

**REQUEST FOR PROPOSAL (RFP)**  
**For Empanelment of Advertising Agencies**  
**(Technical Bid Only)**

**Issued by:**

**INDIAN BANK**  
**Corporate Office**  
**Corporate Communication Department**

**RFP Reference No: IB/CCD/AD\_AGENCY/2026-27/RFP**  
**Date of Issue: 22 May, 2026**

**DISCLAIMER**

This Request for Proposal (RFP) document is issued by Indian Bank, Chennai for the purpose of empanelment of Advertising Agencies for providing advertising, creative, media planning and related services. The information contained in this RFP is intended to assist prospective bidders in preparing their proposals. The Bank reserves the right to amend, modify or withdraw this RFP without assigning any reason. It shall not be transferred, reproduced, reused, copied or otherwise used for purposes other than for which it is specifically issued

The information provided by the applicants in response to this RFP Document will become the property of the Bank and will not be returned. The Bank reserves the right to amend, rescind, reissue this RFP Document and all amendments will be advised to the applicants/hosted in the Bank's website and such amendments will be binding on them. The Bank also reserves its right to accept or reject any or all the responses to this RFP Document without assigning any reason whatsoever and without any cost or compensation thereof.

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### Schedule of RFP

SI	Description	Details
1	RFP Reference Number	IB/CCD/AD_AGENCY/2026-27/RFP
2	Description of RFP	Empanelment of Advertising Agencies
3	Submission of Bid	Through e-procurement portal: <a href="https://www.tenderwizard.com/indianbank">https://www.tenderwizard.com/indianbank</a>
4	Website address for RFP Document	<a href="http://www.indianbank.bank.in">www.indianbank.bank.in</a> <a href="https://www.tenderwizard.com/indianbank">https://www.tenderwizard.com/indianbank</a>
5	E-mail address	ccd@indianbank.bank.in
6	Date of Issue	<b>22.05.2026</b>
7	Date of Pre-Bid Meeting (Mode-Online)	<b>02.06.2026</b> a) Pre Bid meeting will be held online through Web-Ex on 03.06.2026 at 11:00 AM. b) Bidder to submit participant's names, contact numbers, designations and e-mail IDs on <b>ccd@indianbank.bank.in</b> along with pre-bid queries. c) Please note that all pre-bid queried need to be send by email in excel format mentioning the page no, clause, section header, nature of clarification required and deviation suggested. Queries not received in excel sheet may not be replied. d) Meeting invite Link will be sent by the Bank to bidder's email IDs to join the Online Meeting as per the schedule mentioned above. e) Bidder representatives will have to click the link (provided in the e-mail) to join the On-Line Pre-bid meeting
8	Date for issuing clarifications/ corrigendum	<b>05.06.2026</b>
9	Last Date of Submission of Application	Through online mode latest by 2 PM on <b>12.06.2026</b> URL:
10	Date of opening of Technical Bid/Application	<b>12.06.2026 at 03:30 P.M</b> The meeting will be held online through Bank's Online Meeting Platform (Web-Ex). Bidders are requested to send bid submission confirmation with their email address for attending online bid opening meeting on <b>ccd@indianbank.bank.in</b> after RFP submission time is over
11	Contact Person Details	Shri. Pavan Kumar Saxena Assistant General Manager (Marketing) Tel # 044 28134457
12	Application Fee*	<b>Rs. 2,000/- (Rupees Two Thousands Only) + GST</b> as applicable.
13	Earnest Money Deposit (EMD)*	Bids to be submitted with Earnest Money of <b>Rs 2,00,000/= (Rupees Two Lakh Only)</b> which is refundable once the empanelment process concludes.

\* Bidders registered under MSME/UDYOG AADHAAR are eligible for waiver of application fee and EMD subject to submission of valid certificate. Application Fee is non-refundable and to be paid by way of electronic Bank Transfer (NEFT/RTGS) in favour of Indian Bank payable at Chennai. Applicants to submit Transaction ID/UTR Number as proof of payment.

**\*\*Any changes in the above schedule will be notified through the Bank's website [www.indianbank.bank.in](http://www.indianbank.bank.in) and also on the [www.tenderwizard.com](http://www.tenderwizard.com) portal. The Bank may extend the last date for the receipt of RFP Bids at its sole discretion.**

### Application Money

A non-refundable application fee of **Rs. 2,000/-** must be deposited via electronic fund transfer (NEFT/RTGS). A scanned copy of the transaction receipt must be uploaded on the e-procurement website at the time of the *final online bid submission*. The Bank reserves the right to reject any bidder whose application money is not furnished along with the RFP response.

This non-refundable fee should be remitted electronically to the following account:

SI No	Details of Bank Account	
1	Type of Account	Current
2	Account Number	432438545
3	Name of the Bank	Indian Bank
4	Name of the Branch	Harbour
5	Address of Branch	Harbour, Chennai
6	IFSC Code No.	IDIB000H003

### Earnest Money Deposit (EMD)

Bidders are required to submit an earnest money deposit of **Rs. 2,00,000/- (Rupees Two Lakh only)** at the time of submitting the technical bid. Proof of payment must be provided during the opening of the eligibility-cum-technical bid; failure to do so may result in rejection of the bid.

The *Bid Security (Earnest Money Deposit)* is to be paid through electronic transfer in the above account only. This bid security must remain valid for 6 months and should be submitted either electronically or offline to the

### 6. Bid Security (Earnest Money Deposit)

Non-submission of Earnest Money Deposit will lead to outright rejection of the Offer. The EMD of unsuccessful bidders will be returned to them within two weeks of completion of the empanelment process. No interest shall be paid on Bid security money deposit to unsuccessful Bidders. The EMD (Earnest Money Deposit) of successful bidder(s) will be returned after submission of Performance Bank Guarantee.

**The amount of Earnest money deposit would be forfeited in the following scenarios:**

- In case the bidder withdraws the bid prior to validity period of the bid for any reason whatsoever.
- In case of the successful bidder, if the bidder fails or refuses to accept and sign the contract as specified in this document within 30 days of issue of contract order/letter of intent for any reason whatsoever; or
- Fail to provide the performance guarantee within 30 days from the purchase order date, for any reason whatsoever. To comply with any other condition precedent to signing the contract specified in the RFP documents.

### Exemption for application money and EMD amount:

Exemption from submission of EMD and application money shall be given to bidders, who are Micro Small and Medium Enterprises (MSME) / Start-ups. The bidder who are MSE has to submit necessary document issued by NSIC/Udyam Certificate/Any applicable documents for MSE classification (issued by GOI) and the bidder who are start-ups has to be recognized by Department of Industrial Policy &

Promotion (DIPP) to avail the exemption. To qualify for EMD and tender cost exemption, firms should necessarily enclose a valid copy of registration certificate issued by NSIC/Udyam Certificate/Any applicable documents for MSE classification (issued by GOI) and DIPP which are valid on last date of submission of the tender documents along with "Bid Security Declaration" accepting that if they withdraw or modify their bids during period of validity etc., they will be suspended for the time specified in the tender documents. MSME/Start-up firms which are in the process of obtaining NSIC/Udyam Certificate/Any applicable documents for MSE classification (issued by GOI) / DIPP will not be considered for EMD and Tender cost exemption.

## 1. Introduction

Indian Bank, a leading Public Sector Bank with a wide network of domestic and overseas branches, invites sealed proposals from reputed and experienced advertising agencies for empanelment for a period of three (3) years.

The objective of empanelment is to strengthen the Bank's brand visibility, promote banking products and Government schemes, enhance customer engagement across platforms, and ensure effective, compliant, and innovative communication.

Empanelment does not guarantee any minimum business. Work orders will be issued based on requirements and at the sole discretion of the Bank.

## 2. Definitions

'Bank' means, unless excluded by and repugnant to context or the meaning thereof, shall mean 'Indian Bank', described in more detail in paragraph 1 above and which has invited Applications under this Request for Proposal and shall be deemed to include its successors and permitted signs.

'RFP' means this Request for Proposal for Empanelment of Marketing Agencies for meeting the marketing and communications requirements of the Bank across traditional, digital and other media.

'Applicant' or 'Bidder' or 'Agency' or 'Recipient' or 'Respondent' means an Agency/ Service Provider submitting its bid in response to this RFP.

'Application' or 'Bid' means the application/ bid submitted by the Applicant/ Bidder/ Agency in response to this RFP for consideration for empanelment.

## 3. Objective of The RFP

This RFP is floated with an objective to invite applications from Advertising Agencies for empanelment with the Bank, subject to fulfilling eligibility criteria for carrying out the following work related to print, electronic, digital media and other works which are part and parcel of advertisement or incidental thereto.

- ✓ Brand building, brand positioning and enhancing brand recall value.
- ✓ Designing advertising campaigns
- ✓ Creative development for print, digital and outdoor media
- ✓ Media planning and media buying advisory
- ✓ Strengthen digital outreach and performance marketing
- ✓ Social media campaign support
- ✓ Production of marketing materials
- ✓ Corporate communication campaigns

- ✓ Financial literacy and government scheme campaigns
- ✓ Support product launches and promotional campaigns
- ✓ Ensure regulatory compliance in all communications
- ✓ Optimize media spends with measurable ROI

The empanelment will create a panel of agencies eligible to receive assignments from time to time based on requirement. Empanelment does not guarantee allocation of business.

#### 4. Scope of Work

The empanelled agencies shall provide the following services, oriented towards preparation of artwork for hoardings, banners, posters and designs of all outdoor and digital media communication.

##### 3.1 Creative ideas and production capabilities:

- Print advertisement in newspapers, magazines, trade journals, Digital Advertisements through bill boards, LED screens etc., for brand campaign, campaigns for events, brand properties, events, notices and tenders, etc.
- Design and production of publications, including but not limited to Annual Report, desk calendar, newsletters, internal communication collaterals, brochures, marketing material, etc.
- Creative for outdoor, event collaterals such as backdrops, standees, exhibition aids, posters, invitation cards, billboards etc.
- Adaptation of the campaign in print, digital, outdoor and electronic media.
- The agency should have tie-ups with freelancers to work 24x7 during any emergency creative requirements raised on an urgent basis.
- Capability of producing: Coffee Table Books, Souvenir, Event catalogues etc.
- Suggest developing concepts for brand promotion including video creative
- Capability to engage through paid Social Media campaigns.

##### 3.2 Branding and Marketing Strategy:

- Brand and corporate identity development, including creation of brand manual and guidelines, standardising communication design, etc.
- Designing of corporate identity material, such as visiting cards, letterheads, presentation templates, etc.
- Design of logos and event branding collaterals for Bank.
- Competency for purchasing media space across platforms

##### 3.3 Media Strategy

- Execution of media releases as per the Bank's requirements by obtaining best rates for all releases in print, TV, radio, outdoor and digital media.
- Selection and finalization of Media Vehicles for the different markets and segments, based on available media research on reach and impact.
- Identification of Target Group (TG)

### 3.4 Social Media Campaign Management

- Plan, design, and execute campaigns across **Facebook, Instagram, X (Twitter), LinkedIn, and YouTube**.
- Develop platform-specific strategies to maximize reach, engagement, and conversions.
- Manage paid ad campaigns including audience targeting, A/B testing, and performance optimization.
- Monitor analytics and provide detailed performance reports with actionable insights.

### 3.5 Digital Marketing Campaigns

- Run search engine marketing (SEM) campaigns (Google Ads, Bing Ads).
- Execute display advertising on third-party platforms and ad networks.
- Optimize campaigns for ROI through keyword research, bid management, and conversion tracking.
- Creatives for WhatsApp Business API and RCS messaging must comply with applicable TRAI/DOT regulations and platform policies. The agency shall be solely responsible for ensuring regulatory compliance in all messaging campaigns executed on Bank's behalf.

### 3.6 Analytics & Reporting

- Provide monthly/quarterly reports on campaign performance across all platforms.
- Include KPIs such as impressions, reach, engagement, CTR, conversions, and ROI.
- Recommend improvements based on data-driven insights.

### 3.7 Events & Experiential Marketing

- End-to-end event conceptualization and execution (conferences, product launches, roadshows, exhibitions).
- Event branding (stage design, thematic décor, signage, digital screens).
- Audience engagement activities (interactive kiosks, gamification, AR/VR experiences).
- Event photography and videography.
- Post-event reports.

### 3.8 Miscellaneous

- The agency is expected to work in close coordination with other empanelled advertising, event management, audio-visual production, PR and digital agencies of the Bank.
- Where the agency sub-contracts any part of the work order to freelancers, printers, media vendors or other third parties the empanelled agencies shall remain the sole point of accountability to the Bank. The Bank will have no direct liability to any sub-contractor or vendor engaged by the agency.
- Share reports on analysis, market scenario, growth trends and insights, and the effectiveness of the campaigns.

- Capability of the agency to execute campaigns in Official Language and adapting creatives in regional languages is also expected from the agency.
- Regional adaptation of creative content across all communication channels.
- Medium adaptation of creative content across all communication channels.

### 3.9 Digital Marketing, Social Media & Mar-Tech Integration

The agency must possess demonstrated expertise in end-to-end digital marketing and social media management, with the ability to seamlessly integrate marketing technology (MarTech) solutions. Specifically, the agency should:

- Develop and execute integrated digital campaigns across search, display, and social platforms.
- Manage social media presence for brand building, engagement, and performance-driven outcomes.
- Demonstrate capability to incorporate MarTech tools (CRM, marketing automation, analytics, personalization engines) into campaign workflows.
- Provide data-driven insights through advanced analytics, audience segmentation, and ROI measurement.
- Ensure interoperability of MarTech solutions with existing digital ecosystems to enable customer journey mapping and campaign optimization.

Summarized Work Profile is appended in tabular structure for clarity in the role of empanelled agencies

<p><b>Creative Development</b></p> <ul style="list-style-type: none"> <li>✓ Conceptualization of advertising campaigns.</li> <li>✓ Creative design for advertisements.</li> <li>✓ Brand messaging and communication strategy.</li> <li>✓ Copywriting in English, Hindi and regional languages.</li> </ul>	<p><b>Print Media Advertising</b></p> <p>Design and layout for:</p> <ul style="list-style-type: none"> <li>✓ Newspaper advertisements</li> <li>✓ Magazine advertisements</li> <li>✓ Advertorials</li> <li>✓ Tender advertisements</li> <li>✓ Statutory notices</li> </ul>	<p><b>Digital Media Advertising</b></p> <ul style="list-style-type: none"> <li>✓ Digital campaign design</li> <li>✓ Social media creatives</li> <li>✓ Web banners and online ads</li> <li>✓ Email marketing creatives</li> <li>✓ HTMLisation of creatives/emailers</li> <li>✓ WhatsApp/RCS marketing creatives</li> <li>✓ Creatives (Static/Video) for digital platforms</li> </ul>
<p><b>Outdoor Media (OOH)</b></p> <ul style="list-style-type: none"> <li>✓ Hoardings</li> <li>✓ Airport branding</li> <li>✓ Metro branding</li> <li>✓ Bus panels</li> <li>✓ LED screens</li> <li>✓ Use of Martech platform</li> </ul>	<p><b>Audio Visual Production</b></p> <ul style="list-style-type: none"> <li>✓ Corporate films</li> <li>✓ Promotional videos</li> <li>✓ Product videos</li> <li>✓ Radio jingles</li> <li>✓ Educational videos</li> <li>✓ AI based videos</li> </ul>	<p><b>Campaign Planning</b></p> <ul style="list-style-type: none"> <li>✓ Brand campaign planning</li> <li>✓ Product launch campaigns</li> <li>✓ Integrated media strategy</li> </ul>

	✓ TVC videos and shoot based films	
<b>Design Work</b> ✓ Brochures ✓ Leaflets ✓ Posters ✓ Banners ✓ Standees ✓ Gates and Arches ✓ Product literature ✓ Annual reports ✓ Corporate presentations	<b>Media Planning Support</b> ✓ Media strategy recommendation ✓ Media mix optimization ✓ Target audience analysis ✓ Impact assessment	<b>Adaptation of regional content</b> ✓ Execute campaigns in Official Language ✓ Regional adaptation of creative content

### 5. Period of Empanelment

The empanelment shall be valid for three (3) years, subject to annual performance review. The Bank reserves the right to extend the empanelment period by one additional year or part period thereof at its discretion.

### 6. Eligibility Criteria

It is mandatory for agencies to ensure that the following minimum eligibility criteria as on the date of RFP are eligible to apply. Agencies not meeting the necessary eligibility criteria will not be considered for further evaluations.

Sl.	Eligibility	Documents in support of eligibility
1.	Bidder should be Proprietorship / Registered Partnership Firm / Limited Liability Partnership / Private Limited / Limited company registered or incorporated in India.	Certificate of Incorporation to be submitted in case of LLP / Private / Public limited companies as per the Companies Act, 2013. The copies of Memorandum of Association and Articles of Association are required to be submitted along with the technical bid for the LLP / Private / Public limited companies as per the Companies Act. Registered Partnership Agreement to be submitted in case of partnership firms. PAN and GSTIN Certificate and any other tax related document if applicable.
2.	Agency should have full accreditation / registration /membership with: Indian News-paper Society (INS) / Advertising Standards Council of India (ASCI)/ Door-Darshan (DD) / All India Radio (AIR) for minimum five years.	Latest certificates of full accreditation / registration / membership or other relevant proofs to be attached.
3.	The average gross billing out of advertising should not be less than 50 Cr in last three financial years 2025-26, 2024-25 & 2023-24. Also, the bidder should have a positive net worth in last three financial years.	Certificate from an independent Chartered Accountant (CA) stating the annual billing and confirming positive net worth for the last three financial years as per Annexure-III
4.	Bidder should be in the business of creative and advertisement for last 5	Copies of relevant Work Order(s) / Completion Certificate(s) or any relevant documents.

	years (2 Yrs. for STARTUPS) in providing similar ad agency services to a Government / PSU / Public & Private Banks / NBFC/Registered and Listed company having annual turnover exceeding Rs.50Crore (No Turnover condition for STARTUPS).	
5.	Digital Capability	The agency must demonstrate prior execution of at least two paid digital campaigns (SEM/Social Media) for a BFSI or Govt/PSU client in the last three years supported by campaign reports or client certificates
6.	Agency must have a full-service office in Chennai with capability to serve national campaigns through coordination offices in major metro cities.	A copy of latest Landline phone bill /Electricity bill/ Registration with shop and cities establishment Dept. / Registered rent or lease agreement in the name of bidder or relevant document.
7.	Bidder should have statutory registration(s) with Tax and other compliance authority.	A copy of GST Registration No. in the name of bidder.
8.	Should have necessary infrastructure for creative assignment viz. creative studio, infrastructure for print, electronic, outdoor, etc. Minimum staff strength of 25 with full back office support of technical staff viz. creative director, visualizers, designers, copywriters, language translators, etc.	As per Annexure-IV
9.	Bidder should not have been Blacklisted / debarred from any of the Central / State Governments / PSU / Regulatory Institution in India as on the date of RFP submission. If any such issue comes to the notice of the Bank at a later date, Bank will be free to revoke the contract entered with the selected bidder and invoke bank guarantee at its discretion.	A Self-declaration by the Applicant on firm/company's letter head. However Indian Bank would have the right to independently verify the same
10	Bidder should be currently empanelled with minimum 2 different PSUs /Central Govt./State Govt./ Ministry/ Autonomous Bodies/ Statutory Bodies/ Listed Companies; and minimum 02 clients in Banking/Financial Services/ Insurance (BFSI) sector.	Copy of Letter of Empanelment / Official Email for empanelment / Empanelment Agreement or relevant documents.
11	Consortium/Joint Venture	Consortium Bids or Joint Ventures are not eligible to participate in the bidding process. Each bidder must independently meet all eligibility criteria.
12	Blacklisting Declaration	Bidders should not exist in the negative/caution repository of vendors published by IBA.

### 7. Supporting Documents Required

Apart from the above minimum criteria, the Applicant is also required to submit the following information:

Sl	Documents Required
1	Brief Profile of the Agency including the addresses of Head Office and Branch Offices

2	Board Resolution authorising the authorised signatory to sign on behalf of the Agency
3	Proof of Address of Registered Office and Branch Offices
4	Letter of Transmittal
5	Letter of Declaration
6	Copy of PAN Card
7	Copy of GST Registration Certificate
8	Undertaking
9	Certificate of incorporation
10	INS accreditation certificate
11	Audited financial statements for last 3 years
12	Client list
13	Work portfolio
14	Key personnel details
15	Declaration regarding non-blacklisting

### 8. Performance Bank Guarantee

For select assignments allocated to an agency post empanelment involving **outreach/advertising campaigns of a duration more than 15 days and amount exceeding Rs. 25 Lacs (exclusive of taxes)**, the agency shall submit an unconditional and irrevocable Performance Bank Guarantee (PBG) from any nationalized bank (other than from Indian Bank) in favour of our Bank at 10% of total work order value. The PBG shall be submitted before commencement of the assignment. The PBG will be payable on demand, for the due performance and fulfilment of the agreement and be valid till the work is completed successfully. Bank may ask the agency to extend the validity depending on the period of such project/assignment.

### 9. Pre-Submission Queries

The Applicant should carefully examine and understand the scope and terms and conditions of RFP and may seek clarifications, if required. The Applicants in all such cases may seek clarification in writing in the same serial order of that of the RFP by mentioning the relevant page number and clause number of the RFP.

All communications regarding points requiring clarifications and any doubts shall be given in writing. Bank has the discretion to consider any other queries raised by the applicant's representative during the pre-submission meeting.

The Bank will consolidate all the written queries and any further queries during the pre-submission meeting and the replies for the queries shall be made available in the Bank's website and no individual correspondence shall be made. The clarification of the Bank in response to the queries raised by the Applicant/s and any other clarification/ amendments/corrigendum furnished thereof will become part and parcel of the RFP and it will be binding on the Applicants.

Non-receipt of reply to the queries raised by any of the Applicants shall not be accepted as a valid reason for non-submission of application.

### 10. Bid Submission & Opening

Bids will be downloaded and opened online. In case the specified date of submission & opening of Bids is declared a holiday in Tamil Nadu under the NI act, the bids will be received till the specified time on next working day. Indian Bank is not responsible for non-receipt of responses

to RFP within the specified date and time due to any reason including postal holidays or delays. Any bid received after specified date and time of the receipt of bids prescribed as mentioned above, will not be accepted by the Bank. Bids once submitted will be treated as final and no further correspondence will be entertained on this. No bid will be modified after the specified date & time for submission of bids. No applicant shall be allowed to withdraw the bid.

### 11. Evaluation Process

The evaluation shall be conducted in the following stages:

- ✓ Preliminary Scrutiny
- ✓ Eligibility Verification
- ✓ Technical Evaluation
- ✓ Presentation by Agencies
- ✓ Final Scoring
- ✓ Empanelment Approval by Competent Authority

### 12. Technical Evaluation Criteria

The responses by the bidders will be evaluated and the decision of the Bank will be final. No correspondence will be entertained in the process of evaluation. Empanelment shall be a two-stage process, given as under:

Evaluation Stage	Base Score	Qualifying %	Outcome
Step-1: <b>Technical Evaluation</b>	<b>70</b>	<b>60%</b>	Shortlisting of bidders for empanelling advertising agencies.
Step-2: <b>Presentation</b>	<b>30</b>	<b>60%</b>	Shortlisted agencies will be called for presentation.

All proposals received will be scrutinized to assess their eligibility based on the eligibility criteria mentioned in **Point 5** above of this RFP.

Agencies meeting eligibility criteria would be considered by the Bank for “**Technical Evaluation Step-1**”. All eligible bidders shall undergo Technical Evaluation Step-1 based on scoring pattern mentioned below in this RFP.

The minimum qualifying marks are 60 for Technical Evaluation Step-1. Only the qualifying bidders at step-1 will be called for **presentation round i.e. Step-2**.

Agencies getting the qualifying marks at Step-1 shall be shortlisted for the next step that includes working on a pitch brief and making a presentation before the RFP Finalisation Committee of the Bank at the Corporate Office in Chennai. The date for presentation will be intimated to the shortlisted agencies by e-mail.

#### Step-1 “Technical Evaluation Criteria”

SI No	Criteria	Parameter	Marks
1	Annual turnover for last three Financial Years, i.e., FY 2025-26, 2024-25, 2023-24.	50 and above up to 75 Cr (MSME 3 to 5Cr)	5
		Above 75 and up to 100 Cr.(MSME 5 to 7Cr)	8
		Above 100 and up to 125 Cr. (MSME 7 to 10Cr)	10
2	Average revenue from advertisement business for last	Up to 5Cr.	4
		Above 5 to 7Cr.	6

	three Financial Years FY 2025-26, 2024-25, 2023-24.	Above 7 to 10Cr.	8
		Above 10 Cr.	10
3	Work Experience	5 and more up to 6 years	5
		6 and more up to 8 years	8
		8 and more up to 10 years	10
		More than 10 years	15
4	Appointed / Empanelled with a PSU/ GOI Client*	1 client	4
		2 clients	6
		3 clients	8
		4 or more clients	10
5	Appointed / Empanelled with a BFSI client	1 client	4
		2 clients	6
		3 clients	8
		4 or more clients	10
6	Presence in cities including Chennai Metropolitan Region	Chennai and 1 Major Metro Cities	5
		Chennai and 2 Major Metro Cities	6
		Chennai and 3 Major Metro Cities	8
		Chennai and 4 Major Metro Cities	10
7	Industry awards won by the bidder during last three financial year	1 award	1
		2 awards	2
		3 awards	3
		4 awards	4
		5 awards	5

**Step-1 “Technical Evaluation Criteria” (For Start Ups)**

SI No	Criteria	Parameter	Marks
1	Annual turnover for last three Financial Years, i.e., FY 2025-26, 2024-25, 2023-24.	Above 3 and up to 5Cr	5
		Above 5 and up to 7Cr.	8
		Above 7 and up to 10Cr.	10
2	Average revenue from advertisement business for last three Financial Years FY 2025-26, 2024-25, 2023-24.	Up to 0.5Cr.	4
		Above 0.5 to 1.5Cr.	6
		Above 1.5 to 3Cr.	8
		Above 3 Cr.	10
3	Work Experience	2 and more up to 3 years	5
		3 and more up to 5 years	8
		5 and more up to 6 years	10
		More than 6 years	15
4	Appointed / Empanelled with a PSU/ GOI Client*	1 client	4
		2 clients	6
		3 clients	8
		4 or more clients	10
5	Appointed / Empanelled with a BFSI client (Latest certificates to be produced.)	1 client	4
		2 clients	6
		3 clients	8
		4 or more clients	10
6	Presence in cities including Chennai Metropolitan	Chennai and 1 Major Metro Cities	5
		Chennai and 2 Major Metro Cities	6

	Region	Chennai and 3 Major Metro Cities	8
		Chennai and 4 Major Metro Cities	10
7	Industry awards won by the bidder during last three financial year	1 award	1
		2 awards	2
		3 awards	3
		4 awards	4
		5 awards	5

### Step 2: Evaluation Criteria for Presentation

All agencies qualifying upon technical evaluation will participate in the presentation. These shortlisted agencies will then be provided with the pitch brief at least 10 working days prior to the presentation date. The format, duration and evaluation parameters for the presentation will be shared along with the brief.

Agencies would be scored for the Presentation on a base of 30 marks on following parameters forming part of evaluation.

#### 13. Parameters for Presentation Evaluation

##### 1. Understanding of the Bank’s Objectives

- Clarity in grasping the bank’s vision, mission, and communication goals
- Awareness of regulatory environment and public sector sensitivities
- Demonstrated knowledge of banking products, services, and target audience

##### 2. Strategic Approach

- Proposed communication strategy and positioning for the bank
- Integration of traditional and digital media channels
- Innovation in campaign ideas while maintaining compliance and credibility
- Ability to balance brand-building with product promotion

##### 3. Creative Capabilities

- Quality of creative concepts (visuals, copy, storytelling)
- Relevance of ideas to diverse customer segments (urban, rural, digital-savvy, senior citizens, etc.)
- Sensitivity to cultural, linguistic, and regional diversity
- Examples of past creative work showcasing originality and impact

##### 4. Execution Plan

- Media planning and buying strategy (cost-effectiveness, reach, frequency)
- Proposed campaign rollout plan (phases, timelines, milestones)
- Mechanisms for monitoring and reporting campaign performance
- Crisis communication preparedness

##### 5. Team Competence

- Experience and expertise of the core team members
- Presentation skills, clarity of communication, and professionalism
- Ability to respond to queries during evaluation

##### 6. Innovation & Technology Use

- Use of digital tools, analytics, and AI in campaign management

- Capability in social media engagement and online reputation management
- Innovative formats (interactive ads, regional language digital campaigns, etc.)

**7. Impact Measurement**

- Proposed KPIs for campaign success (brand recall, customer engagement, lead generation, etc.)
- Mechanisms for feedback and continuous improvement
- Case studies of measurable impact from past campaigns

**8. Compliance & Ethical Standards**

- Adherence to RBI/GOI guidelines for advertising in banking
- Transparency in media buying and billing
- Ethical standards in communication (no misleading claims, inclusivity, etc.)

Evaluation / Scoring Subjects				
1	Past Performance	Unique Creative Work of the Agency, along with Team Competence and Regulatory Compliances.	5	Subjective Evaluation
		Mention about Best Creative Campaigns of National / International level	5	
		Past media planning / buying works of the agency.	5	
2	Strategy for INDIAN BANK	Understanding of Indian Bank's Objectives and aligning the creative work with present market requirements	5	
		Proposed strategy for the Bank to enhance / increase the Brand equity in the market and measuring the ROI impacts	5	
		Media Planning & Buying - Capacity to adjust the media plan and making it cost effective.	5	
3	Any Other Technical Advantage/Extra Achievement			
Total Marks for Presentation			30	

Minimum 60% scoring will be required to qualify in the presentation.

Combined scores of **Technical Step 1 and Presentation Step 2** shall be aggregated on a **base of 100 marks** based on which agencies will be empanelled.

**14. Terms of Engagement**

The empanelled agencies will be engaged for an initial term of three (3) years, subject to satisfactory performance in annual reviews. Based on continued positive performance, the term may be extended for an additional one (1) year. Agencies will also be subject to periodic evaluations, including campaign-specific assessments, to ensure alignment with performance standards and organizational objectives.

- From the time proposals are opened until the engagement is formally confirmed, agencies shall refrain from contacting the Bank, its officers, employees, or representatives regarding any matter connected to their proposal, with the intent of influencing the Bank's examination, evaluation, ranking, or award decisions. Any such attempt to influence the process will result in outright rejection of the concerned proposal(s).

- b) The appointed agency will have to execute 'contract of engagement' with Indian Bank in the format approved by the Bank, which will be delivered to them after selection process concludes.
- c) In the event of delay in delivery of a work order beyond the agreed timeline, a penalty of 1% of the respective work order value per week of delay subject to maximum of 10 % of the work order value may be levied at the discretion of the Bank under Liquidated Damages Criteria.
- d) The Bank will have the right to terminate the contract by way of issuing one months' notice during the contract period.
- e) The agency or its personnel shall not disclose any confidential/vital information which is 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 be required to sign a non-disclosure agreement with the Bank.
- f) In case the agency closes any of its offices or changes key personnel assigned to Indian Bank, it should immediately inform the Bank about the fact in writing and make replacements / alternate arrangements immediately. The agency shall clearly designate its key personnel viz. Account Director, Creative Head, Digital Lead etc. In the event of departure of any key personnel, the agency shall inform the Bank in writing within 7 days and propose a replacement within 30 days. The Bank reserves the right to approve or reject the proposed replacement.
- g) Indian 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 misunderstanding.
- h) The Agency shall abide by all relevant rules and regulations of the government and industry bodies. 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 without the approval and go ahead of Indian Bank. The agency shall be responsible for maintaining the highest standards of ethics of the industry.
- i) The Agency should be sincere and prompt in responding to the requests of the Bank. All jobs would be expected to be completed in a time-bound manner and with all required information to avoid delays or duplication. The agency should be able to execute orders at short notice and even on holidays, if the need arises. The expected timeline shall be as under:

SI	Nature of Creative	Timeline for Production
1	Urgent/Emergency Creative	Within 24 hours of receiving the approval
2	Standard Print/Digital Creative	Within 48 hours of receiving the approval
3	Event Branding Collaterals	Within 72 hours of receiving the approval
4	Large Digital Campaigns	Within 5 working days.

- j) Indian 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.
- k) The rates approved by the Bank for any paid services 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.
- l) 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 files and 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. Any pre-existing intellectual property, stock images, music or licensed third party content incorporated into Bank creatives must be explicitly disclosed by the agency at the time of delivery. The agency shall ensure all necessary licenses for such third party content are obtained and paid for and shall indemnify the Bank against any third party IP claims arising from such use.
- m) Indian Bank reserves the right to withdraw from 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.
- n) Withdrawal of RFP would be done by way of a letter by Indian Bank to all agencies who submitted proposals via email or by way of notice on the Bank's website.
- o) The agency shall indemnify Indian Bank against any action or proceedings brought against the Bank 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 employee's / agents' actions that are detrimental to the interest of the Bank 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 Bank 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.
- p) Indian Bank reserves the right to invite other shortlisted agencies if the selected agency is unable to meet the requirements of the Bank at the time of signing the agreement or any time during the course of the validity of agreement, should the agency not deliver to the Bank's expectations.
- q) The Proposal must be as per the Technical Bid Applications and photocopy of all required documents should be enclosed as duly marked/ numbered enclosures. A list of required documents that need 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 enclosed with bid application should be verified by the authorized signatories under the signature and agency's seal.

### 15. Force Majeure:

Neither party shall be liable for delay or failure to perform its obligations if such delay or failure is caused by events beyond its reasonable control including but not limited to acts of God, natural disasters, pandemics, government restrictions or civil unrest. The affected party shall notify the other within seven days of the onset of such event.

### 16. Integrity Pact:

This RFP is issued on the condition that only those bidders who submit a signed Integrity Pact with Indian Bank on a stamp paper of Rs 100, would be eligible to participate in the bidding. "Integrity pact, in respect of a particular contract, would be operative from the stage of invitation of bids till the final completion of the contract. Any violation of the same would entail disqualification of the bidders and exclusion from future business dealings". Integrity Pact (IP) duly signed by the authorized official of the Bank and the bidder, will form part of the contract. All the pages of the Integrity Pact shall be duly signed by the same authority. Bidder's failure to return the Integrity Pact along with the bid, duly signed may lead to outright rejection of such bid.

### 17. Bid Submission Procedure:

The RFP document can be downloaded from Bank's website: <https://www.indianbank.bank.in> and also from e-procurement portal: <https://www.tenderwizard.com/indianbank>

Clarifications, Modifications and Date of Extensions, if any, will also be posted on the same websites only. Indian Bank, does not take responsibility of any offers not uploaded/lost in transmission/delivered incomplete/ delivered illegible/ at incorrect address/ field. Bidders should enrol / register before participating through e-procurement website. Bids have to be submitted **online only** through e-procurement website.

Bidders should enrol/register before participating through website - <https://www.tenderwizard.com/indianbank> All the documents in support of eligibility criteria etc. are also to be scanned and uploaded along with the tender documents. Any other documents sent by any other mode will not be accepted.

**Cost of Bid:** The Bidder shall bear all costs associated with the preparation / submission of bid, presentations / demonstration during technical evaluation of the bid. Bank will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

### **Period of Validity of Bids**

Bids shall remain valid for a period of 180 days after the date of RFP opening or as may be extended from time to time. Bank holds the right to reject a bid valid for a period shorter than 180 days as non-responsive.

### **Signing of Bid**

The RFP shall be signed by the Bidder(s) or a person or persons duly authorized to sign on behalf of the Bidder. Such authority shall be either in the form of a written and duly stamped power of attorney or a Board Resolution duly certified by the competent authority, extract of which duly certified as true copy should accompany the RFP.

All pages of the RFP, shall be initialled by the Bidder(s) or person(s) authorized by Bidder(s) for signing the RFP. The Bid shall contain no interlineations, erasures, or overwriting, except to correct errors made by the Bidder, in which case such corrections shall be initialled by the person or persons signing the RFP.

### **Rejection of Bid**

The Bid is liable to be rejected if:

- The document doesn't bear signature of authorized person.
- Bids not quoted as per the format and nomenclature given by the Bank
- It is received through Fax/E-mail.
- It is received after expiry of the due date and time stipulated for Bid submission.
- Incomplete/incorrect Bids, including non-submission or non-furnishing of requisite documents / Conditional Bids / Bids not conforming to the terms and conditions stipulated in this Request for Proposal are liable for rejection by the Bank.
- No Bid shall be rejected at Bid opening, except for late Bids.

Without limiting its rights in law or otherwise, Bank reserves the right in its absolute discretion, at all times, in relation to accepting or rejecting any RFP response, varying or discontinuing the RFP and related processes. The Bank shall not be bound to give reasons for any decision made under this clause and its decision will be final and binding on all respondents to this RFP.

### **Notification of Award**

Indian Bank will notify the successful bidder/s in writing that its proposal has been accepted and send the Letter of Intent and Contract Form incorporating all terms and conditions between the two parties. The Bidder, in turn, has to confirm the acceptance for the offer made by the Bank through mail within 7 days from notification of award.

### **Submission of Documents**

Documents to be uploaded online duly signed by the Authorized Signatory under the seal of the firm in every page. Any correction should be authenticated by the same signatory. If insufficient or false information is furnished and/or if there is any deviation or non-compliance of the stipulated terms and conditions, the quotations will be liable for rejection.

The original RFP (and any addendums, if any) needs to be signed by the same authorized signatory and stamped by the Bidders and has to be submitted along with the Technical Bid.

The above dates and time are tentative and subject to change without any prior notice or intimation. If a holiday is declared on the dates mentioned above, the Bids shall be opened on the next working day at the same time specified unless communicated otherwise.

Online submission via the e-procurement portal <https://www.tenderwizard.com/indianbank> is mandatory for all bid documents. In addition to the online submission, **hard copy of the Integrity Pact on Non-Judicial Stamp Paper should reach to the RFP Coordinator on or before the last date of submission of bids.** Please note that physical applications submitted with hard copies of the bid documents will not be considered.

Participation in this tender will mean that the bidder has accepted all terms and conditions and clauses of this RFP/tender and subsequent modification(s) to this tender, if any. While submitting the online bids, the index of the bids should clearly state the list of documents enclosed in the technical bid. The documents must be arranged in the order as mentioned in

the 'Check list for the enclosures to be attached with Technical Bid Application.' All pages in the bid should be numbered in serial order.

## 18. Evaluation of RFP

- (i) The Bank will evaluate the application/s submitted by the applicant/s under this RFP by the appropriate committee of the Bank. The bank may also engage an external agency for evaluation of the application. It is Bank's discretion to decide at the point of time.
- (ii) At the time of evaluation of RFP, the Bank may, at its discretion, waive any minor non-conformity or any minor irregularity in the Application which does not constitute a material deviation. Bank's decision with regard to 'minor non-conformity' is final and the waiver shall be binding on all the Applicants and the Bank reserves the right for such waivers.

## 19. Allocation of Work

The finalization & selection of a tender, subject to eligibility compliance with all the terms and conditions will be communicated in writing by means of offer of contract/ service order at the address supplied by the applicant in the tender response.

Any change of address of the Applicant, should therefore be promptly notified to Bank. The written offer of contract/ order issued to the successful applicant would need to be accepted by the applicant in writing within 7 days from the date of issue of the offer.

Assignments may be allocated based on:

- ✓ Nature of campaign
- ✓ Creative suitability
- ✓ Agency specialization
- ✓ Past performance

## 20. Performance Review

Performance will be reviewed periodically based on:

- ✓ Quality of creatives
- ✓ Timeliness
- ✓ Responsiveness
- ✓ Compliance with brand guidelines

Agencies will be evaluated on a quarterly basis on a 100-point scale and those scoring below 60 in any two consecutive reviews will be issued a performance improvement notice. Failure to improve within the notice period of 60 days will result in removal from the panel.

## 21. Termination

The Bank reserves its right to cancel the contract by giving a prior written notice of 30 days to the selected applicant in the event of, but not limited to, one or more of the following situations:

- Unnecessary or unwarranted delay in execution of the work allotted.
- Breach of trust is noticed during any stage of the publicity assignment.
- The selected applicant commits a breach of any of the terms and conditions of the empanelment.
- The selected applicant goes in to liquidation voluntarily or otherwise.
- An attachment is levied or continues to be levied for a period of 7 days upon the effects of the bid.

- If it is found at any stage that the applicant has concealed any important information or has submitted any false information or declaration particularly regarding any pending legal action or blacklisting status.

The Bank reserves the right to recover any dues payable by the selected applicant from any amount outstanding to the credit of the selected applicant, including the pending bills and security deposit, if any, under this contract or any other contract.

In addition to the cancellation of the contract, the Bank reserves the right to appropriate the damages from the Performance Bank Guarantee and/or any amount of the applicant lying with the Bank and/or any unpaid bill of the applicant.

In the event, the empanelled agency wishes to discontinue from the panel, it shall provide Indian Bank with a written notice of not less than 60 days. During the notice period, the agency shall continue to deliver all pending work orders and facilitate smooth handover of ongoing assignments.

## 22. Confidentiality

By virtue of RFP process and its implementation thereof, the applicant may have access to the confidential information and data of the Bank and its customers.

- that the applicant will treat the confidential information as confidential and shall not disclose to any third party. The applicant will also agree that its employees, agents, sub- contractors shall maintain confidentiality of the confidential information.
- that the applicant will agree that it shall neither use, nor reproduce for use in any way, any confidential information of the Bank without consent of the Bank. That the applicant will also agree to protect the confidential information of the Bank with at least the same standard of care and procedures used by them to protect its own confidential Information of similar importance. Without limitation of the foregoing, the applicant shall use reasonable efforts to advise the Bank immediately in the event that the applicant learns or has reason to believe that any person who has had access to confidential information has violated or intends to violate the terms of the Contract to be entered into between the Bank and the applicant, and will reasonably cooperate in seeking injunctive relieve against any such person.
- that the agencies must maintain strict confidentiality of all information shared by the Bank

## 23. Indemnity

In consideration of the Bank having agreed to accept our offer in terms of Request for Proposal No. IB/CCD/AD\_AGENCY/2026-27/RFP dated 22.05.2026, we the applicant herein do hereby agree and undertake that we shall indemnify and keep indemnified the Bank including its respective Directors, Officers and Employees, from and against any claims, demands, actions, proceedings, damages, recoveries, judgements, costs, charges liabilities, losses arising out of all kinds of accidents, destruction, deliberate or otherwise, violation of applicable laws, regulations, guidelines and/or environmental damages, if any, during the contract period or expenses of any nature and kind whatsoever and by whomsoever made in respect of the said Contract and any damage caused from and against all suits and other actions that may be instituted or preferred against the Bank or which the Bank may have to bear, pay or suffer directly or indirectly due to omission or commission of any act on our part and/or on the part of our employees, representatives, agents and/or associates, sub-contractors in performance of the obligations enumerated under the said Request for Proposal and Service Level Agreement.

Applicant further irrevocably and unconditionally agree and undertake to hold the Bank harmless, indemnify and keep the Bank indemnified from any of its following acts and deeds, irrespective of the value, genuineness or enforceability of the aforesaid Contract/Agreement or

insolvency, bankruptcy, reorganisation, dissolution, liquidation or change in ownership of parties whatsoever which might otherwise constitute a discharge of the Applicant:

All indemnities shall survive notwithstanding the expiry or termination of Service Level Agreement/Contract/Master Level Agreement and applicant shall continue to be liable under the indemnities. Any notice, request or other communication to be given or made under this indemnity shall be in writing addressed to either Party at the address stated in the aforesaid Agreement/Contract.

## 24. CONTACT DETAILS

All correspondence should be addressed to:

**The Asstt General Manager  
Corporate Communication & Marketing Department  
Indian Bank Corporate Office  
254-260 Avvai Shanmugam Salai, Royapettah, Chennai-600014  
Email: [ccd@indianbank.bank.in](mailto:ccd@indianbank.bank.in)  
Phone: 044-28134457**

**ANNEXURE- I**

**Covering Letter Format  
(Covering letter has to be submitted in Agency's letterhead)**

Offer Reference No:

Date:

The Deputy General Manager  
Marketing & Corporate Communication  
254-260, Avvai Shanmugam Salai, Royapettah,  
Chennai-600014

Dear Sir,

**Sub: Empanelment of Advertising Agencies  
RFP Reference No: IB/CCD/AD\_AGENCY/2026-27/RFP  
Date of Issue: 22 May, 2026**

Having examined the RFP document including all Annexures the receipt of which is hereby duly acknowledged, we, the undersigned, offer to get shortlisted as an empanelled advertising agency with the said RFP.

We unconditionally agree to abide by the Terms & Conditions specified therein and fulfil all the terms and conditions of the RFP. A sum of **Rs.2,00,000/- (Rupees Two Lac Only)** have been remitted electronically through NEFT/RTGS towards EMD along with a sum of **Rs 2000/- (Rs Two thousand only)** towards Non Refundable Cost of application fees in favour of Indian Bank payable at Chennai.

We enclose below a detailed profile of ours with list of Public Sector/ Private Sector Banks in India with whom we have associated as an advertising/ communication partner.

Sl.	Particulars	Details/Remarks
1	Name and contact details of Bidder	
2	Address & Contact details of Bidder's Chennai Office	
3	Status of firm/agency/company (Proprietorship/Partnership/Private Ltd./Public Ltd./LLP)	
4	Date of Incorporation	
5	Accreditation details	
6	Name & Contact details of Proprietor/Director/Account Head	
7	A comprehensive list of major clientele including PSU/ Govt clients as on date	
8	National / International awards bagged by bidder for advertising creative works	

9	<p>Details of Infrastructure facilities available with the bidder.</p> <ul style="list-style-type: none"> <li>• No. of persons working (separately for Chennai office)</li> <li>• Whether Creative Department exists.</li> <li>• No. of Creative team members.</li> <li>• If the full-fledged studio exists (Details)</li> <li>• Language Translation facility</li> <li>• Recording facilities.</li> <li>• Media survey subscriptions such as TAM, NRS, IRS, ABC etc.</li> <li>• Research/Analysis tools</li> <li>• Computer hardware and software facilities.</li> <li>• Working Days and hours.</li> </ul>	
10	<p>Financial Performance: Gross Billing for the year 2023-24, 2024-25 &amp; 2025-26 (Attach certified copy of audited balance sheet, P&amp; L A/c. and income statement)</p>	
11	<p>PAN of the Bidder. (Attach copy)</p>	
12	<p>GST No. (Attach Copy )</p>	
13	<p>TAN No. (Attach copy )</p>	
14	<p>RTGS/NEFT Details-UTR Number (for Application Money)</p>	
15	<p>RTGS/NEFT Details-UTR Number (for EMD)</p>	

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us, our Application is liable to be rejected.

Date:

Signature with seal:

Place:

Name:

Designation:

**ANNEXURE- II**

**Compliance Statement**

**(To be submitted in Bidder's Letter Head)**

The Deputy General Manager  
Marketing & Corporate Communication  
254-260, Avvai Shanmugam Salai, Royapettah,  
Chennai-600014

Dear Sir,

**Sub: Empanelment of Advertising Agencies**

Ref: RFP Reference No: IB/CCD/AD\_AGENCY/2026-27/RFP dated 22.05.2026

We understand that any deviations mentioned elsewhere in the Application will not be considered and evaluated by the Bank. We also agree that the Bank reserves its right to reject the Application, if the Application is not submitted in proper format as per subject.

SI. No	Description	Complied Yes/No
1	Scope of Empanelment	
2	Empanelment Procedure	
3	Instructions to the Applicants	

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case of any discrepancy found in the information submitted by us our tender is liable to be rejected.

Date:

Signature with seal:

Place:

Name:

Designation:

**Annexure-III**

**Turnover Certificate**  
[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 at ..... recorded the following financials (Turnover/Gross Billing/Net profits/ Net worth) in respect of the ad agency business for past three financial years' as under:

*(Rs. In Crores)*

Particulars	2022-23	2023-24	2024-25
Gross Annual Turn over			
Gross Billing from Ad Agency Business			
Net Billing from Ad Agency Business			
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:

**Annexure-IV**

**For Submission of Infrastructure & Staffing Details**

**1. Creative Infrastructure**

- **Creative Studio Facilities**
  - Description of studio setup (location, size, equipment, software, etc.)
  - Specialized facilities for ideation, visualization, and content creation
- **Print Infrastructure**
  - Printing equipment and technology available
  - Capacity for large-scale print production
- **Electronic Media Infrastructure**
  - Tools and systems for digital/electronic content creation
  - Facilities for audio-visual production, editing, and broadcasting
- **Outdoor Media Infrastructure**
  - Capabilities for outdoor advertising (hoardings, billboards, transit media, etc.)
  - Partnerships or in-house facilities for fabrication and installation

**2. Staffing Strength**

- **Total Staff Strength:** Adequate staffing to handle the assignments
- **Back Office Support:** Fully equipped with technical and administrative staff

**Key Creative & Technical Roles:**

Role	Number of Staff	Qualifications/Experience
Creative Director		
Visualizers		
Designers		
Copywriters		
Language Translators		
Other Technical Staff		

We hereby confirm that our organization has the necessary infrastructure and staffing strength as outlined above, meeting the minimum requirements specified in the RFP.

**Authorized Signatory**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Seal/Stamp: \_\_\_\_\_

**ANNEXURE V**

**Indemnity Bond**

This bond of Indemnity executed on this .....day of 2026 by Shri/Smt..... Chairman & Managing Director, ..... Agency, accreditation No..... and Head Office at ..... and Regional Office at ..... (Full address) hereinafter called the Indemnifier which expression shall always include his/her heirs, executors, administrators and assigns in favour of Indian Bank having its Corporate Office at 254-260, Avvai Shanmugam Salai, Royapettah, Chennai - 600 014, hereinafter called the Indemnified which expression shall include its heirs, executors, administrators and assigns whereas indemnifier has been empanelled as an agency for carrying out various tasks including typesetting, designing, page making, creating artworks, preparing media plan, submitting quotations for release of advertisements, media buying, preparing detailed action plan for outdoor publicity / public relations / advertisement / campaigns marketing communication activities in various media and other publicity/event/campaign related activities for the indemnified from time to time.

The Agency shall provide all the relevant documents and information as required by the Bank from time to time.

In case of any dispute, notwithstanding the nature or type of dispute in any form or the amount involved, the Bank's written demand shall be final and binding upon the Agency.

The above undertaking by the Agency shall be continuing and shall not be discharged by any change in the constitution of the Agency.

In the event of delay / failure to abide by the terms and conditions of the Indemnity Bond, the Bank would take up any action against the Agency as deemed fit by the Bank including legal proceedings.

The Indemnifier undertakes to indemnify the indemnified at all times and from time to time against all costs, damages, losses, claims and demands and actions and proceedings that may be taken against the Indemnified by any other person or persons and/ or by which Indemnified may have to suffer, undergo or pay as a result of/ by reason of such execution/process of execution of the various activities by the Indemnifier as aforesaid and/ or in connection with the jobs entrusted to the Indemnifier by the Indemnified and/ or otherwise.

**IN WITNESS WHEREOF** the Agency as aforesaid has ..... on these presents on the day , month and year first above written.

Signed and delivered on this .....

The Indemnifier in the Presence of

1..... Witness

2.....Witness

Signature of the Indemnified.

**ANNEXURE- VI**

**Non-Disclosure Agreement**

This Agreement made at \_\_\_\_\_, on this \_\_\_\_\_ day of \_\_\_\_\_ 2026  
**BETWEEN** \_\_\_\_\_ a firm/company incorporated under the Companies Act, 1956 having its registered office at \_\_\_\_\_ (hereinafter referred to as "----" which expression unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the ONE PART;

**AND**

INDIAN BANK, a body corporate constituted under the Banking Companies (Acquisition & Transfer of Undertakings) Act, 1970 and having its Corporate Office at 254-260, Avvai Shanmugam Salai, Royapettah, Chennai - 600014 (hereinafter referred to as "IB" which expression unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the OTHER PART

And are hereinafter individually referred to as party and collectively referred to as "the Parties". Either of the parties which discloses or receives the confidential information is respectively referred to herein as Disclosing Party and Receiving Party.

**WHEREAS:** The Parties entered to a contract and established business relationship between them. In the course of such business relationship, it is anticipated that both the parties may disclose or deliver to either of the Parties certain or some of its trade secrets or confidential or proprietary information, for the purpose of enabling the other party to evaluate the feasibility of such business relationship (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 either of the parties to another Party in connection with the business transacted/to be transacted between the Parties and/or in the course of discussions and negotiations between them in connection with the Purpose. Confidential Information shall include customer data, any copy, abstract, extract, sample, note or module thereof.

Either of the Parties may use the Confidential Information solely for and in connection with the Purpose.

Notwithstanding the foregoing, "Confidential Information" shall not include any information which the Receiving Party can show:

- is now or subsequently becomes legally and publicly available without breach of this Agreement by the Receiving Party,
- was rightfully in the possession of the Receiving Party without any obligation of confidentiality prior to receiving it, from the Disclosing Party,
- was rightfully obtained by the Receiving Party from a source other than the Disclosing Party without any obligation of confidentiality, or
- was 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.

## 2. Use of Confidential Information:

- Each party agrees not to use the other's confidential information for any purpose other than for the specific purpose. Any other use of such confidential information CO: Information Technology Department Page 14 of 16 by any party shall be made only upon the prior written consent from the authorized representative of the other party or pursuant to subsequent agreement between the Parties hereto.
- The bidder shall not commercially use or disclose for commercial purpose any confidential information or any materials derived there from, to any other person or entity other than persons in its direct employment who have a need to access and knowledge of the said information, solely for the purpose authorized above. The bidder shall take appropriate measures by instruction and written agreement prior to disclosure to such employees to assure against unauthorized use or disclosure. The bidder agrees to notify the Bank immediately if it learns of any use or disclosure of the Bank's confidential information in violation of the terms of this agreement.
- The bidder shall not make news release, public announcements, give interviews, issue or publish advertisements or 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.

**3.Non-disclosure:** The Receiving Party shall not commercially use or disclose any Confidential Information or any materials derived there from to any other person or entity other than persons in the direct employment of the Receiving Party 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 consultants only if the consultant has executed a Non-disclosure Agreement with the Receiving Party that contains terms and conditions that are no less restrictive than these. The Receiving Party shall take appropriate measures by instruction and written agreement prior to disclosure to such employees to assure against unauthorized use or disclosure. The Receiving Party agrees to notify the Disclosing Party immediately if it learns of any use or disclosure of the Disclosing Party's Confidential Information in violation of the terms of this Agreement. Further, any breach of non-disclosure obligations by such employees or consultants shall be deemed to be a breach of this Agreement by the Receiving Party and the Receiving Party shall be accordingly liable therefore.

Provided that the Receiving Party may disclose Confidential information to a court or governmental agency pursuant to an order of such court or governmental agency as so required by such order, provided that the Receiving Party shall, unless prohibited 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

**4. Publications:** 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.

**5.Term:** This Agreement shall be effective from the date hereof and shall continue till termination of business relationship between the Parties. Upon expiration or termination as contemplated herein the Receiving Party shall immediately cease any and all disclosures or uses 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 CO: Information Technology Department Page 15 of 16 Confidential Information and all copies, abstracts, extracts, samples, notes or modules thereof.

Notwithstanding anything to the contrary contained herein the confidential information shall continue to remain confidential for a period of five years after expiry of contract.

**6. 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. No license under any trademark, patent or copyright, or application for same which are now or thereafter may be obtained by such Party is either granted or implied by the conveying of Confidential Information. The Receiving Party shall not conceal, alter, obliterate, mutilate, deface or otherwise interfere with any trademark, trademark notice, copyright notice, confidentiality notice or any notice of any other proprietary right of the Disclosing Party on any copy of the Confidential Information, and shall reproduce any such mark or notice on all copies of such Confidential Information. Likewise, the Receiving Party shall not add or emboss its own or any other any mark, symbol or logo on such Confidential Information.

**7. Return of Confidential Information:** Upon written demand of the Disclosing Party, the Receiving Party shall

(i) cease using the Confidential Information,

(ii) return the Confidential Information and all copies, abstract, extracts, samples, notes or modules thereof to the Disclosing Party within seven (7) days after receipt of notice, and

(iii) upon request of the Disclosing Party, certify in writing that the Receiving Party has complied with the obligations set forth in this paragraph.

**8. Remedies:** The Receiving Party acknowledges that if the Receiving Party fails to comply with any of its obligations hereunder, the Disclosing Party may suffer immediate, irreparable harm for which monetary damages may not be adequate. The Receiving Party agrees that, in addition to all other remedies provided at law or in equity, the Disclosing Party shall be entitled to injunctive relief hereunder.

**9. Entire Agreement, Amendment, Assignment:** This Agreement constitutes the entire agreement between the 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 hereunder shall be assignable or otherwise transferable.

**10. Governing Law and Jurisdiction:** The provisions of this Agreement shall be governed by the laws of India. The disputes, if any, arising out of this Agreement shall be submitted to the jurisdiction of the courts/tribunals in Chennai.

**11. General:** The Receiving Party shall not reverse-engineer, decompile, disassemble or otherwise interfere with any software disclosed hereunder. All Confidential Information is provided "as is". 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, copyrights or any right of third persons.

**12. Indemnity:** The receiving party should indemnify and keep indemnified, saved, defended, harmless

against any loss, damage, costs etc. incurred and / or suffered by the disclosing party arising out of breach of confidentiality obligations under this agreement by the receiving party etc., officers, employees, agents or consultants. IN WITNESS WHEREOF, the Parties hereto have executed these presents the day, month and year first hereinabove written.

For and on behalf of \_\_\_\_\_

Name of Authorized signatory:

Designation

**ANNEXURE-VII**

**Undertaking**

We ..... the Agency with our Head Office at ..... and Branch Office at ..... hereby undertake to do the jobs to be entrusted to us by Indian Bank from time to time even at short notice.

.....

(Authorised Signatory)

**ANNEXURE- VIII**

**Application Form**

**Application Form to Be Submitted by Agencies For  
 Rendering Service to Indian Bank  
 Request for Proposal: IB/CCD/AD\_AGENCY/2026-27/RFP  
 Date of Issue: 22 May, 2026**

Name of the Agency	
Date of Establishment	
Details of INS Accreditation	
Details of Membership of ASCI/ AAAI	
Full Name of the Proprietor/ Partners/ Directors	
Full Address of the Registered Office	
Full address of the Head Office	
Website address	
Authorised Contact Person	
No of Years in Advertising Business	
No of branches/offices	

Manpower In	CHENNAI		Other than Chennai	
	Whether Available (Yes/No)	If Yes, specify number of resources	Available at (name the cities/ locations)	Specify number of resources (cumulative across all offices)
Office Head with Independent Charge				
Copywriter				
Art Director				
Designer				
Creative Head				
Media Manager				
Client Service Executive				
Other Experts (Please Specify)				

.....

(Authorised Signatory)

**Self-Declaration  
(To be submitted on Bidder's letterhead)**

The Deputy General Manager  
Marketing & Corporate Communication  
254-260, Avvai Shanmugam Salai, Royapettah,  
Chennai-600014

**Response to RFP IB/CCD/AD\_AGENCY/2026-27/RFP dated 22.05.2026**

Dear Sir,

I, on behalf of \_\_\_\_\_ (Including our affiliates or subsidiaries or Contractors/ subcontractors for any part of the contract) declare the following:

- We are not declared insolvent, in receivership, bankrupt or being wound up, not have our affairs administered by a court or a judicial officer, not have our business activities suspended and are not the subject of legal proceedings for any of aforesaid reasons;
- We are not declared ineligible/ blacklisted/ banned/ debarred by any Bank or any Central/ State Government/ Public Sector Undertaking/ Regulatory Institution in India as on the last date of bid submission from participation in its Tender Processes;
- We are not convicted (within three years preceding the last date of bid submission) or declared ineligible/ suspended/ blacklisted/ banned/ debarred by appropriate agencies of Government of India from participation in Tender Processes of all of its entities, for:
  - ✓ offences involving moral turpitude in business dealings under the Prevention of Corruption Act, 1988 or any other law; and/or
  - ✓ offences under the Indian Penal Code or any other law for causing any loss of life/ limbs/ property or endangering Public Health during the execution of a public procurement contract and/or
  - ✓ suspected to be or of doubtful loyalty to the Country or a National Security risk as determined by appropriate agencies of the Government of India.
  - ✓ We have not changed our name or created a new "Allied Firm", consequent to having declared ineligible/ suspended/ blacklisted/ banned/ debarred as above.
  - ✓ We do not have an association (as a bidder/ partner/ director/ employee in any capacity) of the near relations of executives of Bank involved in this Tender Process
  - ✓ We do not have a conflict of interest, which substantially affects fair competition.

- ✓ We declare that there are no legal proceedings/ inquiries/ investigations commenced/ pending against us by any statutory or regulatory or investigative agencies, for which performance under the contract will get adversely affected / may get affected.
- ✓ We are not in the negative/ caution repository of vendors published by IBA (Indian Banks Association)

Dated this \_\_\_\_ day of \_\_\_\_\_

For and on behalf of  
M/s. \_\_\_\_\_

Address: Name & Signature

In the capacity of

(Duly Authorized to Sign the Bid)  
Seal of the firm /company