

CORRIGENDUM

Kindly refer to our **TENDER DOCUMENT FOR EMPANELMENT OF CREATIVE AGENCY (RFP No BCC: MKTG: EMP_AGNC:115:285 Dt.29.05.2023)**. As per the laid down guidelines, we conducted a virtual pre-bid meeting with interested bidders on 09.06.2023. During the meeting, several participating agencies raised queries and concerns related to various selection criteria outlined in the tender document. The session provided a valuable opportunity for the agencies to seek clarification and gain a better understanding of the requirements. As Per agencies focus point was on the Annual Turnover criteria as it was negatively impacted due to Covid-19. A few of the bidders have requested relaxation pertaining to the following clause: This suggestion/request was evaluated by the bank internally and necessary changes have been made to Annual Turnover and Technical Evaluation criteria, which are as follows:

1. **Annual Turnover** - The Agency should have an Annual Turnover of Rs.100 crores, and Rs.3 Crores for Micro & Small enterprises in past three financial years. Agency will submit the audited financial statements. (Standalone Turnover of the company applying for the selection will only be reckoned, not of the Group Company or subsidiaries). NOT APPLICABLE for STARTUPS.
2. **Technical Evaluation –**

Sr No.	Criteria		Max Marks	Scoring Methodology		
A	AGENCY PROFILE					
1	Industry Experience		15	Full marks 15 if experience is 07 years and above 12 Marks if experience is 05 and more but less than 07 years 10 Marks if Experience is 04 and more but less than 05 years. 8 Marks if Experience 03 years or more but less than 04 Year. 5 Marks if Experience is less than 03 Years		
2	Clientele	Creative (BFSI Segment) (Latest certificates to be produced.)	20	Full marks 20 for 4 or more BFSI clients. 15 Marks for 3 BFSI clients. 10 Marks for 2 BFSI clients. 05 Marks for 1 BFSI client.		
		Creative (Others Clients) (Latest certificates to be produced.)	10	Full marks 10 for 7 or more clients. 8 Marks for 4-6 clients. 4 Marks for 1 to 3 clients		
3	Annual Turnover (as defined in eligibility)		15	Marks	Annual Turnover In Cr.	
					Micro/Small	Others
				15	Above 7 to 10	125 or more
				12	Above 5 to 7	111-124
			8	3-5	100-110	

4	Network Strength	10	Full mark (10) for having offices at Mumbai and 4 metro cities. 8 marks if only Mumbai and 3 metro cities. 6 Marks if only Mumbai and 2 metro cities are covered. 4 Marks if only Mumbai and 1 Metro city is covered
Total (A)		70	
Technical Evaluation Criteria for STARTUPS (PART A)			
	Total BFSCI Clients (BFSCI Segment) (Latest certificates to be produced.)	50	Full marks 50 for 4 or more BFSI clients. 30 Marks for 3 BFSI clients. 20 Marks for 2 BFSI clients. 10 Marks for 1 BFSI client.
	Total number of Non BFSCI Customers (Latest certificates to be produced.)	20	Full marks 20 for 6 or more clients. 15 Marks for 3 to 5 clients. 10 Marks for 2 clients. 05 Marks for 1 client.
Total (A) For Startups		70	
B PRESENTATION PARAMETER - CREATIVE / ADVERTISING WORK			
5	Past Performance	2-3 Best Creative Campaigns of National / International Level	10
6	Strategy for Bank of Baroda	Understanding of Present Position / Perception about Bank / Bank's creative works in the market	20
Subjective Evaluation			

	Action plan / strategy proposed for the Bank to enhance /increase the Brand equity in the market.		
	Total (B)	30	
	GRAND TOTAL (A+B)	100	

Bidders scoring at least 50% marks in Technical Evaluation (Part A) will qualify for Part B i.e. Presentation.

The Agency needs to achieve a cut - off score of 75 % (i.e. 75% of Total Technical Marks = Minimum 75 Marks) in this evaluation stage to be qualified for commercial bid opening. Only those Agencies who achieve the specified cut - off scores would be short- listed for Commercial Bid Evaluation and will be called "Qualified Agencies". In case one / none of the Agency score a minimum of 75 marks then the Agencies who have achieved the top 10 scores will qualify for the commercial evaluation stage. However, the Bank may at its discretion consider the next highest technical score.

We have extended the last date of Bid submission to 10/07/2023 from 21/06/2023