

NOTICE



REQUEST FOR PROPOSAL
FOR THE SELECTION OF PARTNER FOR SUPPLY, BUILD, INTEGRATION,
OPERATION, SUPPORT AND MAINTENANCE OF DIGITAL MARKETING
CAPABILITIES (MarTech) FOR SBI

Ref: SBI/GITC/Data Warehouse/2023/2024/1004

Notice dated: 21.06.2023
Data Warehouse Department
State Bank of India
Belapur Railway Station Building, Tower no. 7, 4th floor,
CBD Belapur, Navi Mumbai

Proposals are invited from Company/ LLP/ Partnership firm registered under applicable Act in India for the **SELECTION OF PARTNER FOR SUPPLY, BUILD, INTEGRATION, OPERATION, SUPPORT AND MAINTENANCE OF DIGITAL MARKETING CAPABILITIES (MarTech) FOR SBI for 5 years.**

Notice for Inviting Tender	21.06.2023
Last Date and time for deposit of Tender fees and Submission of Pre-Qualification Eligibility Documents at e-procurement portal	27.06.2023 till 17.00 Hrs
Tender/ RFP/ Bid document available from	29.06.2023
Presentation on Tender Document (by Bank)	03.07.2023
Last Date and time for submission of Pre-Bid Queries (Acceptance of Pre-Bid Queries submitted afterwards will be at Bank's sole discretion)	07.07.2023 till 17.00 Hrs
Pre - bid Meeting.	From 2.30 PM to 5.30 PM on 11.07.2023 at SBI GITC Belapur or through online meeting
Response to Pre-Bid queries	13.07.2023
Last Date for Bid Submission	02.08.2023
Contact details of issuing department	Name: Shailendra Kumar Uniyal Designation: Dy. General Manager Email ID: rfpformartech@sbi.co.in Contact Address: Data Warehouse Department, Tower no. 7, 4th floor, Railway Station Building, State Bank of India, Global IT Centre, Sector 11, C.B.D. Belapur, Navi Mumbai-400614 Contact Details: Dheeraj Srivastava: 9004476783

*Bidders are required to communicate mandatorily on this email id only. Any other form/mode of communication will not be entertained by the Bank.

The BID document may be downloaded from the e-procurement portal after submission of all the following documents/criteria and Bank's evaluation and approval thereupon. Broad Eligibility Criteria for bidders to participate in this RFP process is mentioned in this document.

Sl. No.	Documents to be Uploaded	Remarks
1	Proof of payment of tender fees (Tender fee will be non-refundable)	Rs. 25000.00 (Rupees Twenty-five thousand only) Amount should be deposited in A/c No: 4897932113433 IFSC: SBIN0011343 Account Name: Subsidy Inward Remittance If Mode of Transaction is NEFT and RTGS Account No: 37608352111 IFSC: SBIN0011343 Branch: OAD, GITC, Belapur Account Name: System Suspense Branch Parking Account If Mode of Transaction is Intra-bank transfer (i.e. SBI to SBI only)
2	Proof of having an average annual turnover of minimum INR 600 Crore during last 03 (three) financial years i.e. 2021-22, 2020-21, 2019-20.	Copy of the audited financial statement for required financial years (OR) Certificate of the statutory auditor for required financial years (i.e. FY (2021-22, 2020-21, 2019-20) to be uploaded.
3	Proof of having achieved profit before tax (PBT) in at least 02 (two) out of last 03 (three) financial years i.e. 2021-22, 2020-21, 2019-20.	Copy of the audited financial statement along with profit and loss statement for required financial years (OR) Certificate of the statutory auditor for required financial years (i.e., FY 2021-22, 2020-21, 2019-20) to be uploaded.

Upon receipt of the above documents and subject to evaluation and approval by the Bank, the access for downloading the RFP document will be made available to the eligible Bidders for further process/action through the **e-Procurement portal** as per Schedule of events given above.

Detail of E-Procurement Portal:

Contact details of eProcurement agency appointed for eprocurement	M/s E-Procurement Technologies Ltd, Ahmedabad Website: https://etender.sbi/SBI/																		
	Contact details:																		
	<table border="1"><thead><tr><th>Name</th><th>Phone Number</th><th>Email Id</th></tr></thead><tbody><tr><td>Fahad Khan</td><td>9904406300</td><td>fahad@eptl.in</td></tr><tr><td>Shaikh Nasruddin</td><td>9510812960</td><td>shaikh@eptl.in</td></tr><tr><td>Hiral Purohit</td><td>9510812971</td><td>hiral.purohit@eptl.in</td></tr><tr><td>Mubassera Mansuri</td><td>7859800621</td><td>mubassera@eptl.in</td></tr><tr><td>Jay Vyas</td><td>9265562819</td><td>jay.v@eptl.in</td></tr></tbody></table>	Name	Phone Number	Email Id	Fahad Khan	9904406300	fahad@eptl.in	Shaikh Nasruddin	9510812960	shaikh@eptl.in	Hiral Purohit	9510812971	hiral.purohit@eptl.in	Mubassera Mansuri	7859800621	mubassera@eptl.in	Jay Vyas	9265562819	jay.v@eptl.in
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Indicative Bidder's Eligibility Criteria

Sl. No.	Eligibility Criteria
1	The Bidder must be a Company/ LLP /Partnership firm registered under applicable Act in India.
2	The Bidder (including its OEM, if any) must comply with the requirements contained in O.M. No. 6/18/2019-PPD, dated 23.07.2020 order (Public Procurement No. 1), order (Public Procurement No. 2) dated 23.07.2020 and order (Public Procurement No. 3) dated 24.07.2020
3	The Bidder must have an average annual turnover of minimum INR 600 Crore during last 03 (three) financial year(s) (2021-22, 2020-21, 2019-20)
4	The Bidder should be a profitable organization on the basis of profit before tax (PBT) for at least 02 (two) during last 03 (three) financial year(s) (2021-22, 2020-21, 2019-20)
5	Client references and contact details (email/ landline/ mobile) of customers for whom the Bidder has executed similar projects, in India or abroad (At least two client references are required).
6	The Bidder (including its OEM, if any) should either be Class-I or Class-II local supplier.

7	Past/present litigations, disputes, if any (Adverse litigations could result in disqualification, at the sole discretion of the Bank)
8	Bidder should have implemented the solution of the proposed primary OEM during the last 3 financial years including designing, creating, implementing and maintaining of MarTech capabilities as described in this RFP requirements, with minimum user base of 1 crore each per instance.
9	Primary OEM (for majority capabilities as outlined in the RFP) partnering with the bidder should have implemented the proposed MarTech solution for 3 clients each with minimum of 5 crore campaign target user base
10	Bidders should not be under debarment/blacklist period for breach of contract/fraud/corrupt practices by any Scheduled Commercial Bank/ Public Sector Undertaking / State or Central Government or their agencies/ departments on the date of submission of bid for this RFP.
11	The Bidder should not have any Service Level Agreement pending to be signed with the Bank for more than 6 months from the date of issue of purchase order.