

RESPONSES TO PRE BID QUERIES

RFP FOR EMPANELMENT OF -3- DIGITAL MARKETING AGENCIES

Sr. No	Page No.	Clause	Query	Bank's Reply
1	9	8.1	Please consider treating MSME registered units at par with the registered Start-ups as regards GAT Also, the minimum turnover requirement may be pared down to Rs.1 crore (instead of Rs.2 Crores) for units registered as MSME and Start ups	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating the tender section of the bank's website.
2	16	Technical Evaluation 18 (Item No. A 1)	Please treat MSME registered units at par with the registered Start-ups as regards experience	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.
3	16	Technical Evaluation 18 (Item No. A 2)	Please consider doing away the bifurcation among BFSI and Non-BFSI clients. Treat the total number of clients for evaluation. Please also consider doing away with the retention criteria. You will appreciate that in today's time the rapidity with which technology and solutions are emerging, the criteria of retention of clients for 3 years could be a real challenge.	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.
4	17	Technical Evaluation 18 (Item No. A 3)	Please consider lowering the GAT requirement for MSME and Start up units to half of what is prescribed presently	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.
5	29	EMD Earnest Money Deposit	Does MSME register bidders are exempted from payment of EMD? Please Confirm	Yes, there is an exemption. Please refer to the RFP page number 21 and 29 on EMD.
6	16	18.2	Do we have to submit any presentation on strategy and media planning along with RFP submission ?	No, presentation it not required to be submitted along with RFP. It will be needed at the time of technical presentation of eligible bidders.
7	17	18.2 B (7)	Is there any information available on App installation trend, Uninstallation, Usage of app, growth of users ?	Yes, it is available but due to confidentiality reasons cannot be shared with the bidders at this point of time.
8	17	18.2 B (7)	Are there any priority or focussed products for marketing of the bank ? If so, are there any planned targets for coming months ?	These details will be shared with the empaneled agencies. It is not required at this stage of the process.

9	17	18.2 B (7)	Please share present growth rates along with expected growth plan in digital media	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
10	17	18.2 B (7)	Are there any planned monthly media budgets mapped with different products?	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
11	17	18.2 B (7)	Please share key USPs of Baroda M-Connect Plus (Mobile Banking App) , Digital only Home Loan and Digital only Savings Account	Please refer to the product pages of each of the products on the bank's website. All relevant details are available there.
12	17	18.2 B (7)	Please share details of monthly home loan disbursements along with contribution from digital channel (In percent or numbers)	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
13	17	18.2 B (7)	Please share the range of cost per lead for home loans or saving accounts opening in the bank	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
14	17	18.2 B (7)	Will you be sharing the brand guidelines now or after shortlisting the agencies for presentation	Yes brand guidelines will be shared with all the empaneled agencies at a later point in time.
15	17	18.2 B (7)	Is there any minimum creative count commitment per month? Please share the minimum frequency committed for every creative on monthly basis	No, there is no such commitment from bank's side.
16	17	18.2 B (7)	Is there any minimum blog/ article writing commitment per month? Please share the minimum frequency committed for blogs and articles on monthly basis	No, there is no such commitment from bank's side.
17	11	9	Will agency be on retainership (monthly) on creative requirements considering the work and time required as per creative needs?	There is no retainer model. Please refer to the RFP document for details.
18	55	Annexure J (4)	In case of newsletter creation, who will be responsible for content on the same ?	Content needs to be provided by the agency to whom the job is assigned.
19	13	13	What is payment cycle ? How are payments released for media campaigns and agency fees	Payment cycle will primarily be on monthly basis, but it can be modified to a shorter or longer duration with mutual consent from the bank.
20	10	9.1.2	Who will execute the social media content posting and scheduling ? Is it other agency or the same agency who builds the campaign	The empaneled agencies will be responsible for all the posts pertaining to the campaign(s) allotted to them.
21	10	9.1.1	Lead Management System : Is bank having any LMS or the same has to be provided by agency during campaign execution	Bank is having LMS. The bidders need not provide the same.
22	15	17	How much time will be given to agency to prepare presentation in case shortlisted?	A minimum period of 5 days will be given to the eligible bidders to prepare for the technical presentation.

23	13	13	Who will pay to the media houses and publishers (Is it agency or bank directly ?)	The agency will be liable to pay to the media houses, publishers or any other entity utilized in the campaign.
24	56	Annexure J (9)	It is mentioned that agency will be paid 1000 INR per day, subject to maximum of INR 15000 per campaign per month, does it mean agency won't be getting a percent of commission from the budgets planned ? Or is this additional to the rate of commission ?	The optimization cost mentioned in the RFP is in addition to the media commission.
25	13	13. PAYMENT TERMS	Payment schedule for Campaign released in digital marketing / media is not clear. Apart from agency commission. Payment requires for running digital Campaign is on advance basis or after submission of bill.	Payment cycle will primarily be on monthly basis, but it can be modified to a shorter or longer duration with mutual consent from the bank. The optimization, creative and other cost mentioned in the RFP is separate from the media commission. No advance will be paid for media spends, payments will be made after submission of invoices with proper supporting documents.
26	-	-	Please let us know if there is an alternative way for submitting the Bid documents instead of having the hard copy hand delivered to the office	As of now there is no change. This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.
27	-	-	Also, let us know if we can do online transfer for the EMD Deposit & Tender Fees	Yes, provision will be provided by online transfer of the EMD and tender fee. (Please share UTR & Other details while submitting the Tender Documents) The details are as below Bank Name : BANK OF BARODA BRANCH : BANDRA KURLA COMPLEX BRANCH ACCOUNT NO. 29040400000417 ACCOUNT NAME: BCC OFFICE ADMIN AND SECURITY IFSC CODE: BARB0BANEAS (Fifth Character is Zero) ACCOUNT TYPE : CURRENT
28			How will the work be divided between the three agencies?	The bank will roll out briefs as per the business requirements and empaneled agencies need to submit their media plans for the same. Basis the submissions bidder(s) will be identified to execute campaigns.
29			Are you open for negotiating the terms of the contract with the successful bidder?	No, there will be no further negotiation with the selected bidders.

30		What would be the total digital budget for the current FY?	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
31		Any indication on the annual digital media budget?	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
32		Any specific reason for requirement for bank statements of past 6 months?	As per the practice and compliance to internal guidelines of the bank the bank statement of 6 months is required from the bidders. It also help assess the financial conduct of the bidder.
33		Will the creative rate card be fixed for 3 years?	Yes.
34		As per point 8.6, Page 10 should the agency be Google or a Facebook partner?	The bidders needs to be partner with any one of Google or Facebook or both.
35		Can we collate all documents in a pendrive which can be hand delivered to the HO ?	This suggestion/request will be evaluated by the bank internally and any changes, if required, will be informed in the form of addendums by updating in the tender section of the bank's website.
36		what happens if there is a tie in H1 score in techno comm bid?	In case of a tie for H1 spot, the bidder with the lower commercial bid will be allotted H1 and the other bidder will be given H2. Following this the procedure mentioned in the RFP will be followed.
37		the commission would be dependent on the volume of business. Hence, an indication would be useful. Maybe, you can provide the actual spends that was done in the previous year.	These details will be shared with the empaneled agencies. It is not required at this stage of the process.
38		Do we have defined TAT for the creatives?	The TAT on creative will be subject to the campaign requirement and will be mutually decided with the empaneled agencies.
39		consortium is allowed for bidding ?	No, consortium are not eligible to bid.
40		technical score will be declared before opening of price bid?	Yes.
41		Point No. 8.3.1, Requirement of 5 years of experience is in total Digital media which includes Creative service or individually on each component?	The requirement mentioned in point 8.3 of the RFP document is for the total activities pertaining to digital marketing.
42		for details of existing clients, you have asked for WO/PO - however this is under NDA and cannot be shared.. will self declared list + client references (contact details) be ok? it should suffice as evidence of current clients	Please refer to the point 15,16 of the Annexure 1 of the RFP document, it clarifies " <i>Please attached relevant Work Orders/PO/Letters or Email communication from clients confirming the same.</i> " In addition the bidders can submit a self declaration list with references.

43		Is MSME allowed waiver of EMD?	Yes, there is an exemption. Please refer to the RFP page number 21 and 29 on EMD.
44		Bid Security Declaration - it should be signed by ?	It needs to be signed by the Authorised Signatory of the bidder.
45		Since the presentations have to be made only by those agencies which are shortlisted as per the technical score the same need not be given in advance right?	Yes.
46		In the past what has been the media commission percentage you have worked at with the Digital media buying partner? Can you specify a range	These details are confidential in nature, therefore, it cannot be shared.
47		For what time EMD will be deposited in the bank in case selected ? Also, is there any separate Bank Guarantee separately?	These points are already clarified in the RFP please refer to the page number 21 and 29 on EMD. No Performance Bank Guarantee is required to be submitted by the empaneled agencies.
48		Is Rs One crore a minimum required value for a single campaign only or for a company or brand campaign during one FY?	As mentioned in the point 8.4 of the RFP document, the bidders must have successfully completed at least one campaign in each of the last three years. These campaigns need to be digital marketing campaigns only and can be either brand campaign or performance campaign or both.
49		in the creative rate card, you have specified 2d flash animation (flash is no longer supported) so can you elaborate on it.. also can you please elaborate on requirements of ATM screens (it is not done typically by digital creative agency)	The items-wise cost mentioned in the Rate Chart shall remain same for the -3- years. If 2D flash animation is required by the Bank same shall be charged at the rate / cost mentioned. The ATM screens basically shall be an adaptation of the existing creative / post.
50		20.15 - Page number 21. Exemption from submission of EMD and tender cost shall be given to bidders, who are Micro and Small Enterprises (MSE) and they are exempted from giving EMD may give Bid Security declaration (Annexure – I) in place of EMD. Is MSME also exempted. Since RFP specifically mentioned MSE.	Yes, MSME are also eligible given the necessary supporting documents/certificates signed by competent authorities are to be submitted with the bid.
51		can the agency give a completely new business model	This question is out of the purview of the RFP.
52		you have asked for CVs of team members .. how do we structure the team & provide this information without visibility into volume of work division?	The CVs are to be submitted by the bidders to specify the capability of the bidder in terms of providing the services.