

REQUEST FOR PROPOSAL FOR EMPANELMENT OF PR AGENCY

RFP/02/2026 dated 22.05.2026

Last Date for Submission: 10.06.2026, 15:00 Hrs, IST

Issued by:

Corporate Communication Department

Indian Bank, Corporate Office
254-260, Avvai Shanmugam Salai, Royapettah,
Chennai-600014

IMPORTANT DATES AND INFORMATION ON RFP SUBMISSION

Sl.	Description	Details
1	RFP Ref No	RFP/02/2026 dated 22.05.2026
2	Brief Description of the RFP	Request for Proposal for Empanelment of PR Agency
3	Bank's Address for Communication and Submission of Application	Deputy General Manager (Marketing & Corporate Communication) Indian Bank, Corporate Office 254-260, Avvai Shanmugam Salai, Royapettah, Chennai –600014. Tel:04428134457 Email: ccd@indianbank.bank.in
4	Application Fee	Rs. 2500/- (non refundable)
5	Date of Issue of RFP	22.05.2026
6	Last Date of receiving of Pre-Bid Queries	29.05.2026, 4.00 PM
7	Meeting for Reply to Pre-Bid Queries	01.06.2026, 4.00 PM. Bidders willing to participate in pre-bid meeting need to submit their details at ccd@indianbank.co.in on or before 29.05.2026 . Details of virtual/ physical meeting would be communicated via e-mail to interested bidders separately
8	Last Date and time of Submission of Proposals (through e-tender mode only)	10.06.2026, 3.00PM
9	Technical Bid Opening date	10.06.2026, 4.00PM
10	Financial Bid Opening date	Will be notified on mail to technically qualified agencies
11	Online Bid Submission Details	This RFP will follow e-Procurement (e-Tendering) process and the same will be conducted by Bank's authorized e-Procurement service provider M/s. Antares Systems Limited through website https://www.tenderwizard.com/indianbank
12	Helpline Number for Submission of Online Bids	Mr Ramu G. K. M/s Antares Systems Limited, Bengaluru Contact: 080-45982100 / 9686196751 Email: bankeducationwizard@gmail.com ramu.gk@antaressystems.com
13	RFP coordinator	Shri. Pavan Kumar Saxena Asst. General Manager (CCD & MARKETING) Tel # 044 28134457 2nd Floor, Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai-600 014, Ph No.044-28134457

The RFP document can be downloaded from Bank's website : <https://www.indianbank.bank.in> and e-procurement portal: <https://www.tenderwizard.com/indianbank> . Clarifications, Modifications and Date of Extensions, if any, will also be posted on the same websites and paper publication will be done for the information regarding publishing the RFP. However, clarifications, modifications and date of extensions, if any, will be published in website and e-procurement portal only.

- i. Note: Indian Bank, does not take responsibility of any offers damaged/lost in transit/delivered at incorrect address prior to receipt of it at its designated office.
- ii. Bidders should enrol / register before participating through e-procurement website. Bids have to be submitted online only through e-procurement website.
- iii. 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.
- iv. Documents to be uploaded online duly signed by the Authorized Signatory under the seal of the company 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 bids will be liable for rejection.
- v. The original RFP (and any addendums, if any) needs to be signed and stamped by the Bidders and has to be submitted along with the Technical Bid.
- vi. Time is as per Indian Standard Time. 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.

Disclaimer

The information contained in this Request for Proposal (RFP) document or information provided subsequently to the Applicants whether verbally or in documentary form, by or on behalf of Indian Bank (or Bank), is provided to the Applicant(s) on the terms and conditions set out in this RFP Document and all other terms and conditions, subject to which such information is provided.

This RFP document is not an agreement and is neither an offer nor an invitation to offer by Indian Bank to any parties other than the Applicant(s) who are qualified to submit the applications (herein individually and collectively referred to as "Applicant" or "Applicants" respectively). The purpose of this RFP is to provide the Applicant(s) with information and to assist the formulation of their proposals. This RFP does not claim to contain all the information, which each Applicant may require. Each Applicant may conduct its own independent investigations and analysis and is free to check the accuracy, reliability and completeness of the information in this RFP. Indian Bank makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP.

The information contained in this RFP document is selective and is subject to updating, expansion, revision and amendment. It does not purport to contain all the information that an Applicant requires. Indian Bank does not undertake to provide any Applicant with access to any additional information or to update the information in the RFP document or to correct any inaccuracies therein, which may become apparent.

Indian Bank reserves the right of discretion to change, modify, add to or alter any or all of the provisions of this RFP and/or the bidding process, without assigning any reasons whatsoever. Such change will be published on the Bank's website (www.indianbank.bank.in) and it will become part and parcel of the RFP.

Indian Bank in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP. Indian Bank reserves the right to reject any or all the bids received in response to this RFP document at any stage without assigning any reason whatsoever. The decision of Indian Bank shall be final, conclusive and binding on all the applicants/ parties.

CONFLICT OF INTEREST

The Bank requires the Respondent to provide professional, objective, and impartial services and at all times, hold Bank's interest paramount, strictly avoid conflicts with other Assignment(s) / Job(s) or its own corporate interests and act without any expectations/ consideration for award of any future assignment(s) from The Bank.

Respondent has an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Bank, or that may reasonably be perceived as having this effect. If the Respondent fails to disclose said situations and if the Bank comes to know about any such situation at any time, it may lead to the disqualification of the Respondent during bidding process or the termination of its Agreement during execution of assignment.

Employees of the Bank shall not work as, for or be a part of the Respondent/ Service Provider.

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1. ABOUT INDIAN BANK

Indian Bank has commenced its operations on August 15, 1907. From a modest beginning, the Bank emerged as one of the major commercial banks in the country. A leading Public Sector Undertaking, it became a Public Listed company in February 2007 with majority shareholding with Government of India. The Bank has its international presence in Singapore and Sri Lanka.

Post amalgamation with Allahabad Bank, Indian Bank is now the seventh largest public sector bank in India with 6001 domestic branches, 3 overseas branches and 5657 ATMs/BNAs, besides 17,032 Business Correspondents supplementing the branch network. It has a distinguished history of more than one hundred years. Bank has strong fundamentals and brand equity.

As on 31.03.2026, Bank's total business stood at Rs.14.95 lakh crores with diversified banking activities viz. Deposits, Loans, Cards, Foreign Exchange, Remittances, Insurance, Investments and more form the product and services mix of the Bank.

Bank has also embarked on a digital transformation journey. With a focus on Digital First, Best in Class Digital Channels, Partnerships with FinTech's and Future Ready Tech Architecture, Bank is envisaging to create digital journeys for various products' uptake and offer personalized, seamless and more rewarding Omni-Channel experience to the customers with improved User Interface.

For supplementing the achievement of above goals, the existing marketing and communication matrix shall be strengthened and expanded to digital channels, in line with the digital transformation ambition of the Bank.

2. DEFINITIONS

- 2.1 '**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.
- 2.2 '**RFP**' means this Request for Proposal for Empanelment of Public Relations (PR) Agency
- 2.3 '**Applicant**' or '**Bidder**' or '**Agency**' or '**Recipient**' or '**Respondent**' means an Agency/ Service Provider submitting its bid in response to this RFP.
- 2.4 '**Application**' or '**Bid**' means the application/ bid submitted by the Applicant/ Bidder/ Agency in response to this RFP for consideration for empanelment.
- 2.5 "**Assignment / job**" means the work to be performed by the PR Agency pursuant to the Contract 'PR' means 'Public Relations'
- 2.6 "**Quote**", "**Commercial Bid**" means the cost quoted by the Bidder for executing the jobs sought under the Bid Document

3. ABOUT RFP

- 3.1 Bank intends to empanel **one agency** for handling PR requirements of the Bank involving conceptualizing, creating and implementing PR strategy in print, electronic, online and any other media platform at national and regional levels from time to time.
- 3.2 The RFP document is not a recommendation or invitation to enter the contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to compliance to selection process and appropriate documentation being agreed between the Bank and selected Agency as identified by the Bank after completion of the selection process.

The RFP document contains statements derived from information that is believed to be true and reliable at the date obtained but does not purport to provide all the information that may be necessary or desirable to enable an intending contracting party to determine whether or not to enter into a contract or arrangement with the Bank in relation to the provision of services. Neither the Bank nor any of their directors, officers, employees, agents, representative, contractors, or advisers give any representation or warranty (whether oral or written), express or implied as to the accuracy, updates or completeness of any writings, information or statement given or made in this RFP document. Neither the Bank nor any of their directors, officers, employees, agents, representative, contractors, or advisers have carried out or will carry out an independent audit or verification or investigation or due diligence exercise in relation to the contents of any part of the RFP document.

4. **OBJECTIVE**

Indian Bank invites applications from reputed agencies meeting the eligibility criteria for empanelment with the Bank for undertaking public relations and media management assignments of the Bank from time to time. Bank will empanel the agency successfully qualified through the bid process for a period of **three years**’ subject to satisfactory annual performance review.

5. **ELIGIBILITY CRITERIA**

The interested bidders must meet the eligibility criteria given hereunder to qualify for technical evaluation of their bids submitted through online portal. Bids not meeting the following eligibility criteria will not qualify for evaluation of technical bid. Only the bidders who satisfy all the conditions supported by requisite documents would be eligible for the next round of evaluation.

S. No	Eligibility Criteria	Documents to be enclosed
1	The bidder must be a Company/LLP/ Partnership Firm incorporated in India and registered under the Companies Act 1956/2013 or Limited Liability Partnership Act 2008 or Partnership Act 1932 as applicable and must have a full-fledged office in Chennai.	Copy of Certificate of Incorporation / Registration along with Memorandum & Articles of Association and full address of the registered office & Local address details. [Supporting Document in the name of bidder to be submitted]
2	The Core Business of the Agency should be PR and the Gross Annual Turnover exclusively from PR assignments should be more than Rs. 5 Crore per annum during FY 2022-23; 2023-24 and 2024-25. For the firms registered under MSME, the Gross Annual Turnover should be more than Rs. 3 Crore per annum during FY 2022-23; 2023-24 and 2024-25. There are no minimum criteria of Gross Annual Turnover for Start-Ups.	Duly certified copies of audited financial statements must be submitted. The financial statements viz Balance Sheet, P&L account, Income Statements must be authenticated by statutory auditor or CA with UDIN. Bidders seeking relaxation in eligibility criteria must provide duly authenticated supporting documents like MSME registration certificate and other relevant certificates.
3	Net Worth - The bidder should have Net-Worth of more than Rs. 3 Crores during the FY 2022-23; 2023-24 and 2024-25 and should not have suffered losses in preceding three financial years.	Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor’s report to be enclosed.

4	The Agency shall not have been blacklisted / debarred by any Central/ State Government/ Public Sector Undertakings/ Banks and not involved in any major litigation that may have affected or compromise the delivery of services required.	Self-certification on letter head to be provided as per Annexure- 4. However, Indian Bank has the right to independently verify the same.
5.	The agency should have office in major metro cities and mandatorily in Chennai for ease of operation. The Agency must have serviced minimum five BFSI clients and one PSU client and carries extensive experience of handling large clients.	(a) List of all operational offices to be enclosed along with Certificate of commencement of business or any other relevant documentary proof to be submitted. Bank has all the right to independently verify the same. (b) List of Clientele must be provided highlighting the names of BFSI & PSU Clients along with the contact details of the client.
6.	The Agency must have demonstrated unique PR promotional activity and handled crisis situation for clients in the past.	Enclose documents / proofs pertaining to case studies + reference / contact points.
7	The agency must possess competent in-house professionals like content writers, translators and professionals with journalistic experience in writing articles.	Details of the professionals engaged is to be provided with their CVs as supporting documents.

Indian Bank reserves the right to obtain additional supporting documents from the bidders.

The Bidders who will meet all the eligibility criteria as contained above, are eligible to participate in the Bid Process. The Bidder must ensure to submit their responses along with relevant documentary evidence and self-declaration, as mentioned in the eligibility criteria given above. The bids not meeting the above eligibility criteria will be summarily rejected. The decision of Indian Bank shall be final, conclusive and binding on all the parties.

6. SCOPE OF WORK

The scope of the PR work is mentioned below in broad categories:

1.1 Long-Term PR & Corporate Communication Strategy

- Formulate a comprehensive short-term and long-term PR and communication strategy aligned with the Bank's strategic goals.
- Review existing PR plans and develop measurable objectives to enhance brand visibility, identity, and recall.
- Prepare and submit a **monthly media plan** by the 15th of each preceding month for approval and execution.

1.2 Media and Influencer Relations

- Develop and maintain strong relationships with journalists, editors, media houses, and influencers to ensure positive coverage.
- Disseminate press releases Pan-India across print, electronic, digital, and regional media, including vernacular translations.

- The agency is encouraged to unearth the happenings / success stories emanating from the SHGs, Farmers, Small /Street vendors, Digital journey, Women leadership in Banking etc with coordination of Corporate Communications team.
- Facilitate interviews, authored articles, and media briefings of authorized spokespersons.
- Organize media conferences and relationship-building events as required.
- Conduct quarterly meetings with authorised Bank officials to align PR strategy with emerging communication opportunities.

1.3 **Strengthening the Vernacular Media Relations**

- The Bank will scrupulously monitor whether the leading publications from Tamil, Telugu, Kannada, Malayalam, Hindi, Bengali and other regional dailies are publishing the Bank's news article / Stories.
- The Agency should maintain a roster of regional Journalists and report relationship activities alongside coverage.
- The Agency must also provide the list of active associate arrangements in at least five states with the highest Branch concentration of the Bank. The performance of the associates will be tracked in the monthly reporting.

1.4 **Media Monitoring and Reporting**

- Daily monitoring of print, electronic, and digital media across national and regional publications.
- Submission of daily, weekly, and monthly reports with detailed analysis on reach, sentiment, tone, and competitor comparison.
- Compilation of coverage docket for each release and quarterly negative coverage report keeping in mind methodology for identification of negative publicity in media as per approved SOP of the Bank.
- Quarterly Business Communication review will be conducted by the Bank after declaring the Bank's Quarterly results.
- If necessary, the Bank may engage a third-party media monitoring and analytics firm to carry out Annual Reputation Risk Assessment.
- Tracking and analysis of competitor PR activities and media positioning.

1.5 **Media Analysis and Measurement**

- Conduct quantitative and qualitative analysis of media coverage, including reach, tone, sentiment, and share of voice.
- Submit monthly analytics reports with benchmarking scores, spokesperson visibility, and key takeaways.

1.6 **Crisis Communication and Reputation Management (aligned to Bank's SOP)**

- Develop a proactive **Crisis Communication Plan** with predefined key messages and escalation protocols.
- Provide real-time alerts for adverse coverage and advisory for immediate response.

- Ensure 24x7 availability of senior PR professionals during crisis and conduct post-crisis reviews for improvement.

1.7 Corporate Communications (Internal & External)

- Assist in publication of internal journals, Blogs, newsletters, and employee communication material.
- Prepare an annual PR & events calendar aligned with industry milestones.
- Provide media training as and when required to authorized spokespersons and PROs at agency cost.
- Generate earned media coverage for new product launches, CSR initiatives, and other strategic announcements.

1.8 Digital PR

- Disseminate press releases and content across digital and social media platforms.
- Build relationships with digital journalists / Influencers / Bloggers to enhance online reputation.
- Submit monthly digital monitoring and analytics reports.

1.9 Digital Online Reputation Management

- Tracking and listening
- Analysis of clutter: Intelligent reporting
- Response and Redressal
- Crisis Mitigation: Positive content seeding

1.10 Speaking Opportunities

- The agency should be capable of transforming the Subject experts of the Bank to become Spokespersons of the Bank by providing unique training in their respective domains.
- Identify and pitch speaking opportunities at prominent industry forums for Bank's spokespersons/senior leaders.

1.11 Award Nominations

- Identify and share details on relevant & prominent award platforms in which the Bank can participate.
- Assist in preparing the content for the award nominations.

1.12 Geographic Presence

The Agency should have a full-fledged office in **Chennai** (location of Corporate Office) and operational capability in all major business clusters and cities where the Bank's **16 Field General Manager's Offices** are located.

Bengaluru	Bhubaneswar	Chandigarh
Chennai	Coimbatore	Delhi
Guwahati	Hyderabad	Jaipur
Kolkata	Lucknow	Madurai
Meerut	Mumbai	Patna
Prayagraj		

Preferably the agency shall be able to provide services outside India, where Bank has its presence (Singapore and Srilanka).

1.13 Event Management

- Organize press conferences, analyst meets, product launches, and roadshows across India with complete logistical and media coordination.

1.14 Market Intelligence

- Provide regular market and competitor intelligence reports covering their PR campaigns, media visibility, and emerging communication trends.

7. TERMS AND CONDITIONS

The general terms and conditions which shall govern this RFP is mentioned herein.

7.1 BINDING TO ALL TERMS & CONDITIONS:

The bidders are advised to submit the tenders strictly based on the terms and conditions and specifications contained in the RFP document including amendments, if any, issued by the Bank prior to submission of tender. The formats prescribed in the tender documents should be scrupulously followed by the bidders. Any bidder who submits incomplete form or Tender bids that do not comply with the terms and conditions, shall be summarily rejected. The Bidder must take due care and caution in this regard.

7.2 METHOD OF TENDER SUBMISSION:

The bidders are required to submit the bids as per the instructions given below.

- The bids shall be submitted only on or before the scheduled date and time of bid submission.
- The Undertaking as per the Annexure 7 shall be made on the bidder's letter head duly sealed and signed by authorized official.
- Eligibility criteria must be complied with. However, on request, original documents should be produced failing which the bid/ tender is liable for rejection.
- Technical Bid form as per Annexure 1 and other documents sought in Eligibility Criteria (page 6-7) should be submitted. The Technical bid should be on the letter head of the bidder's company or firm, duly signed by authorized official along with the body corporate seal.
- Commercial bid as per Annexure 2 is to be submitted via <https://www.tenderwizard.com/indianbank>
- A self-signed and stamped scanned copy of EMD deposit should be submitted.

7.3 APPLICATION FEE AND EARNEST MONEY DEPOSIT (EMD):

The application fee of Rs. 2500/- (non refundable) and the payment towards non-interest bearing EMD amount ₹2,50,000 /- (Rupees Two lakh fifty thousand Only) should be remitted through NEFT/RTGS in favour of "Indian Bank" as per account details given below: -

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

- a. No previous dues of the bidder shall be adjusted towards the above transaction of EMD.
- b. The bidder shall submit one tender only otherwise their bid will be rejected.
- c. EMD amount will be returned through NEFT/RTGS to the bidder after the process is complete and the successful bidder is declared.
- d. The EMD will not carry any interest.

8. OPENING OF TENDERS:

The bids will be opened online and status of qualification will be communicated to all bidders through e-mail. The bidders can also check information regarding the qualifying status of their bids on Bank's website as well as the website www.tenderwizard.com The date of presentation shall also be intimated through e-mail.

9. PROCEDURE FOR PROCESSING THE TENDER:

- Documents containing Pre-Qualification cum Technical bid would be opened on the specified date and time.
- The documents submitted by the bidders would be evaluated by duly approved Technical Committee of Indian Bank.
- Financial bids would be opened on the specified date and time of only those bidders who have been successfully qualified in the Technical Bid. The authorized representative of shortlisted bidders who wish to join for financial bid opening should access the link provided by tenderwizard.com to attend the financial bid opening.
- The tender committee of Indian Bank will decide the Successful bidder. The decision of the committee shall be final, conclusive and binding upon all the bidders.

This procedure is subject to change and the revised procedure, if any, adopted by Indian Bank for opening the tender shall be final and binding on all the parties.

10. FORFEITURE OF EMD:

The EMD submitted by the bidder will be forfeited if the bidder –

- a) Withdraws the bid after acceptance by The Bank; or
- b) Withdraws the bid before the expiry of the validity period of the tender; or
- c) Violates any of the provisions of the terms and conditions of the RFP.
- d) In case of a successful bidder, if the bidder fails to furnish the Performance Bank Guarantee (PBG) in accordance with terms and conditions of the RFP.

11. REFUND OF EMD:

- a) EMD is refundable to unsuccessful bidders after completion of tender process i.e. after declaration of successful bidder.
- b) EMD of the successful bidder shall be refunded after execution of PBG.
- c) In case of rejection of tender / unsuccessful tender, the EMD will be refunded to the bidders after intimation of rejection of tender.

12. REJECTION OF TENDERS:

The tender is liable to be rejected due to any of the following reasons: -

- a) If it is not accompanied by the requisite EMD payment.
- b) If it is not in conformity with the instructions mentioned herein.
- c) If it is incomplete or due to non-furnishing of required documents.
- d) If the bid is conditional.

The Bank reserves the right to reject any or all of the bids without assigning any reason and the decision of The Bank would be final and binding and no communication would be entertained in this regard.

13. VALIDITY OF TENDER:

Bids should be valid for acceptance for a minimum period of 180 (One Hundred Eighty) days from the date of opening of e tender. The validity may be extended by mutual consent. Tenders with lesser validity period would be rejected.

PERFORMANCE BANK GUARANTEE (PBG):

The successful bidder shall at its own expense provide Performance Bank Guarantee to The Bank at the rate of 5 % of the total Commercial bid value. The PBG should be provided within 15 days from the receipt of notification of award of the contract from The Bank, which shall be an unconditional, irrevocable and continuing Performance Bank Guarantee (PBG) from a nationalized bank acceptable to The Bank, payable on demand, for the due performance and fulfilment of this Agreement.

Performance bank guarantee should be submitted in the format given in Annexure-8. The Bank reserves the right to amend/ modify/ delete all or any of the terms set out in the said draft Performance Bank Guarantee (PBG). The PBG should remain valid for a period of 30 days beyond the date of completion of all contractual obligations of the successful Bidder.

14. GENERAL TERMS:

- The agreement shall be in force for a period of three years from the date of signing of agreement, subject to satisfactory review every year. The agreement can be extended further subject to review and as mutually decided by The Bank and selected bidder.
- If at any point of time, the services of bidder are found to be non-satisfactory the contract will be terminated, giving one month's prior written notice in advance.
- The Bidder must keep all information about the Bank and the tender process secret and must not share it with anyone else.
- The Tender and all supporting documentation submitted by the bidder as part of RFP shall become the property of The Bank.
- Information regarding the RFP, corrigendum / amendments to RFP, if any, would be hosted on our website only.
- RFP Queries may be communicated to the designated e-mail: ccd@indianbank.bank.in in accordance to the schedule of RFP.
- Correct technical information must be completely filled in. Filling up of the information using terms such as "OK", "Accepted", "Noted", "As given in Brochure/Manual" "negotiable", "to be discussed" is not acceptable. The Bank may treat such bids/ tenders as not adhering to the terms of RFP and as unacceptable.
- Any financial bid incomplete in any respect or deviating from the specified format would not be considered.
- The bidders are advised to upload all the necessary self-attested documents duly stamped/sealed documents in support of their experience/credentials. Non - submission of specified documents shall disqualify the bidder. The Bank's decision in this regard is final, conclusive & binding upon all the bidders.

- If the bidder does not accept the correction of errors, if any, his bid shall be rejected and EMD will be forfeited. This procedure is subject to changes and the procedure adopted by The Bank for opening the tender shall be final and binding on all the parties.
- Any effort made by the bidder to influence the Bank in the evaluation / contract award decision, may result in the rejection of the bid. Each bid will be evaluated using the criteria and process outlined.
- The Bank reserves the right to:
 - a) Accept / reject any or all of the bids submitted by a bidder.
 - b) Add, modify, relax or waive off any condition(s) stipulated in the bid whenever deemed necessary.
- It is construed that the bidder has read all the terms and conditions before submitting his/her bid.
- The bidder has to submit the bid document well in time before the prescribed time to avoid any delay or problem during the submission process.
- The tender-inviting authority will not be held responsible for any technical snag or network failure during on-line bidding.
- It is the bidder's responsibility to comply with the system requirement i.e. hardware, software and internet connectivity at bidder's premises to access the tender website.
- The Bank shall not be liable to the bidders for any direct / indirect loss or damages incurred by them arising out of incorrect use of the tender system or internet connectivity failures under any circumstances.
- A Bidder shall submit only one proposal/bid, either individually or as a joint venture in another proposal/bid. If a Bidder including a joint venture partner submits or participates in another proposal/bid, all such proposals/bids shall be disqualified.
- The bid and all supporting documentation submitted by the bidder as part of the RFP response shall become the property of The Bank.

In case of any technical assistance on bid preparation/submission, login, registration, etc., kindly contact the following team: -

HELPDASK NOS ARE OPEN BETWEEN 1000 HRS to 1800 HRS IST (MONDAY TO SATURDAY (Exclusions: SECOND and FOURTH SATURDAYS and The Bank HOLIDAYS))	
Contact Nos. & email IDs for helpdesk officer	Mr Ramu G. K. M/s Antares Systems Limited Bangalore Contact: 080-45982100 / 9686196751 Email: bankeducationwizard@gmail.com ramu.gk@antaressystems.com (Please email your issues before you call helpdesk. This will help us serving you better.)

15. PRICE:

- a. Price quoted shall be in Indian Rupees.
- b. The contract shall be awarded based on the scoring arrived out of Technical and financial bid evaluation as detailed in Annexure - 6
- c. The price quoted by the bidder should be in the form of Monthly Retainer Fee (Including of Media Monitoring services, Travelling expenses etc.) plus taxes as applicable. No out of Pocket expenses will be paid by the Bank for any other purposes. The Bank would be entitled to deduct taxes as applicable while making payments according to the prevailing Indian taxation rules.

- d. The Bank reserves the right to deduct the payment on account of insufficient/unsatisfactory work and or wilful/careless execution of job.

16. TERMINATION OF CONTRACT

The Bank shall have the absolute right to terminate any contract(s) formed between The Bank and the successful bidder(s) by giving one month's prior written notice in advance.

17. COMMUNICATION

Verbal communication shall not be effective unless formally confirmed in writing by The Bank. In no case shall verbal communication govern over written communication.

Bidder's Enquiries, questions, and requests for clarification related to this Tender should to be addressed to RFP coordinator. Formal Communications shall include, but are not limited to:

- ✓ Questions concerning this RFP: Questions must be submitted in writing via the email address provided herein above
- ✓ Errors and omissions in this RFP and enhancements: Bidders shall bring to notice of The Bank, any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, Bidders can recommend to The Bank, any enhancements that might be in the best interests of The Bank.
- ✓ These recommendations must be submitted via e-mail and be received by Deputy General Manager, Corporate Communication Department, Indian Bank.

The Bank will make a good-faith effort to provide a written response to each question or request for clarification. Written responses will be uploaded on The Bank Website.

18. BIDDER'S UNDERSTANDING OF THE RFP

While responding to this RFP, the Bidder accepts the full responsibility to understand the RFP in its entirety, and in detail, including making any enquiries to The Bank as necessary to gain such understanding. The Bank reserves the right to disqualify any Bidder who demonstrates less than such understanding. Further, The Bank reserves the right to determine, at its sole discretion, whether the Bidder has demonstrated such understanding. That right extends to cancellation of contract/award if it has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to The Bank.

19. GOOD FAITH STATEMENT

All information provided by The Bank in this RFP is offered in good faith. Individual items are subject to change at any time. The Bank makes no certification that any item is without error. The Bank is not responsible or liable for any resulting claims by use of this information.

20. CONFIDENTIALITY

The bidder must ensure confidentiality for the information provided by The Bank.

Either Party shall not use Confidential Information, the name or the logo of the other Party except for the purposes of this Agreement; Further, disclosure of confidential information by employees or hired institutions of the parties is deemed as the act by the parties therefore subjecting them to same liability as parties to this contract.

The parties of this agreement acknowledge and make sure that all the oral and written materials exchanged relating to this Agreement are confidential. All the parties have to keep them confidential and cannot disclose them to any other third party without other parties' prior written approval, unless:

- (a) the information is already in public domain;

(b) the disclosed materials are required by laws /rules of the land; or

Disclosure of confidential information by Employees or hired institutions of the parties is deemed as the act by the parties, therefore, subjecting them to same liability as parties to this contract.

21. RFP PROCESS

Bidder Registration:

- ✓ Bidders are required to download application from Bank's website :<https://www.indianbank.bank.in> and e-procurement portal: <https://www.tenderwizard.com/indianbank> .
- ✓ During enrolment / registration, the bidders should provide the correct/true information including valid email-id & mobile no. All the correspondence shall be made directly with the contractors/bidders through email-id provided.

Preparation of Bids by Registered Bidder:

- ✓ For preparation of bid, Bidders shall search the tender from published/ tender list available on site and down load the complete tender/ RFP document and should take into account corrigendum if any published before submitting their bids.
- ✓ Any clarifications, if required, may be obtained online through the contact details given under general terms' above.
- ✓ Bidders should keep the bid documents ready in advance that are needed to be submitted as indicated in the RFP/ tender document in PDF format only.
- ✓ Bidder shall go through the RFP/ tender carefully to understand the documents required to be submitted as part of the bid. Any deviation from the terms and conditions of the RFP/ tender may lead to rejection of the bid.
- ✓ Bidders shall submit their bids to Competent Authority well before the last date and time of bid submission. The Competent Authority will not be held responsible for any delay or the difficulties faced during the submission.

Submission of Bids by Bidder:

- ✓ Bidder should deposit the EMD as per the instructions specified in the RFP on or before the last date & time mentioned in the RFP, otherwise the bid will be rejected. The bidders claiming exemption as a NSIC/MSME registered unit shall submit the scanned copy of valid NSIC/MSME registered confirming as manufacturer of tendered item.
- ✓ The bidder shall read the terms & conditions of RFP and accept the same in order to proceed further to submit his/her bid.

22. **PERIOD OF THE ENGAGEMENT:**

Appointment will be for a period of Three years' subject to satisfactory review every year.

23. **PROPOSAL EVALUATION & OTHER TERMS & CONDITIONS:**

- ✓ The Evaluation of the technical proposal will start first and at this stage the commercial proposal will remain unopened. The minimum qualifying marks in technical evaluation is 70.
- ✓ Commercial bids would be opened on the specified date and time of only those bidders who have been successfully qualified in the Technical Bid. The authorized representative of shortlisted

bidders who wish to join for financial bid opening should access the link provided by tenderwizard.com to attend the financial bid opening.

- ✓ In case of discrepancy between amount in words and figures, the former will prevail.
- ✓ Please take note that if any of the bidders have engaged any contract labourers, the bidders have to submit the registration/ license as per sec 7 and 12 of Contract Labour Abolition Act, 1971, Sec 3 and 47 of Occupational Safety, Health & Working Conditions Code, 2020" also, they should have necessary registration / license under ESI Act and EPF Act and Code of Social Security 2020.
- ✓ The Bank RESERVES THE RIGHT to accept or reject any or all the proposals.
- ✓ In case need is felt, The Bank reserves the right to go for assignment of specific PR related jobs to any other agency apart from our Selected Agency.

24. CONTRACT FINALISATION:

The selected agency will have to execute a contract with The Bank in the Bank approved format. The same will be provided after finalization of appointment. If the selected Agency differs/does not agree on any conditions/terms of the contract, The Bank has the right to appoint the next qualified Agency on the panel without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

25. TERMINATION OF THE RFP PROCESS:

The Bank reserves the right to withdraw the RFP or delete/amend/change/modify any clause(s) mentioned herein at any time before signing of a definite Contract, without assigning any reason and shall not be held liable for any losses or damages caused by such withdrawal. The withdrawal of RFP would be by uploading of Notification in the Bank's website www.indianbank.bank.in

26. 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.

APPLICATION FOR EMPANELMENT OF PR AGENCY
(Technical Bid)

Sl No	Brief Description	
1.	Name of the Agency / Firm	
2.	Constitution of Agency	
3.	Address of Registered Office with Contact Person(s), Telephone Nos, Mobile Nos., E-mails etc.	
4.	Addresses of Branch Offices / stringer with Contact Person(s), Telephone Nos, Mobile Nos, E-mails	
5.	Details of association with PR Agencies / Consultants worldwide (Preferably in Sri Lanka and Singapore), with name of organization with which they have been associated, nature of relationship/assignment and length of association	
6	Name of the Proprietor / Partners / Directors	
7	Details of the professional content writer with an experience in writing financial articles in journalism.	
8	Date of Establishment	
9	No of years in PR Agency Business	
10	Details of Skilled Employees in your organization experienced especially in P R related activities (with designation and qualification) a) b) c)	
11	Financial Position: All amount to be in Rs. In Crores 2022-23 2023-24 2024-25 Turnover: Profit: Net worth: (Copies of Audited Balance Sheet, Profit & Loss a/c with Auditors Report to be enclosed for last Three years. If the agency is having other revenue besides PR fees, the PR fees to be shown separately for each year along with certificate from auditors.)	
12	List of clients specifically indicating the clients mobilized in past 3 years (on retainership).	
13	Details of Key Personnel branch office / stringer wise. List of actual team members who will work on the Bank account with their CV (as per Annexure 5) 12. Details of experience of assignments as per details	
14	A description of the proposed approach, methodology and work plan	
15	Two references from reputed publications/organizations/editors/anchors	

**Kindly refer to eligibility criteria on Page 6-7 for the documents to be submitted along with the Technical bid.*

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or not correct, The Bank reserves the right to remove our name from the selected panel, if Selected, with immediate effect and The Bank's authority in this regard is full and final. We understand and agree that the selection does not obligate The Bank in any manner. We also understand that The Bank has the right to cancel the name of the agency from the approved lists at its absolute discretion at any time during the term of the empanelment.

Signature of Authorized person: Signed at _____ dated _____ by
_____ Designation _____ for _____ Agency

Seal of Agency

ANNEXURE -2

Commercial Bid

S.No	Particulars	Amount (INR) Exclusive of GST
1	Monthly Retainer Fee (Including Media Monitoring services, Travelling expenses etc. No other out of pocket expenses will be borne by the Bank)	

(On letter head of the Agency duly stamped and signed)

Date:

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s.....is our Empanelled /Appointed PR agency for more than _____ Years.

The performance of the agency is _____* during their tenure with us.

*** Ranking**

- Poor
- Satisfactory
- Good
- Excellent

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

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

DECLARATION-CUM-CERTIFICATE
TO WHOMSOEVER IT MAY CONCERN

This is to certify that there are no overdue of the agency to any Publication/TV Channel/Radio or any other organization and our Agency has not been backlisted by any Central/State Government/Public Sector Undertakings/ Banks/IRDAI/RBI/IBA/any other Corporates/any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against the Company/Agency that may have an impact affecting or compromising the delivery of services required.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

CURRICULUM VITAE (CV)

For Proposed Professional Staff who will be allocated the PR activities of the Bank after empanelment

Sl	Description	Response			
1	Proposed Position				
2	Name of Agency [Insert name of firm proposing the staff]				
3	Name of Staff [Insert full name]				
4	Date of Birth				
5	Nationality				
6	Education Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment				
7	Membership of Professional Associations				
8	Other Training Indicate specialized training obtained				
9	Languages For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing				
10	Employment Record Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment see format here below: dates of employment, name of employing organization, positions held	From		To	
		Employer			
		Position Held			
11	Detailed Tasks Assigned in PR activities				
12	Work Undertaken that Best Illustrates capability to Handle Tasks Assigned	List all tasks to be performed under this assignment			
13	Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10 (i) Name of assignment or project: (ii) Year: (iii) Location: (iv) Client: (v) Main project features: (vi) Positions held: (vii) Activities performed:				

Signature & Date.

**PARAMETERS FOR TECHNICAL BID
(AS OF 31.03.2025)**

Technical Bid

The Technical Bid shall not include any financial information. A technical bid containing financial information may be declared as rejected. The scoring matrix is detailed hereunder:

Sl	Eligibility Criteria	Response	Score
1	Number of years of business of the agency as on March 2025	5 years – up to 8 years Above 8 – up to 15 years Above 15 year	3 marks 4 marks 5 marks
2	Average annual turnover of the agency in the last three financial years (2022-23; 2023-24 and 2024-25)	1 Cr – Up to 5 Cr Above 5 Cr – Up to 10 Cr Above 10 Cr – Up to 15 Cr Above 15 Cr – Up to 25 Cr Above 25 Cr	2 marks 4 marks 6 marks 8 marks 10 marks
3	Average net worth of the agency in the last three financial years (2022-23; 2023-24 and 2024-25)	1 Cr – up to 3 Cr Above 3 Cr – Up to 6 Cr Above 6 Cr	3 marks 4 marks 5 marks
4	Number of full time employees	5 – 10 11 – 15 Above 15	3 marks 4 marks 5 marks
5.	Number of offices across India	1 – 3 4– 6 7-10 Above 10	2 marks 5 marks 7 marks 10 marks
6.	List of new clients acquired on retainership basis by the agency in the last 3 financial years (2022-23; 2023-24 and 2024-25)	1 – 2 3– 5 Above 5	3 marks 4 marks 5 marks
7.	a. List of active clients' (on retainer ship basis) for Financial year 2024-25	5 – 8 9 – 12 Above 12	3 marks 4 marks 5 marks
8.	One Reputed organization (from Banking) One Public Sector Banks or Private Sector Banks in India Two or more Public Sector Banks or Private Sector Banks in India		3 marks 4 marks 5 marks
		Total	50 Marks

Evaluation of presentation/case study

1	Past Performance and Achievements	<ul style="list-style-type: none"> • Credentials of the Agency • Past Performance: Case studies of past assignments for any two BFSI clients that involved innovative PR campaigns/ ideas/ execution 	10 marks
2	Case study on Crisis Management	A case study document and presentation on how the PR agency handled any crisis situation in the recent past	10 marks
3	Strategy Presentation for Indian Bank	<ul style="list-style-type: none"> • Strategy, Approach & Action Plan proposed for the Bank to enhance its PR presence & leveraging the same for business. • Details of the Client Servicing & Media Team 	20 Marks
		Details of the Media Monitoring, Reporting & Analysis Tool/Platform Proposed	10 marks
Total			50 marks

A maximum of 100 marks will be allocated for the technical bid.

Financial Bid

The commercial bids of only technically qualified bids will be opened

Evaluation of Financial Bid – Maximum 30 marks

Techno-Commercial Evaluation

The Quotes of Respondents will be opened and a Techno-Commercial evaluation will be applied to select the Service Provider. A weightage of 70% will be accorded to Technical Score and a weightage of 30% to Commercial Score (derived from the Quote as per Annexure – 2). The Total Score of the Respondent will be calculated as per the following formula:

$$\text{Total Score} = (\text{TB}/\text{TH}) \times 70 + (\text{CL}/\text{CB}) \times 30$$

where

TB is the Technical Score of the Respondent

TH is the Highest Technical Score secured among all Respondents

CL is the Lowest Commercial Quote received among all Respondents

CB is the Commercial Quote submitted by the Respondent

The Respondent scoring the Highest Total Score shall be selected as the Service Provider.

UNDERTAKING
(TO BE GIVEN ON LETTER HEAD OF THE "BIDDER")

Dated _____

**Indian Bank,
 Corporate Office,
 254-260, Avvai Shanmugam Salai,
 Royapettah, Chennai – 600 014**

I/We hereby confirm having read by me/us read and/or explained to me/us and understood all the terms and conditions stated in the documents in connection with the subject RFP Ref No. No. _____ dated _____ and hereby declare/state/ undertake as under: -

1.	I/We further confirm and declare that all the tender documents have been signed.	YES/NO
2.	We have not been banned or de-listed by any Government or Quasi-Government agencies or PSUs including The Bank" in the last three financial years	YES/NO
3.	We (in case of firm- this is applicable to the promoters or persons who have controlling interests in the firm) are not related to any Officer of Indian Bank (The Bank) or any Officer of the rank of the Deputy Secretary or above in the Ministry of Finance, Government of India and also certify that we do not have any relatives employed in The Bank. (Relative to have the same definition as under Companies Act.	YES/NO
4.	With reference to your subject RFP we hereby give an Undertaking that we have not made any payment or illegal gratification to any person/authority connected any with the RFP Process so as to influence the RFP process and have not committed any offence under the Prevention of Corruption Act in connection with the RFP. We also do under take that we shall disclose if any payment made or proposed to be made to any intermediaries (agents etc.) during the RFP process in connection with this RFP.	YES/NO
5.	With reference to subject RFP, we hereby certify that, we do not have any current litigation with the company.	YES/NO
6.	I/we hereby give consent that my/our response to this RFP may not be considered by The Bank, if awarded be cancelled if it has been found any of the undertaking(s)/information/document(s) given in/along with this RFP has been found to be wrong, misleading, incorrect, manipulated, forged or has been obtained by any improper means whatsoever.	YES/NO

 Thanking you,
 Yours faithfully,

SIGNATURE OF THE "BIDDER" WITH SEAL

Place:

Date:



ANNEXURE -8

PROFORMA OF PERFORMANCE BANK GUARANTEE (To be executed on Non-Judicial Stamp Paper)

**Indian Bank,
Corporate Office,
254-260, Avvai Shanmugam Salai,
Royapettah, Chennai – 600 014**

In consideration of **Indian Bank** (The Bank), having its **Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600 014** (hereinafter called the "The Bank" , which expression shall, unless it be repugnant to the meaning and context thereof, include its successors, authorized agents, representatives and permitted assigns) having awarded the work for _____ (name of work) of RFP No. _____ dated _____ vide work order issued vide letter no. _____ dated _____ to

M/s. _____ (indicate Name & Full Address of the bidder) (hereinafter called the said "bidder") , which expression shall, unless it be repugnant to the meaning and context thereof, include its successors, authorized agents, representatives and permitted assigns) and the and the bidder, having agreed to provide a guarantee for its performance in the form of an unconditional, irrevocable and continuing Performance Bank Guarantee as per the terms and conditions of the Request for Proposal dated _____ (hereinafter referred to as "the RFP") and the said Agreement, for the due fulfilment by the selected Bidder of the terms and conditions contained in the RFP and the said Agreement. We

_____ (indicate the name of Bank) (hereinafter referred to as "the Bank") at the request of M/s. _____ the said bidder do hereby undertake to pay to the Bank an amount not exceeding Rs. _____ at any time, against any losses or damages costs, charges and expenses caused to or suffered or would be caused to or suffered by the Bank by reason of any breach by the said bidder of any of the terms or conditions contained in the said RFP.

2. We _____ (Name of the bank and full address) do hereby undertake to pay the amounts due and Payable under this performance bank guarantee without any demur, merely on a demand from the Bank stating that the amount claimed is due by way of loss or damage caused to or would be caused to or suffered by the Bank by reason breach by the said bidder of any of the terms or conditions contained in the said RFP or by reason of the bidder's failure to perform the said RFP. Any such demand made on the Bank shall be conclusive as regards the amount due and payable by the Bank under this performance bank Guarantee.

3. We _____ (Name of the bank and full address) undertake to pay to the Bank any money so demanded not withstanding any dispute or disputes raised by the said bidder in any suit or proceeding pending before any court or Tribunal relating to the said RFP or this Performance bank guarantee our liability under this present being absolute and unequivocal. The payment so made by us under this Performance bank guarantee shall be valid discharge of our liability for payment there under and the said bidder shall have no claim against us for making such payment.

4. We _____ (indicate the name of Bank) further agree that the guarantee herein contained shall remain in full force and effect during the entire tenure of the said Agreement till 60 days after all the contractual obligations of the Vendor including warranty obligations are completed and all the dues of the Bank under or by virtue of the said RFP have been fully paid and its claim satisfied or discharged or till the Bank certifies that the terms and conditions of the said RFP have been

fully and properly carried out by the said bidder. Unless a demand or claim under this guarantee is made or presented to the Bank within six months from the expiry date of this Bank Guarantee, all the rights of the Corporation under this guarantee shall cease and the Bank shall be released and discharged from all liability hereunder.

5. We _____ (indicate the name of Bank) further agree with The Bank that the Bank shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said RFP or to extend time of performance by the said bidder from time to time or to postpone for any time or from time to time any of the powers exercisable by the Bank against the said bidder and to forbear or enforce any of the terms and conditions relating to the said RFP and we shall not be relieved from our liability by reason of any such variation or extension being granted by The Bank to the said bidder or for any forbearance, act or omission on the part of the Bank or any indulgence by the Bank to the said bidder or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.

6. Any claim which we, _____ (Name of the bank and full address) have against the bidder shall be subject and subordinate to the prior payment and performance in full of all the obligations of it hereunder. The Bank will not, without prior written consent of The Bank, exercise any legal right or remedy of any kind in respect of any such payment or performance so long as the obligations of it hereunder remain owing and outstanding regardless of the insolvency, liquidation or bankruptcy of the bidder or otherwise howsoever. We, the Bank, will not counter claim or set off against its liabilities to The Bank hereunder any sum outstanding to the credit of The Bank with it. 6. This guarantee will not be discharged due to the change in the continuation of the Bank or the bidder.

7. We, _____ (indicate the name of Bank) undertake not to revoke this guarantee during its currency except with the previous consent of the Bank in writing.

8. Our obligation to pay hereunder is as principal debtor and not as surety and it shall not be necessary for The Bank "to proceed against" the said bidder "before proceeding against" the Bank and the performance bank guarantee herein contained shall be enforceable against the Bank notwithstanding any other security which The Bank may have obtained or obtain from the bidder at the time when proceedings are taken against the said Bank in any manner whatsoever.

9. This Performance Bank Guarantee shall come into force immediately and shall be valid up to 60 days after all contractual obligations of the Bidder including warranty obligations are completed.

10. We have the power to issue this Performance Bank guarantee in favour of The Bank and the undersigned who are executing this Performance Bank guarantee have the necessary power to do so on behalf of the Bank.

Date: ___ day of _____ 2026 for _____ (Name of the bank)

(Signature of the authorized officer of the Bank)
Name and designation of the officer
Seal, name & address of the Bank

RECIPROCAL NON-DISCLOSURE AGREEMENT

This Agreement (“Agreement”) is entered into on this ___ day of _____ 2026, by and between:

_____, (“ Service Provider”), a Company incorporated under the Companies Act, 1956 or 2013 , having its registered office at _____ which expression shall, unless it be repugnant to the meaning and context thereof, include its successors, authorized agents, representatives and permitted assigns of the one part;

And

Indian Bank, (“The Bank”), a Public Sector Bank, having its registered office at **Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600 014**, India which expression shall, unless it be repugnant to the meaning and context thereof, include its successors, authorized agents, representatives and permitted assigns of the other part.

Hereafter referred to individually as a “Party” and collectively as the “Parties”. For purposes of this Agreement, the party receiving Confidential Information (as defined herein below), shall be referred to as the “Receiving Party” and the party providing the Confidential Information shall be referred to as the “Disclosing Party”.

WHEREAS, _____ the Service Provider is inter alia engaged in providing Public Relations(PR) services.

AND WHEREAS, The Bank is engaged in the business inter alia, of offering Banking and financial products and other related activities.

AND WHEREAS the Service Provider and The Bank are in the process of entering into a detailed agreement for the purpose of appointment of the Service Provider in providing PR services in accordance with the scope as identified in the RFP document floated as Expression of Interest EOI/02/2026 published on ----- relating thereto.

AND WHEREAS to facilitate such extending of PR services of the Bank, in accordance with the said request for proposal and agreement, certain Confidential Information (as defined herein below) will be required to be shared between the parties (“Purpose”)

AND WHEREAS, the parties wish to protect the Confidential Information (as defined herein below) from any unauthorized use or disclosure in accordance with the terms and conditions of this Agreement

NOW, THEREFORE, in consideration of the promises and covenants contained in this Agreement, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, it is agreed as follows:

A. Definition of “Confidential Information”

(a) Confidential Information” means any information disclosed to, received by, otherwise accessed by or coming to the knowledge of the Receiving Party to this Agreement, either orally or in writing, whether disclosed directly or indirectly that

- (1) Is by its character or nature confidential or by the circumstances in which it is disclosed/received/accessed and/or it came to knowledge, such that a reasonable person under like circumstances would treat it as confidential; or
- (2) Is designated by the disclosing party as confidential or identified in terms connoting its confidentiality; or
- (3) is proprietary to the Disclosing Party and not generally known to the public, whether in tangible or intangible form, whenever or however disclosed; or
- (4) The disclosing party considers confidential;

All the printing material supplied by The Bank.

Either Party shall not use Confidential Information, the name or the logo of the other Party except for the purposes of this Agreement;

The parties of this agreement acknowledge and make sure that all the oral and written materials exchanged relating to this Agreement are confidential. All the parties have to keep them confidential and cannot disclose them to any other third party without other parties' prior written approval, unless: (a) the information is already in public domain; (b) the disclosed materials are required by laws /rules of the land; or

Disclosure of confidential information by Employees or hired institutions of the parties is deemed as the act by the parties, therefore, subjecting them to same liability as parties to this contract.

(b) Confidential Information shall include information disclosed to the Receiving Party by third parties on behalf of the Disclosing Party. (c) Confidential Information shall include any copy, abstract, extract, sample, note or module of any Confidential Information and any part or any extract or summary or derivation thereof; (d) Data relating to the shares and folio numbers of the Shareholders is private information and hence considered to be Confidential Information.

B. Information not categorized as “Confidential Information”

The obligation imposed, under this Agreement, on the Receiving Party shall not apply to information which:

- (a) Receiving Party can demonstrate by prior existing records, was within Receiving Party's legitimate possession prior to the time of disclosure;
- (b) was within the public domain/public knowledge prior to disclosure, or comes into the public domain/public knowledge through no wrongful act, fault, negligence or breach of this Agreement on the part of the Receiving Party;
- (c) is independently developed by the Receiving Party without reference to or reliance upon Confidential Information of the Disclosing Party;
- (d) Is or becomes lawfully available to Receiving Party on a non-confidential basis from an independent Third-Party source (after diligent inquiry) who is free to divulge such information.

Provided, the Receiving Party understands and agrees that:

- i. Any information known only to a few people to whom it might be of commercial interest and not generally known to the public is not public knowledge;

ii. A combination of two or more parts of the Confidential Information is not public knowledge merely because each part is separately available to the public.

C. Restriction on Disclosure

Except as otherwise expressly permitted under this Agreement, the Receiving party shall hold and keep in strictest confidence any and all Confidential Information and shall not directly or indirectly, in any way:

- (a) disclose, reveal report, publish, duplicate, copy, transmit or otherwise use or disseminate in any manner whatsoever any Confidential Information of the Disclosing Party;
- (b) use the Confidential Information of the Disclosing Party (i) for Receiving Party's own benefit or that of any third party, (ii) to the Disclosing Party's detriment, or (iii) for any purpose other than for achieving the Purpose;
- (c) commercially exploit any Confidential Information of the Disclosing Party;
- (d) acquire any right in, or assert any lien against, the Confidential Information of the Disclosing Party; or
- (e) Refuse for any reason to promptly return all Confidential Information of the Disclosing Party if instructed to do so.

D. Permitted Disclosures

Receiving party is permitted to: (a) disclose relevant aspects of the Disclosing Party's Confidential Information to the Receiving Party's directors, officers, employees, consultants, attorneys and auditors solely to the extent necessary for achieving the Purpose; provided, that

(1) Before disclosing any Confidential Information of the Disclosing Party, all persons or entities receiving Confidential Information shall be bound by obligations of confidentiality towards the Disclosing Party no less restrictive than those of this Agreement. Such persons shall be strictly prohibited from making any use, publishing or otherwise disclosing to others, or permitting others to use for their benefit or to the detriment of the Disclosing Party, any of the Confidential Information.

(2) The Receiving Party shall use the same care to avoid disclosure or unauthorized use of Confidential Information as it uses to protect its own confidential information, but in no event less than reasonable care including execution of a confidentiality agreement with the persons or entities receiving Confidential Information. Receiving Party shall establish and maintain reasonable security measures to provide for the safe custody of the Information and to prevent unauthorized access to it.

(3) All such Confidential Information shall be labelled as confidential.

(b) Disclose relevant aspects of the Disclosing Party's Confidential Information if legally compelled or required to disclose any Confidential Information of the Disclosing Party in connection with any legal or regulatory proceedings. In such case, the Receiving Party will immediately notify the Disclosing Party so as to allow the Disclosing Party a reasonable opportunity to seek appropriate protective measures or other remedies prior to disclosure or waive compliance with the terms of this Agreement. The Receiving Party shall cooperate with any attempt by the Disclosing Party to seek judicial protection for such Confidential Information.

(c) Disclose relevant aspects of the Disclosing Party's Confidential Information with the prior written consent of the Disclosing Party.

E. Effects of Unauthorized Disclosure

(a) The Receiving Party will be liable for the acts and omissions of, and any loss, theft or unauthorized/inadvertent disclosure or use of Confidential Information by, any person or entity that received Confidential Information from or through the Receiving Party.

(b) Receiving Party acknowledges and agrees that the misappropriation or misuse of Confidential Information of the Disclosing Party will result in irreparable and continuing damage to the Disclosing Party for which there may be no adequate remedy at law, and in the event of such a breach by the Receiving Party resulting in losses, damages, claims or expenses incurred or suffered by the Disclosing Party, the Disclosing Party shall be entitled to legal as well as equitable relief, as appropriate, including but not limited to an injunction, in addition to any monetary relief in the form of indemnification.

(c) The Receiving Party will promptly report to the Disclosing Party any disclosures of Confidential Information otherwise than as permitted by this Agreement and any breaches in security that may affect the Disclosing Party or its Confidential Information of which it is aware and will specify the corrective action to be taken.

F. Return of documents

Upon written demand by the Disclosing Party, the Receiving Party shall promptly and in any event within 14 days of receipt of such request, at its own cost:

(a) Procure the return or return to the Disclosing Party all Confidential Information supplied which the Receiving Party has in his possession or under his control, , which includes but is not limited to all tangible material embodying the Confidential Information provided, each and every copy of Confidential Information and copies that have been converted to computerized media in the form of image, data or word processing files whether manually or by image capture or in any other form of storage;

(b) Destroy or have destroyed all copies received or made of the Confidential Information; and

(c) Promptly thereafter provide a certificate signed by an authorized official/officer of the Receiving Party certifying compliance with the obligations point (a) and (b) above.

G. Title and Proprietary Rights

Notwithstanding the disclosure of any Confidential Information by the Disclosing Party to the Receiving Party, the Disclosing Party shall retain exclusive 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 Disclosing Party is either granted or implied by the conveying of Confidential Information. The Receiving Party shall not conceal, alter, reverse-engineer, decompile, disassemble, obliterate, mutilate, deface or otherwise interfere with any software, 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 mark, symbol or logo etc. on such Confidential Information.

H. No Warranty

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 constitutes any representation, warranty, assurance, guarantee or inducement by Disclosing Party to the Receiving Party with respect to the fitness of such Confidential Information for any particular purpose. I. No Commitment

The disclosure of Confidential Information does not, and is not intended to represent a commitment by the Disclosing Party to enter into any business relationship with the Receiving Party or with any other entity. If the Parties desire to pursue business opportunities, they will execute a separate written agreement to govern such business relationship.

J. Term

This Agreement shall commence from the date set forth above and expire with the termination or expiration of the Agreement for providing Public Relations (PR) services unless earlier terminated in writing by both Parties. The provisions of this Agreement shall however apply to any Confidential Information which may have been disclosed in connection with the discussions and negotiations regarding the Purpose, prior to the date first mentioned above.

Notwithstanding the foregoing, the Receiving Party’s duty to hold in confidence the Confidential Information that was disclosed during the term and the obligations under this Agreement shall remain in effect for a period of 3 years beyond any termination or expiration of this Agreement.

K. Dispute Resolution

The relationship of Applicant to Bank is that of an independent contractor. Nothing in this document shall be construed to create a partnership, joint venture, or employer-employee relationship. Where any dispute or difference between the parties arising out of, in connection with or resulting from this Agreement including formation, validity, interpretation, performance, breach and rights of the parties here under and whether arising during or after the period of this Agreement has not been resolved in the normal course of business, it shall be resolved as provided in Clause 29 “Dispute Resolution” of the Service Agreement dated _____, of which this Non-Disclosure Agreement forms an integral part and parcel.

L. Governing Law and Jurisdiction

(a) The validity, construction and performance of this Agreement shall be governed by and construed in accordance with the laws of India.

(b) Subject to the provisions of Arbitration clause, the Parties agree to submit to the jurisdiction of a court of competent jurisdiction at Chennai, India and to comply with all requirements necessary to give such court the jurisdiction. Each Party hereby irrevocably waives all rights to trial by jury in any legal proceeding arising out of or relating to the Agreement. M. Miscellaneous

(a) No failure or delay by the Disclosing party in exercising or enforcing any right, remedy or power hereunder shall operate as a waiver thereof, nor shall any single or partial exercise or enforcement of any right, remedy or power preclude any further exercise or enforcement thereof or the exercise or enforcement of any other right, remedy or power.

(b) This Agreement shall not be assignable or transferable by either Party without the written consent of the other Party.



(c) This Agreement supersedes all prior discussions and writings with respect to the subject matter hereof, and constitutes the entire agreement between the Parties with respect to the subject hereof. No waiver or modification of this Agreement will be binding upon either Party unless made in writing and signed by a duly authorized representative of each Party and no failure or delay in enforcing any right will be deemed a waiver.

(d) In the event that any of the provisions of this Agreement shall be held by a Court or other tribunal of competent jurisdiction to be unenforceable, the remaining portions hereof shall remain in full force and effect.

(e) Upon 45 days written notice, the Disclosing Party may audit the use of the disclosed resources. The Receiving Party agrees to co-operate with the Disclosing Party's audit and to provide reasonable assistance and access to information.

IN WITNESS WHEREOF this Agreement has been executed by the duly authorized representative of each Party on the day and year first above written.

Contact and Address

By: _____

Name: _____

Title: _____

Witness 1: name, Address and Sign

Witness 2: Name, Address and Sign

INDIAN BANK

Contact and Address

By: _____

Title: _____

Date: _____

Witness 1: name, Address and Sign

Witness 2: Name, Address and Sign

Format for Pre-Submission Queries

**The Deputy General Manager (Marketing and CCD)
254-260, Avvai Shanmugam Salai,
Royapettah,
Chennai – 600 014**

Dear Sir,

Sub: **PRE-SUBMISSION QUERIES**

Ref: Empanelment of Public Relations (PR) Agencies

With regards to the captioned subject, we herewith submit our Pre-Submission Queries:

Sl.No.	Page No	Heading Name	Clause No.	Particulars from RFP	Remarks/Clarifications sought

We may further be intimated about the virtual Pre-Submission Meeting on queries and related clarifications which is scheduled on _____ or any changes thereof, on these email ID/s:

1.

2.

Date:

Signature with seal:

Place:

Name:

Designation: