Details of team setup at largest client for the same scope of work and proposed structure for SBI.	K
11	CV of proposed team for SBI (as per Proforma– 5 of the RFP)	L
12	List of digital & social marketing, social media listening etc. tools/software/platforms that will be made available to SBI as part of the retainership. [Proforma – 17]	M
13	Documents in support of information furnished at SN – 6 of Bid application	N
14	Complete list of agency's current clients (refer SN – 10 of Bid application) along with Client certification document	O
15	List of the clients acquired during last 3 years (refer SN – 11 of Bid application) [Proforma – 9]	P
16	List of clients lost during last 3 years (refer SN – 12 of Bid application) [Proforma-10]	Q
17	Present Banker of the Agency/Firm (refer SN – 13 of Bid application)	R
18	Declaration by Agency/Firm regarding overdue etc. (as per Proforma -6 of the RFP)	S
19	Status regarding litigations agency / firm has (as per Proforma -7 of the RFP)	T
20	Undertaking [Proforma-13]	U
21	Certificate of Work Experience [Proforma-18]	V

Bidder are required to submit bid proposal, along with the enclosures arranged in above given order and bonded spirally

(On the letterhead of the Agency duly stamped and signed by senior official)

COMMERCIAL BID

The commercial Bid needs to contain the information listed hereunder in a sealed envelope bearing the identification – “Commercial proposals for SBI Digital Marketing Agency.

RFP No: _____ against which submitted:

Item	Amount in Rupees
Monthly retainer fee for a. Marketing services (Exclusive of taxes) b. Social Media command centre and response management (Exclusive of taxes)	

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

Note for the Bidder:

- a) Retainership fee will cover all items mentioned in the scope of work
- b) Any items outside the scope of work which will be asked for from the selected agency will be paid on actuals, supported by invoice from third party.

Authorisation to sign documents *
pertaining to bid submission against RFP No:.....
for appointment of Digital Marketing Agency in SBI

[to be given on agency/firm/company letter head]

It is certified that Agency/firm M/s..... having its registered office at..... is submitting a bid proposal against RFP No:.....for appointment of Digital Marketing agency in State Bank of India.

In connection with the above Shri..... working with the company as.....has been duly authorised to sign bid proposal documents or any other documents related to this bid submission.

Agency/firm is liable of the consequences arising by the act of signing bid documents by Shri.....

Signature :

Name of Signatory:

Designation :

Seal of Agency/firm/company

Date :

Place :

* If agency is a company, certified copy of the extract of Company's Board Resolution to this effect shall be required.

Bid Submission letter (on Agency's letter head)

To,

The General Manager (Corporate Communications & Change),
9th Floor, Marketing & Communications Department,
State Bank of India, Corporate Centre,
Nariman Point, Mumbai-400021

Sir,

RFP NO:
FOR APPOINTMENT OF DIGITAL MARKETING AGENCY
SUBMISSION OF BID

We submit our Bid/Proposal herewith. In this connection, we understand that:

1. Bank is not bound to accept the lowest or any bid received by the Bank, and Bank may reject all or any bid without assigning any reason or giving any explanation whatsoever.
2. Bank may follow close or open bidding process as per requirement of the Bank.
3. If our Bid is accepted, we undertake to enter into and execute at our cost, when called upon by the Bank to do so, a contract in the prescribed form.
4. If our Bid is accepted, we shall be jointly and severally responsible for the due performance of the contract
5. Bank may accept or entrust the entire work to one agency or divide the work to more than one agency without assigning any reason or giving any explanation whatsoever, as per Bank's requirement.
6. Agency means the bidder who is decided and declared so after examination of commercial bids.
7. Bank can, on its sole discretion, conduct independent due diligence in respect of the information furnished in bid/proposal or any document(s) attached thereto.
8. This bid/proposal comprises of totalpages, andenclosures marked as enclosure-1 to enclosure-....

Yours faithfully,

Signature with date:

Name of authorized signatory:

Seal of agency/firm:

(On Agency's letter head)

TO WHOM SO EVER IT MAY CONCERN

This is certify that this Agency has given below statutory registrations, photocopy of which are annexed hereto.

S. No.	Registration for	Registration No	Date of Registration
1	PAN		
2	TAN		
3	GST		
4	Shop & Establishment Dept.		
5	Other		

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

[ON THE LETTER HEAD OF AUDITORS /CHARTERED ACCOUNTANTS]

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s. having its Registered Office had achieved the following level of Turnover/Net profits/ Net worth in respect for the financial years mentioned hereunder:

(INR In Crores)

Particulars	2015-16	2016-17	2017-18
Turn over			
Net profit			
Net-worth			

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

Signatures of Auditors/Chartered Accountants

Name :

Seal

Place :

Date :

CURRICULUM VITAE (CV) OF THE PROPOSED TEAM FOR SBI

1. Name of Agency:

2. Name of Team member:

3. Designation:

4. Number of years in digital/social marketing:

5. Employment Record [Starting with present position, list in reverse order every related employment held by staff member since graduation as per format below]:

Name of the Organization	Position Held	Experience in years and months as on 31/03/2019	Key Accounts Worked on & corresponding key role	Notable Achievements (Along with certifications)

6. Key Experience:

Clients Worked On	Key Campaigns			Client Reference (Client may or may not be in the same organization)
	Brand	Key Objective	Platforms used for DM/SM	

Note: Any other relevant information may be added

(Signature of Authorised Signatory)

Name of the Authorised Signatory:

Firm Name:

(On the letterhead of the Agency duly stamped and signed)

DECLARATION-CUM-CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that this Agency has no overdue owing to any Agency/Central/State Government/Public Sector Undertakings/Banks/RBI/IBA/any other Corporates/any regulatory authority or any other organization.

This is also certified that our Agency has not been blacklisted by any Central/State Government/Public Sector Undertakings/ Banks/RBI/IBA/any other Corporate/any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against, other than those mentioned in enclosure attached to the bid/proposal, which may have an impact affecting or compromising the delivery of services required.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

STATUS OF LITIGATIONS PENDING PERTAINING TO THE BIDDER

[If pending litigations]

This is to certify that this Agency the following pending litigations as on the date of submission of this bid.

S. No.	Other party to litigation	Case no	Status of bidder in litigation (Applicant / Respondent)	Brief/Profile of litigation
1				
2				
3				
4				

<If no pending litigations>

This is to certify that this Agency has no pending litigations as on the date of submission of this bid.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

Format for seeking clarification /Pre-bid queries (in word document only)

S. No.	Page No.	Clause	Query
1			
2			
3			

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

List of Clients acquired during last 3 years as on 31st March 2019

S. No.	Name of Client	Sector	Acquiring year (in chronological order starting with latest first)	Still a client (Y/N)
1				
2				
3				

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

List of Clients lost during last 3 years as on 31st March 2019

S. No.	Name of Client	Sector	Year lost (in chronological order starting with latest first)	Reason for loss (Terminated/Resigned/Global realignment)
1				
2				
3				

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

Total List of Clients of the Agency as on 31st March 2019

S. No.	Name of Client	Sector of client	Since year (in chronological order starting with latest first)	Still a client Y/N
1				
2				
3				

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

List of Clients of the Agency in Brand Equity 2018 Top 10

S. No.	Name of Client	Sector of client	Since year (in chronological order starting with latest first)
1			
2			
3			

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

DECLARATION-CUM-UNDERTAKING

TO WHOMSOEVER IT MAY CONCERN

This is certify that this Agency is submitting a bid against RFP No:..... dated.....for engagement of Digital Marketing Agency in State Bank of India. In this connection Agency certify and undertake as under:

- 1 Agency is eligible to apply/submit bid against mentioned RFP.
- 2 Agency meet all sets of Pre-Qualification Criteria as mentioned in Para (10) of the RFP.
- 3 It is certified that the Agency comply with requirement of RFP and confirm that the same resources will not be used to manage advertising / marketing activities of any other bank or BFSI.
- 4 Agency undertakes that in case it emerges as a successful bidder in this RFP process and is engaged as Digital Marketing Agency by the State Bank of India, the agency will assign a dedicated team to manage the SBI account and maintain uttermost confidentiality at all levels of the agencies organisational structure.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

To,

The General Manager (Corporate Communications & Change),
Marketing & Communications Department,
Corporate Centre,
Nariman Point, Mumbai.

Dear Sir,

EMD BANK GUARANTEE

FOR ENGAGEMENT OF DIGITAL MARKETING AGENCY TO STATE BANK OF INDIA TO MEET SUCH REQUIREMENTS AND PROVIDE SUCH SERVICES AS ARE SET OUT IN THE REQUEST FOR PROPOSAL

WHEREAS State Bank of India (SBI), having its Corporate Office at Nariman Point, Mumbai, has invited Request for Proposal to engage a Digital Marketing Agency vide its RFP No: _____ dated _____ on the terms and conditions mentioned in the RFP documents,

It is one of the terms of said Request for Proposal that the bidder shall furnish a Bank Guarantee for a sum of INR 2,00,000/- (INR Two lakhs only) as Earnest Money Deposit. M/s _____, (hereinafter called as bidder), who are our constituents intends to submit their bid for the said work and have requested us to furnish guarantee in respect of the said sum of INR 2,00,000/- (INR Two lakhs only).

NOW THIS GUARANTEE WITNESSETH THAT

We, _____ (Bank) do hereby agree with and undertake to the State Bank of India, their Successors, assigns that in the event of the SBI coming to the conclusion that the bidder has not performed their obligations under the said conditions of the RFP or have committed a breach thereof, which conclusion shall be binding on us as well as the said bidder, we shall on demand by the SBI, pay without demur to the SBI, a sum of INR _____ (INR _____ only) that may be demanded by State Bank of India. Our guarantee shall be treated as equivalent to the Earnest Money Deposit for the due performance of the obligations of the bidder under the said conditions, provided, however, that our liability against such sum shall not exceed the sum of INR 2,00,000/- (INR Two lakhs only).

We also agree to undertake to and confirm that the sum not exceeding INR 2,00,000/- (INR Two lakhs only) as aforesaid shall be paid by us without any demur or protest, merely on demand from the SBI on receipt of a notice in writing stating the amount is due to them and we shall not ask for any further proof or evidence and the notice from the SBI shall be conclusive and binding on us and shall not be questioned by us in any respect or manner whatsoever. We undertake to pay the amount claimed by the SBI within 24 hours from the date of receipt of the notice as aforesaid. We confirm that our obligation to the SBI under this

guarantee shall be independent of the agreement or agreements or other understandings between the SBI and the bidder. This guarantee shall not be revoked by us without prior consent in writing of the SBI.

We hereby further agree that:

Any forbearance or commission on the part of the SBI in enforcing the conditions of the said agreement or in compliance with any of the terms and conditions stipulated in the said tender and/or hereunder or granting of any time or showing of any indulgence by the SBI to the bidder or any other matter in connection therewith shall not discharge us in any way our obligation under this guarantee. This guarantee shall be discharged only by the performance of the bidder of their obligations and in the event of their failure to do so, by payment by us of the sum not exceeding INR 2,00,000/- (INR Two lakhs only). Our liability under these presents shall not exceed the sum of INR 2,00,000/- (INR Two lakhs only).

Our liability under this agreement shall not be affected by any infirmity or irregularity on the part of our said constituents in tendering for the said work or their obligations there under or by dissolution or change in the constitution of our said constituents.

This guarantee shall remain in **force for a period of one year**, provided that if so desired by the SBI, this guarantee shall be renewed for a further period as may be indicated by them on the same terms and conditions as contained herein.

Our liability under this presents will terminate unless these presents are renewed as provided herein up to three years or on the day when our said constituents comply with their obligations, as to which a certificate in writing by the SBI alone is the conclusive proof, whichever date is later. Unless a claim or suit or action is filed against us within six months from that date or any extended period, all the rights of the SBI against us under this guarantee shall be forfeited and we shall be released and discharged from all our obligations and liabilities hereunder.

Yours faithfully,

For and on behalf of

Signature and Seal of Authorized Official

(NB: This document will require Stamp Duty as applicable in the State, where it is executed and shall be signed by the official whose signature and authority shall be verified).

PERFORMANCE BANK GUARANTEE FORMAT**(TO BE STAMPED AS AN AGREEMENT)**

THIS PERFORMANCE BANK GUARANTEE AGREEMENT executed atthis.....day of 2018 by (Name of the Bank)..... having its Registered Office atand its Branch at(hereinafter referred to as "the Guarantor", which expression shall, unless it be repugnant to the subject, meaning or context thereof, be deemed to mean and include its successors and permitted assigns) **IN FAVOUR OF** State Bank of India, a Statutory Corporation constituted under the State Bank of India Act, 1955 having its Corporate Centre at State Bank Bhavan, Nariman Point, Mumbai and one of its offices at----- (**procuring office address**), hereinafter referred to as "**SBI**" which expression shall, unless repugnant to the subject, context or meaning thereof, be deemed to mean and include its successors and assigns).

WHEREAS M/s _____, incorporated under _____ Act having its registered office at _____ and principal place of business at _____ (hereinafter referred to as "**Service Provider/ Vendor**") which expression shall unless repugnant to the context or meaning thereof shall include its successor, executor & assigns) has agreed to provide the services as Digital Marketing Agency (name of Services) (hereinafter referred to as "**Services**") to SBI in accordance with the Request for Proposal (RFP) **No.CC/M&C/2019-20/02 dated 21st June, 2019** and agreement dated _____

WHEREAS, SBI has agreed to avail the Services from the Service Provider for a period of _____ year(s).

WHEREAS, in accordance with terms and conditions of the RFP/Purchase order/Agreement dated....., Service Provider is required to furnish a Bank Guarantee for a sum of INR _____/- (INR _____ only) for due performance of the obligations of the Service Provider in providing the Services, in accordance with the RFP/Purchase order/Agreement guaranteeing payment of the said amount of INR _____/- (INR _____ only) to SBI, if Service Provider fails to fulfill its obligations as agreed in RFP/Agreement.

WHEREAS, the Bank Guarantee is required to be valid for a total period of _____ months and in the event of failure, on the part of Service Provider, to fulfill any of its commitments/ obligations under the RFP/Agreement, SBI shall be entitled to invoke the Guarantee.

AND WHEREAS, the Guarantor, at the request of Service Provider, agreed to issue, on behalf of Service Provider, guarantee as above, for an amount equivalent to value of commercial bid.

NOW THIS GUARANTEE WITNESSETH THAT

1. In consideration of SBI having agreed to entrust the Service Provider for rendering Services as mentioned in the RFP, we, the Guarantors, hereby unconditionally and irrevocably guarantee that Service Provider shall fulfil its commitments and obligations in respect of providing the Services as mentioned in the RFP/Agreement and in the event of Service Provider failing to perform/fulfil its commitments/ obligations in respect of providing Services as mentioned in the RFP/Agreement, we (the Guarantor) shall on demand(s), from time to time from SBI, without protest or demur or without reference to Service Provider and notwithstanding any contestation or existence of any dispute whatsoever between Service Provider and SBI, pay SBI forthwith the sums so demanded by SBI in each of the demands, subject to a cumulative maximum amount equivalent to value of commercial bid.
2. Any notice/communication/demand from SBI to the effect that Service Provider has failed to fulfil its commitments/obligations in respect of rendering the Services as mentioned in the Agreement, shall be conclusive, final & binding on the Guarantor and shall not be questioned by the Guarantor in or outside the court, tribunal, authority or arbitration as the case may be and all such demands shall be honoured by the Guarantor without any delay.
3. We (the Guarantor) confirm that our obligation to the SBI, under this guarantee shall be independent of the agreement or other understandings, whatsoever, between the SBI and the Service Provider.
4. This guarantee shall not be revoked by us (the Guarantor) without prior consent in writing of the SBI.

WE (THE GUARANTOR) HEREBY FURTHER AGREE & DECLARE THAT-

- (i) Any neglect or forbearance on the part of SBI to Service Provider or any indulgence of any kind shown by SBI to Service Provider or any change in the terms and conditions of the Agreement or the Services shall not, in any way, release or discharge the Bank from its liabilities under this Guarantee.
- (ii) This Guarantee herein contained shall be distinct and independent and shall be enforceable against the Guarantor, notwithstanding any Guarantee or Security now or hereinafter held by SBI at its discretion.
- (iii) This Guarantee shall not be affected by any infirmity or absence or irregularity in the execution of this Guarantee by and/or on behalf of the Guarantor or by merger or amalgamation or any change in the Constitution or name of the Guarantor.
- (iv) The guarantee shall not be affected by any change in the constitution of SBI or Service Provider or winding up/liquidation of Service Provider, whether voluntary or otherwise
- (v) This guarantee shall be a continuing guarantee during its validity period and the SBI can make its claim in one or more events within the total liability of the Guarantor mentioned herein.
- (vi) This Guarantee shall remain in full force and effect for a period of ___ years from the date of the issuance i.e. up to _____. Unless a claim under this Guarantee is made against us within three (3) months from that date 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.
- (vii) This guarantee shall be governed by Indian Laws and the Courts in Mumbai, India alone shall have the jurisdiction to try & entertain any dispute arising out of this guarantee.

Notwithstanding anything contained herein above:

- (a) Our liability under this Bank Guarantee shall not exceed INR...../- (INRonly)
- (b) This Bank Guarantee shall be valid upto
- (c) We are liable to pay the guaranteed amount or any part thereof under this Bank Guarantee only and only if SBI serve upon us a written claim or demand on or before (date which is 3 months after date mentioned at (b) above).

Yours faithfully,

For and on behalf of Bank.

Authorised official

(On letter head of the clients served duly stamped and signed)

Date: (should not be prior to date of RFP)

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s_____ was/is engaged as Digital & Marketing Agency from ____To ____ (as on date if still empanelled) and they carried out the following activities for us [mention broad activities carried out as per scope of work]

The performance of the agency is/ was _____ (Poor/ Satisfactory/Good/Excellent) during their tenure with us.

Brand	Campaign Details (year, objective, budget, etc)	Nature of Digital Marketing Campaign (Display, Search, Social, etc)	Ratings (1 to 5, 5 being the highest)

**Mr/Miss/Mrs_____ was/is the account manager from [agency name] for our company.

(Signature)

Name of the person

Designation

Contact Number

(On the letterhead of the Agency duly stamped and signed)

List of paid/in-house digital & social marketing, social media listening etc. tools/ software's/ platforms that will be made available to SBI as part of the retainership.

[1 page for each tool/ software / platform. Provide as much detail as possible. Every broad activity in the Scope of Work has to be ideally matched]

Name of Software/Tool /Platform	
Licensed from/In House proprietary	
Area of operation as per the scope of work	
Capability/ Purpose	
Companies where it is currently deployed by Agency	
Approx. monthly cost if SBI was to procure it.	
Any award-winning campaign run through this	

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

(On the letterhead of the Agency duly stamped and signed)

DECLARATION-CUM-CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that this Agency has _____ Years of experience in managing performance marketing campaigns.

This is also certified that our Agency has _____ Years of experience in managing branding/awareness marketing campaigns.

Further, this is to certify that our Agency has _____ Years of experience in content management and creation along with has _____ Years of experience in Online Reputation Management (ORM).

Enclosures are attached to support the above stated experiences.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency