

Addendum – 2

TENDER DOCUMENT FOR EMPANELMENT OF PR AGENCY

Reference No.: **BCC: MKTG: EMP_PR AGNC:113:167 Dt. 12.04.2021**

S.NO	Clause / Section	Present Criteria	Modified Criteria
1	Page no 2; Clause 2.0 ELIGIBILITY CUM TECHNICAL CRITERIA	<p>The PR agencies meeting the following minimum eligibility criteria are only requested to apply for the Selection:</p> <ul style="list-style-type: none"> The agency must have earned minimum fee from PR services of Rs.10.00 crores during 2017-18, 2018-19 and 2019-20, in each financial year. In case the Agency provides non PR services also, the fee Income from PR services only will be considered. Fee Income for PR activities should be certified by the Auditor. (Copy to be enclosed) 	<p>The PR agencies meeting the following minimum eligibility criteria are only requested to apply for the Selection:</p> <ul style="list-style-type: none"> The agency must have earned minimum fee from PR services of Rs.10.00 crores during 2017-18, 2018-19 and 2019-20, in each financial year. In case the Agency provides non PR services also, the fee Income from PR services only will be considered. Fee Income for PR activities should be certified by the Auditor. (Copy to be enclosed) <p>✚ For agencies that are registered as a ‘start-up’ with the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India or is recognised as an Medium, Small and Micro Enterprise (MSME), the agency must have earned minimum fee from PR services of Rs 3.00 crore during 2017-18, 2018-19 and 2019-20, in each financial year. In case the Agency provides non PR services also, the fee Income from PR services only will be considered. Fee Income for PR activities should be certified by the Auditor. (Copy to be enclosed)</p>
		<ul style="list-style-type: none"> The agency should have been in existence in India for a minimum period of 5 years with full – fledged 	<ul style="list-style-type: none"> The agency should have been in existence in India for a minimum period of 5 years with full – fledged Office in Mumbai with the state-of-the-art infrastructure and

		<p>Office in Mumbai with the state-of-the-art infrastructure and manpower including PR professional team to support timely service for PR activities within the scope of work. Agencies will enclose necessary documents along with application. Bank shall verify the same. A certificate of incorporation / Partnership Deed etc to be provided.</p>	<p>manpower including PR professional team to support timely service for PR activities within the scope of work. Agencies will enclose necessary documents along with application. Bank shall verify the same. A certificate of incorporation / Partnership Deed etc to be provided.</p> <p>✚ For agencies that are registered as a ‘start-up’ with the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India or is recognised as an Medium, Small and Micro Enterprise (MSME), it should have been in existence in India for a minimum period of 3 years with full – fledged Office in Mumbai with the state-of-the-art infrastructure and manpower including PR professional team to support timely service for PR activities within the scope of work. Agencies will enclose necessary documents along with application. Bank shall verify the same. A certificate of incorporation / Partnership Deed etc to be provided</p> <p>All the other clauses mentioned under the Clause 2.0 shall remain applicable without change.</p>
2	<p>Clause 10 : 10.1 Technical Evaluation - The broad (indicative) evaluation criteria are as below:</p>		
	<p>Max marks</p>	<p>Existing Scoring Methodology</p>	<p>Scoring Methodology for agencies registered as a ‘start-up’ with DIPP or recognised as an MSME</p>
<p>Industry experience,</p>	<p>15</p>	<p>Full Marks (15 marks) Experience more than 12 Yrs 10 Marks Experience 8 to 12 Years. 5 Marks for experience 5 to 8 years</p>	<p>Full Marks: (15 marks) Experience 5 Years and above 10 Marks: Experience 4 years to less than 5 Years. 5 Marks for experience 3 years to less than 4 years</p>

Clientele (during last 3 years) Govt. / PSU / BFSI Segment / MNC	15	Full marks (15) if clientele 10 nos. and above 10 marks if clientele is 5 – 10 nos. 5 marks if clientele is 2 - 5 nos.	Full marks (15) if clientele 8 nos. and above 10 marks if clientele is 4 -7 nos. 5 marks if clientele is 2 -3 nos.
PR billing for the year 2019-20	15	Full marks (15) – for Rs 30 cr & above 10 Marks – for Rs 20 cr & above 5 Marks – for Rs 10 cr & above	Full marks (15) – for Rs 9 Cr & above 10 Marks – for Rs 6 Cr to less than 9 Cr 5 Marks – for Rs 3 Cr to less than 6 Cr
Network strength – India	15	Full mark (15) Having offices at -6- metro centers (Mumbai, New Delhi, Kolkata, Chennai, Bangalore & Ahmedabad), and Covering -4- other Bank Zonal Office centers 10 marks: Having offices at -6- metro centers (Mumbai, New Delhi, Kolkata, Chennai, Bangalore & Ahmedabad).	No Change – Same as earlier
Presentation of PR Agency - Overall PR abilities (as per scope of work) Ability with respect to - Crisis Communication - Investor Relations - Digital PR - Others, if any	40	Subjective evaluation	Subjective evaluation
Total	100		

3	Clause 1 Important Dates (Point No. 4 & 5)	Last Date and Time for Bid Submission: 03.05.2021 upto 04.00 p.m. Date and Time of Technical Bid Opening: 03.05.2021 at 05.00 p.m	Last Date and Time for Bid Submission: 17.05.2021 up to 03.00 p.m. Date and Time of Technical Bid Opening: 17.05.2021 at 04.00 p.m.
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Issued by: Bank of Baroda, Marketing & Corp. Comm. Dept, Baroda Sun Tower,
C - 34, G Block, Bandra Kurla Complex, Bandra (East),
Mumbai – 400051.
Ph: 022- 67592585 / 33

Email: corp.pr@bankofbaroda.com
Website: www.bankofbaroda.co.in

All other Terms & Conditions shall remain same as mentioned / stated in our Tender / RFP No: BCC: MKTG: EMP_PR AGNC:113:167 Dt. 12.04.2021 and Addendum-1 Dt. 28.04.2021 for EMPANELMENT OF PR AGENCY.

Date: 09.05.2021