

CO: CORPORATE COMMUNICATIONS DEPARTMENT

REPLY TO PRE-BID QUERIES FOR EMPANELMENT OF AD AGENCY					
RFP Reference No: IB/CCD/AD_AGENCY/2026-27/RFP Dated: 22.05.2026					
Page No	Heading Name	Clause No.	Particulars from RFP	Clarifications sought	Clarifications/Replies to pre-bid queries
11 & 12	Documents Required	3	Proof of Address of Registered Office and Branch Offices	Will telephone bill with address suffice or do you need any other documents as a proof	1.Copy of registration certificate of the registered office 2. List of Branch Offices in the letter head of firm/company
11 & 12	Documents Required	12	Client List	Can we mention both present & past clients. If so, do you need the soft copy of the empanelment letter	Present Client List with proof of empanelment (soft copy to be uploaded)
23	Annexure	1	Detailed profile with list of Public Sector/ Private Sector Banks in India with whom associated as an advertising/ communication partner.	Do you need the list or the soft copies of empanelment letter? Also, can we mention BFSI clients - Viz mutual fund / stock exchange etc & clients handled in the past	Profile must be uploaded in the given format (Annexure-1) and desired supporting documents to be uploaded (soft-files) in support of empanelment with PSU/PSB/BFSI clients.
9		6.1		Registered Partnership deed	If the firm is a partnership firm, copy of Registered Partnership Agreement to be uploaded (soft file)
9	Eligibility	6.3	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.	As the Audited balance sheet for the year 2025-26 will be ready only by Sep 2026. Suggest if we can submit CA certificate for the previous three years (2022-2023, 2023-2024 & 2024-2025. OR can we submit provisional Balance Sheets for the FY 2025 -26	Please upload the audited financial statement for FY 2022-23, 2023-24, 2024-25 and unaudited financial statements for 2025-26.

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26	Annexure III – Turnover Certificate		Annexure III seeks financial details for FY 2022-23, 2023-24 and 2024-25. However, the Eligibility Criteria refer to FY 2023-24, 2024-25 and 2025-26. Since the audited financial statements and audit reports for FY 2025-26 may not yet be available for many agencies at the time of bid submission, kindly clarify which financial years should be considered for eligibility assessment and submission of CA-certified financial details.	Request clarification and necessary correction to ensure consistency between the Eligibility Criteria and Annexure III, considering the non-availability of audited financial statements for FY 2025-26.	Please upload the audited financial statement for FY 2022-23, 2023-24, 2024-25 and unaudited financial statements for 2025-26.
9	Eligibility Criteria	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.	Our Audited Financial FY 2025-26 is not yet ready. In eligibility criteria, Gross billing for FY 25-26 is asked. Request you to change this criteria to year FY 24-25. in line with Annexure III. So we will arrange to furnish data and CA certification for FY 22-23, FY 23-24 & FY 24-25	Please upload the audited financial statement for FY 2022-23, 2023-24, 2024-25 and unaudited financial statements for 2025-26.
9	Eligibility criteria	Clause 3 Digital Capability	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.	Annexure-III had different financial years, so we have to go with which clause	Please upload the audited financial statement for FY 2022-23, 2023-24, 2024-25 and unaudited financial statements for 2025-26.

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24	Annexure I Covering Letter	10	Financial Performance: Gross Billing for the year 2023-24, 2024-25 & 2025-26 (Attach certified copy of audited balance sheet, P&L A/c. and income statement)	Our Audited Financial FY 2025-26 is not yet ready. In eligibility criteria, Gross billing for FY 25-26 is asked. Request you to change this criteria to year FY 24-25. in line with Annexure III. So we will arrange to furnish data and CA certification for FY 22-23, FY 23-24 & FY 24-25	Please upload the audited financial statement for FY 2022-23, 2023-24, 2024-25 and unaudited financial statements for 2025-26.
18	Integrity Pact	16	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.	The Document is not available with the RFP	The RFP is since intended for panel formation; no integrity pact is required to be submitted.
19	Integrity Pact	17	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.	The Document is not available with the RFP	The RFP is since intended for panel formation; no integrity pact is required to be submitted.
19	Submission of Documents		It is mentioned that the hard copy of the Integrity Pact executed on Non-Judicial Stamp Paper should reach the Bank on or before the last date of submission of bids. Kindly clarify whether submission of the Integrity Pact hard copy is mandatory at the bid submission stage itself or only after empanelment/selection of the agency.	Request clarification regarding the stage at which the original Integrity Pact is required.	The RFP is since intended for panel formation; no integrity pact is required to be submitted.

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19	Submission of Documents		Apart from the hard copy of the Integrity Pact, kindly confirm whether any other documents are required to be submitted physically to the Bank before the bid submission deadline, or whether uploading all supporting documents through the e-procurement portal will suffice.	Request confirmation regarding submission of any additional hard-copy documents.	The RFP is since intended for panel formation; no integrity pact is required to be submitted.
20	Submission of Document	17	The documents must be arranged in the order as mentioned in the 'Check list for the enclosures to be attached with Technical Bid Application	The Document is not available with the RFP	Please refer to the documents listed on Page 10 & 11 as supporting documents
12	Technical Evaluation Criteria – Step 1		Under the parameter "Annual Turnover for last three Financial Years", the MSME category mentions turnover slabs of ₹3–5 Crore, ₹5–7 Crore, etc. However, under Eligibility Criteria (Page 9), the average gross billing requirement is stated as minimum ₹50 Crore in the last three financial years. Kindly clarify whether MSME agencies with turnover below ₹50 Crore are eligible to participate and be evaluated under the MSME scoring criteria.	Request clarification on MSME eligibility vis-à-vis the minimum ₹50 Crore gross billing requirement.	Yes, firms registered under MSME will be evaluated under the MSME scoring criteria

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12	Step-1 Technical Evaluation Criteria	12.1		We are MSME registered entity having average annual turnover of >20 Crores. But in the marking table under Technical Evaluation Criteria, range of turnover for MSME has mentioned (7 to 10 Crore). So our query is, whether MSMEs entities having more than 10 Crore annual turnover are entitled to participate or not (as a MSME)	Eligible to participate
27	For Submission of Infrastructure & Staffing Details	Annexure-IV		Kindly clarify the number of staff required for each specific task and the minimum educational/professional qualifications expected for such personnel	The number of staff in the Key Creative & Technical Roles to be mentioned in the available format with the qualifications they possess.
9	Eligibility criteria	Clause 5	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	Are these state govt. or central govt.?	Any Govt/PSU/PSB/BFSI client

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9	accreditation /registration /membership	6	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. As per this, members are advised not to follow guidelines or advisory of any Trade Association (INS is a Trade Association)membership or other relevant proofs to be attached. As per this, members are advised not to follow guidelines or advisory of any Trade Association (INS is a Trade Association) Request you to kindly remove this requirement from the RFP on page 9, 11 & 34.	Assessing the relevance of the clause, the clause continued to exist
10 & 11	Supporting Documents	Clause-7	Letter of Transmittal Letter of Declaration	Explain	Letter of Transmittal as per Annexure-I Letter of Declaration as per Annexure-IX

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11	Performance Bank Guarantee	8	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.	Bank should give minimum 4 working days to obtain PBG.	Sufficient time will be allowed for submission of PBG.
16	Terms of Engagement	14 (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.	Bank should issue formal Work Order for every job.	Formal work order will be issued

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16	Terms of Engagement	14 (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 Pre-bid meeting 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.	We feel the time line issued here are too tight, requesting you to ease this out.	Bank is working on time bound assignments so the timelines mentioned in the RFP to be adhered with.
17	Terms of Engagement	14 (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.	In order to pay media or supplier in time, we expect payment term of 30 days from Indian Bank. Further for media campaign the billing should be on monthly cycle in line with industry practice	The payment shall be made as per the mutually agreed terms of work order.
20	Allocation of Work	19	Methodology of work allocation	What is the methodology of work allocation to a particular agency among the empanelled agencies	Work Allocation will be on the basis of Request for Quotation (RFQ) and the qualified agency will be assigned the job.
15	Terms of Engagement	14	Terms of Engagement - Miscellaneous – Satisfactory performance in annual reviews, also periodic evaluations.	Can you kindly share us the parameters for our internal evaluation ?	Primarily on the basis of adherence to completion of assigned job within TAT and the qualitative assessment of the job entrusted.
27	Annexure	IV	For Submission of Infrastructure & Staffing Details	Kindly clarify what documentary evidence is required to be submitted under Annexure-IV for Infrastructure & Staffing Details.	No documentary evidence required. The annexure-IV must be signed and submitted with the desired information.