

	Query	Reply
1	Is it mandatory to submit AAAI membership Certificate? Can we submit ASCI/IBF certificate instead of AAAI? If yes, then please specify the year of AAAI/ASCI/IBF Certificate. Do we need to submit it for the current year i.e., for FY 2023-2024- or continues five-years membership self-certificate from AAAI/ASCI/IBF. We would highly appreciate if you consider ASCI/IBF instead of AAAI. Please clarify.	Bank has modified the accreditation criteria as under: Agency should have full accreditation registration / membership with at least three of the following professional bodies: The Indian Newspaper Society (INS), Advertising Standards Council of India (ASCI), Advertising Agencies Association of India (AAAI), DAVP/Bureau of Outreach and Communication, Indian Broadcasting Federation (IBF)
2	Payments terms mentioned as 60 days on receipt of bills. Query: Since Industry bodies like INS / IBF terms is 60 days from end of activity month and not 60 days from receipt of invoices. Instead, if 45 days after receipt of bills can be consider as payment terms	No change
3	Technical evaluation Criteria – Part A for Industry experience: Clarification required for submission of documents	Query needs to be elaborated
4	Does the scope of work include Digital social media	No, scope of work does not include Digital/Social Media and pertains to traditional media only i.e. Print, TV and Radio
5	<p>We wish to draw your attention towards one of the eligibility criteria of membership with AAAI.</p> <p>We wish to state that AAAI is a private association whose membership does not have any bearing or relevance on the workings of an Advertising Agency. It is not associated with any govt. organization and an advertising agency has the freedom of being a member of AAAI.</p> <p>Also membership charges are as high as Rs. 5,00,000/- for entry and membership charges of Rs. 4,50,000/- per year, so many advertising agencies have chosen not to be a member.</p> <p>It is not mandatory for an advertising agency to be a member of AAAI as it not a statutory body. Apart from Advertising Agencies Association of India (AAAI) there are other bodies as well. For eg. the Advertising Standards Council of India (ASCI). The agencies can choose to be members of other bodies like ASCI as well.</p> <p>Therefore, we request you to kindly allow membership/accredited with Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI) as qualifying criteria.</p>	Bank has modified the accreditation criteria as under: Agency should have full accreditation registration / membership with at least three of the following professional bodies: The Indian Newspaper Society (INS), Advertising Standards Council of India (ASCI), Advertising Agencies Association of India (AAAI), DAVP/Bureau of Outreach and Communication, Indian Broadcasting Federation (IBF)

6	Do we need to submit Pre Contract Integrity Pact along with bid? if yes, is it to be on stamp paper?	Yes, Pre-Contract Integrity Pact is to be submitted along with the bid and it has to be the stamp paper. In Maharashtra the applicable stamp duty is Rs.100/-
7	Identification of suitable media and media vehicles - Print, Electronic, TV, Radio, OOH, etc. Query - Does the scope include promotion in Digital and Social Media	No, scope of work does not include Digital/Social Media and pertains to traditional media only i.e. Print, TV and Radio
8	Curriculum vitae of core staff members. Query - How many staff members CV is expected	CV of principal account managers who are involved in day to day working is required to be submitted
9	This guarantee shall be valid upto... Query - What is the end date of PG	The bank guarantee in lieu of EMD should be remain valid till completion of RFP process. Please refer to EMD clause mentioned in the RFP & Clause of BG which specifies "This guarantee will remain in force up to and including 90 days after the period of the bid validity, and any demand in respect thereof should reach the Bank not later than the above date." As such from the date of Opening of Tender will be the reference date.
10	Is consortium/ Joint Venture allowed in this EOI?	As per manual on procurement of service/consultancy bidder defined as "Bidder" (including the term 'tenderer', 'consultant' or 'service provider' in certain contexts) means any person or firm or company, including any member of a consortium or joint venture (that is an association of several persons, or firms or companies), every artificial juridical person not falling in any of the descriptions of bidders stated hereinbefore, including any agency branch or office controlled by such person, participating in a procurement process
11	We are a MSME company having valid udyam aadhar registration (Which is also a government certificate for MSME bidders regarding EMD exemption) We request you to kindly consider the Udyam Aadhar certificate for EMD exemption	Kindly submit all relevant documents for consideration

12	What document we need to submit against “Agency should preferably be able to provide services at major Indian Cities to support at least 65% of Bank’s Zonal /Regional Offices”	Address proof of local offices in other Indian cities
13	<p>Under Preamble , need clarity on below lines coloured in yellow , please specify the details to be mentioned in this .</p> <p>BOB is a one of the nationalized PSU Bank having its presence throughout India and _____ overseas territories. BOB is committed to fair and transparent procedure in appointing of its outsource service providers. The BOB intends to appoint/ select, under laid down organizational procedures, contract/ s for BOB values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness / transparency in its relations with its Bidder(s) and / or Contractor(s).</p>	<p>Please find appended required clarity: BOB is a one of the nationalized PSU Bank having its presence throughout India. BOB is committed to fair and transparent procedure in appointing of its outsource service providers. The BOB intends to appoint/ select, under laid down organizational procedures, contract/ s for media planning and buying. BOB values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness / transparency in its relations with its Bidder(s) and / or Contractor(s).</p>
14	Which document is required to showcase years of experience	Certificate of incorporation, MOA, AOA would suffice along with self declaration of having experience of 5 years in relevant field