

**Pre-Bid Queries - Responses for RFP No. CC/M&C/2023-24/02 Dated 22/09/2023**

Sl. No	RFP Page No	RFP Clause No.	Existing Clause	Query/Suggestions	Our Response
1	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.1.	Award and Recognition to the Agency in the last 3 years to be submitted as per Form - 1 More than 3 Awards- 5 Marks 3 Awards -3 Marks 2 Awards -2 Marks 1 Award -1 Marks	We kindly request that the pool of eligible awards to be expanded. There are other award ceremonies for top categories that are recognized as outstanding and distinguished. Please indicate "open" on the list for the awards ceremony. As a result, the agencies would be able to present their finest honors and recognitions.	No Change in Clause
2	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.2.	Client List for business relationship of Rs. 5 Crores and above in previous year i.e. F.Y. 2021-22 More than 5 Clients - 5 Marks More than 3 to 5 Clients - 3 Marks 3 Clients - 1 Marks	Can other advertising marketing related projects/jobs be considered as a valid business relationship? Advertising marketing will have a media mix of all possible publicity component.	The business relationships with clients for digital and social Media work orders will only be considered
3	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.3	Client List for business relationship in BFSI Sector of Rs. 5 Crores and above in previous year i.e. F.Y. 2021-22 as per Form – 2B	We kindly request you to reduce the financial business value and include the Financial years 2021-22 and 2022-23.	No Change in Clause
4	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.4	Average turnover for the last 3 consecutive financial years i.e. F.Y. 2019-20, 2020-21 and 2021-22 More than 300 Crores - 10 Marks More than 200 Crores to 300 Crores - 7 Marks More than 100 Crores to 200 Crores - 4 Marks	Pandemic has impacted the overall business of the agencies in the last three financial years. The volume of business was very low and marginal for two straight years. Request the authorities to lower the average annual turnover criteria to a maximum of 100 crore for scoring full marks.	No Change in Clause
5	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.4	Years of experience in digital and social performance marketing (Submit self declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign) More than 10 years - 10 Marks More than 7 years to 10 years - 7 Marks 5 years to 7 years - 4 Marks	Do we have to submit one declaration from one client for all 10 years defining our work completion for the assigned project or job, or multiple work orders culminating 10 years of experience? Please clarify.	You can submit declaration from one or more clients evidencing the completion of multiple work orders for a period of 10 years establishing your experience in the industry
6	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.5	Years of experience in digital and social branding/awareness marketing (Submit self- declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign) More than 10 years - 15 Marks More than 7 years to 10 years - 12 Marks 5 years to 7 years - 8 Marks	Do we have to submit one declaration from one client for all 10 years defining our work completion for the assigned project or job, or multiple work orders culminating 10 years of experience? Please clarify.	You can submit declaration from one or more clients evidencing the completion of multiple work orders for a period of 10 years establishing your experience in the industry
7	55	Annexure – C- Technical Evaluation Criteria-PART - A-S. No.6	Years of experience in ORM (Submit self-declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign) More than 10 years - 15 Marks More than 7 years to 10 years - 12 Marks 5 years to 7 years - 8 Marks	Do we have to submit one declaration from one client for all 10 years defining our work completion for the assigned project or job, or multiple work orders culminating 10 years of experience? Please clarify.	You can submit declaration from one or more clients evidencing the completion of multiple work orders for a period of 10 years establishing your experience in the industry
8	53	Annexure – B- Bidder's Eligibility Criteria-S. No.7	The Agency should have accomplished digital campaign of minimum INR 2.00 Crore and social media campaign of INR 2.00 Crore during each of the last 3 financial years for a single product/ service/ brand at any single instance.	We kindly request you to reduce the digital campaign value to Rs. 1 crore instead of Rs. 2 crore in the last 5 financial years of single work order.	No Change in Clause

9	53	Annexure – B- Bidder's Eligibility Criteria-S. No.7	The Agency should have accomplished digital campaign of minimum INR 2.00 Crore and social media campaign of INR 2.00 Crore during each of the last 3 financial years for a single product/ service/ brand at any single instance.	kindly clarify if this is applicable for all social media work for a single work order.	This refers to a single instance of campaign execution of the mentioned value for each of the three financial years
10	52	Annexure B – Bidder's Eligibility Criteria	Annexure B – Bidder's Eligibility Criteria	We request the authority to kindly allow relaxation on turnover and project experience criteria to MSE (Micro and Small Enterprise) registered bidders as per circular issued by MSME Policy Circular No. 1(2) (1) / 2016 – MA dated 10th March 2016 (enclosed for your reference).	No Change in Clause
11	58	SEARCH ENGINE OPTIMISATION (SEO)	-	Please clarify "Add blog pages, if required"	In case blogs are essentially required to improve the SEO, the same may be added.
12	63	BRAND MANAGEMENT	Creation of Command Centre within Banks' premise.	Sub point ii Please explain "Creation of command centre within Bank's premise	To be shared Post empanelment
13	65	CONTENT MANAGEMENT	-	Please explain "Creation and updation of Digital Library".	All content created to be saved in chronological order and to be shared with the Bank as per demand.
14	66	CONTENT MANAGEMENT	-	What will be the frequency of postings?	Refer RFP (Page No-66)
15	66	CONTENT MANAGEMENT	-	How many blogs/ (month/quarter/year) are to be written for Quora?	To be shared Post empanelment
16	67	-	-	What will be the TAT for vernacular language response to such queries?	will be shared with the successful bidder
17	-	-	-	Please also specify- the bifurcation of static/ video/ gif etc. Type of videos- animation-based/ shoot-based etc.? length of the videos? Bifurcation of team composition (25 members), if anything specific.	To be shared Post empanelment
18	87 of 111	Annexure J		There is no specific term mentioned in the NDA. Would the term of the NDA commensurate with the duration of the RFP and SLA?	The term of NDA will commensurate with the duration of RFP and SLA.
19	88 of 111	Annexure J – Clause 2 (b)	Receiving Party may disclose Confidential Information in accordance with judicial or other governmental order to the intended recipients (as detailed in this clause), provided Receiving Party shall give Disclosing Party reasonable notice prior to such disclosure and shall comply with any applicable protective order or equivalent. The intended recipients for this purpose are: (1) the statutory auditors of the Bank and (2) regulatory authorities regulating the affairs of the Bank and inspectors and supervisory bodies thereof	If the Service Provider receives a notice from a judicial body or governmental authority, in such a case, the disclosure has to be made to them, would it be prudent for the above-mentioned stipulations to be present?	No change in clause
20	97 of 111	Annexure L – Clause 4.3	In case of the successful BIDDER a clause would also be incorporated in the Article pertaining to performance Bond in the Purchase Contract that the provisions of Sanctions for Violation shall be applicable for forfeiture of performance Bond in case of a decision by the BUYER to forfeit the same-without assigning any reason for imposing sanction for violation of this Pact.	The term "Purchase Contract" has been capitalized yet not defined. What is the definition of the term "Purchase Contract"?	Please read "Purchase Contract" as "Contract" which has been defined as point 3 (iv) at Page 7 of the RFP.
21	59	SEARCH ENGINE OPTIMISATION	Agency to manage all existing and future digital assets of the Bank	Please specify all the domain names and URL's which we have to work.	To be shared Post empanelment
22	60	SEARCH ENGINE OPTIMISATION	Making changes in design, content and links as per requirements and to manage the overall content on the site.	Need more clarification on implementation of the page design and content? As per the previous scope will suggest the wireframe and content structure of the pages however implementation of the same will have an additional cost.	To be shared Post empanelment
23	60	SEARCH ENGINE OPTIMISATION	Add blog pages if required and submit articles to directories for getting backlinks. Also try new methods that can prove beneficial. Work with Content Management System such as Blogger. Create quality back links.	Content requirement and suggestions will be shared by iProspect. Kindly let us know if content delivery will be a part of new scope. Please note the link building activity and content delivery will have a additional cost.	To be shared Post empanelment

24	60	SEARCH ENGINE OPTIMISATION	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.	Need more clarification on Doctype declaration, Character encoding & iFrame. What help you need in this from iProspect.	To be shared Post empannelment
25	66	Annexure E content management	Voice over in Hindi/English	Can you please let us know the number of videos per month for which VO needs to be done to assess the cost	To be shared Post empannelment
26	66	Annexure E content management	Writing blogs in Quora	Can you specify the number	To be shared Post empannelment
27		Brand Management	Digital Space: Measuring the share of content that occurs outside social media platforms via online chat or e-mail, etc.	Can you share if we need to manage email and chat as well as part of the RFP	The agency has to listen to the social media and web conversations and share actionable sights through various reports.
28	15	11 (iii)	Earnest Money Deposit	EMD is supposed to be in the form of a Pay Order, Demand Draft or Bank Guarantee. The validity for this is supposed to be 180 days. Do note that Pay Orders & Demanda Drafts have a maximum validity of 90 days only. Does this mean that we are constricted to furnishing a Bank Guarantee only, which may have a validity of 180 days?	EMD may be furnished in the form of Bank Guarantee as per the format prescribed in the RFP.
29	15	11 (iii)	Earnest Money Deposit	What is the exact date the EMD validity of 180 days (in the form of a Bank Guarantee) has to be active from? The bid closure date is 18th October, however the bank will activate the EMD from the date that we get it made (ex: 10th October). Should we keep a fixed end date - 18th January 2024, and furbish the EMD accrodngly?	EMD may be furnished in the form of Bank Guarantee as per the format prescribed in the RFP.
30	15	12(i)	Bid Prep. & Submission	Bid is to be submitted separately for technical submission & Price on e-tender portal. Kindly confirm	Yes, Refer RFP
31	15	12(ii)(a)	Bid Preperation & Submission	Index of all documents, letters, and bid forms to be submitted on e-tender portal. Kindly confirm	Yes, Refer RFP
32	16	12(ii)(c)	Bid Preperation & Submission	Incase the EMD is submitted in form of BG, scanned copy of BG is to be submitted on e-tender portal. Kindly confirm.	Yes, Refer RFP
33	16	12(ii)(f)	Bid Preperation & Submission	Presentation (ppt) to be submitted in a pen drive separately. Kindly confirm	Refer Page No. - 16 of RFP
34	17	12	Bid Preperation & Submission	These pointers from are removed from the RFP (marking red), meaning we don't have to make submission in an envelope like we did last time  "All the enclosures (bid submissions) shall be serially numbered with the rubber stamp of the participating bidder. The person or persons signing the bids shall initial all pages of the bids.  Any inter-lineation, erasures or overwriting shall be valid only if these are initialled by the person signing the Bids."  Kindly confirm please	Yes, Refer RFP
35	19	17(i)	Bidding process / opening of technical bids	The tech. bids will be opened on e-tender portal. Kindly confirm	Yes, Refer RFP
36	52	4	Bidder Eligibility Criteria	Bidder should be profitable org. for at least 3 years of last 5 FY (earlier, it was 4 FY). Kindly confirm	Yes, Refer RFP
37	53	6	Bidder Eligibility Criteria	Agencies are not bound to have google premium affiliations (it was mandatory earlier). Kindly cofirm	Yes, Refer RFP
38	55	2	Technical Evaluation Criteria (Part A)	Client list of business relationship of 5 Cr. (up to 3 clients - bidders get 2 points, earlier it was 1 point only). Kindly confirm	Yes, Refer RFP
39	55	3	Technical Evaluation Criteria (Part A)	This is completely new. We have to share client list in BFSI sector. Kindly confirm	Yes, Refer RFP
40	61	1	Annexure - E Scope of Work / Pitch Brief	Do you want us to come back with brand level IPs in the pitch deck?	Yes, Refer RFP page no-56 (Part-B) for details to be included in the presentation.
41	55	2	Client List for business relationship of Rs. 5 Crores and above in previous year i.e. F.Y. 2021-22 as per Form – 2A	As one of the few independent Indian agencies, we are eager to extend our long-term partnership with SBI in the digital services domain too. We kindly request that the business relationship value be reduced from INR 5 crores to INR 1 crore.	No Change in Clause

42	55	3	Client List for business relationship in BFSI Sector of Rs. 5 Crores and above in previous year i.e. F.Y. 2021-22 as per Form – 2B	As one of the few independent Indian agencies, we are eager to extend our long-term partnership with SBI in the digital services domain too. We kindly request that the business relationship value be reduced from INR 5 crores to INR 1 crore.	No Change in Clause
43	52	3	Proof of 1 campaign each for last 5 FY and campaign Value should be Rs.50Lakh	Regarding the consolidated campaign value of Rs. 50 lakhs for all five fiscal years; could you please clarify?	Refer to the RFP clause
44	52	3	Proof of 1 campaign each for last 5 FY and campaign Value should be Rs.50Lakh	would an agreement copy or PO serve as valid proof?	Refer to the RFP
45	53	6	Copy of the Certificate as proof of proprietary tool/ preferred partnership for social media listening/ monitoring tool must be submitted.	What documents or proof are required for submission?	Refer RFP
46	53	7	The Agency should have digial campaign of min INR 2Crore and social media campaign of INR 2crore each in last last FY for sigle product/service	As a young and amongst the only few Independent Indian agencies we are keen to build our long standing relationship with SBI in digitalonsel domain as well. We sincerely request to lower the campaign commercial value from INR 2 crs to INR 1 cr.	No Change in Clause
47	53	7	The Agency should have digial campaign of min INR 2Crore and social media campaign of INR 2crore each in last last FY for single product/service	Could you please explain the differences in document requirements for digital campaigns versus social media campaigns?	Separate Documents should be submitted for Both Digital and Social Media
48	56	6	Years of experience in ORM (Submit self-declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign)	Is the earliest work order sufficient, or is proof of a 10-year relationship required?	The earliest work order along with documents evidencing regular work orders during the last 10 years
49	74	Social Media Security	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.	Will the embedded resources be working in the corporate office of SBI and can your ellaborate	Please refer to RFP.
50	76	Team Composition	The agency should provide a dedicated team of minimum 25 persons well versed in Digital & Social Media Marketing and Online Reputation Management for the Bank.	As the mandate is for digital and social media marketing, and online reputation management, is there a requirement for all of these resources to be based in Mumbai, or can they be spread across the agency's operational markets?	All the resouources to be stationed at Mumbai.
51	70	Social Media/Digital Advertising	Fee/commission for executing various ads/campaigns/contests would be a part of retainership. There will not be any extra fee/commission for this.	Digital media spending will be determined mutually between the agency and the client and the agreed budget will be allocated separately by the client. A mutually agreed percentage of agency fees will be billed separately by the client on such projects.	No change in the clause
52	71	Scope of work (Reports)	Channel Performance	What are those channels are they social media channels or business channels	Social Media / Digital Channels
53	66	Online Reputation Management	TAT	Can you share the expectations for FLR, SLR and Complete resolution	Will be shared with succesful bidder
54	66	Online Reputation Management	TAT	What is total volume of queries? % of queries to be addressed, % queries at HO, branch level? Is there a offline resolution mechanism? Metrics for criticality	The avergae daily queries/complaints on social media paltform are approximately 1700 and this is dynamic in nature and may increase/decrease.
55	73	Reports	Daily sentiment analysis	Who are comptitors and frequency to be tracked?	Competitors data is dynamic in nature and the frequency is daily
56	66	Content Management	Quora	How many blogs	Will be shared with succesful bidder
57	72	Reports	Dashboards for top management and various Business Units	Structure of reports, dashboard for senior management? Do we have API access for tableau	Will be shared with succesful bidder