

REPLY TO PRE-BID QUERIES FOR EMPANELMENT OF PR AGENCY					
Page No	Heading Name	Clause No.	Particulars from RFP	Clarifications sought	Clarifications/Replies to pre-bid queries
9	Scope of work: Digital Online Reputation Management	1.9	Digital Online Reputation Management •Tracking and listening •Analysis of clutter: Intelligent reporting •Response and Redressal •Crisis Mitigation: Positive content seeding	Is ORM part of the scope. If yes, which all handles? Also, do you expect us to respond as well on the queries from Social media platform. Please provide clarity on the scope for ORM.	Scope covers the identification and management of negative publicity in media for the purpose of crisis communication leading to reputational risk of the Bank. It includes classifying the news, which is negative in nature published in newspapers/digital news articles or aired through television and radio channels. Negative news on social media handles of the bank does not form part of the scope of RFP.
10	Scope of work: Geographic presence	1.12	Preferably the agency shall be able to provide services outside India, where Bank has its presence (Singapore and Srilanka).	Please define the scope of international PR requirement in Singapore and Srilanka	"The scope includes coverage of events in places wherever a Bank Branch/Office exists".
10	Application fee and Earnest Money Deposit (EMD):	7.3	Application fee & EMD	Whether MSME & Start-up registered firms are exempted from payment of EMD and Application Fee.	For MSME registration only EMD is waived off For Start-Ups both EMD and Application Fee is waived off.
	Exemption			As per Government notifications, firm is exempted from the criteria of prior turnover and prior experience, as required in tenders or RFPs issued by Central Ministries / Departments / Central Public Sector Undertakings (including Public Sector Banks), due to its status as a DIPP-registered Start-up.	Exempted, provided the exemption certificate is attached with the bid documents

REPLY TO PRE-BID QUERIES FOR EMPANELMENT OF PR AGENCY					
Page No	Heading Name	Clause No.	Particulars from RFP	Clarifications sought	Clarifications/Replies to pre-bid queries
19	Annexure - 3		(On Letter head of the agency duly stamped and signed	Kindly confirm whether Annexure 3 is required to be printed on the bidder / agency's letterhead or on the respective client's letterhead while obtaining the certificate	Annexure-3 - The certificate to be submitted on the client's letterhead.
23	Annexure - 6		Evaluation Criteria includes Presentation / Case study	Kindly clarify whether the Presentation is required to be submitted along with the bid documents at the time of bid submission, or whether shortlisted agencies will be invited separately at a larger stage to make the presentation	Presentation PPT is not required to submit along with the bid documents. Presentation date, venue and Time will be communicated to the agencies qualify for Technical bid.
				Are consortiums or group companies permitted to participate in the bidding process	Consortiums and group companies are eligible to participate in the RFP process. But, the Core Business of the Agency should be PR preferably and Turnover, Net worth, Profit and other metrics will be evaluated on the basis of PR business alone not group businesses.
				In the previous Indian Bank RFP, a presentation was required to be submitted along with the tender documents. Kindly confirm whether the same requirement applies to the current RFP.	Presentation PPT is not required to submit along with the bid documents. Presentation date, venue and Time will be communicated to the agencies qualify for Technical bid.
				Integrity Pact	No integrity pact required at the empanelment stage.