



**Addendum – I**

**TENDER DOCUMENT FOR EMPANELMENT OF -5- DIGITAL MARKETING AGENCIES**

Reference No.: BCC: MKTG: EMP\_DMAGNC:110:186 Dt 03.02.2018

Sr. No.	Clause / Section	Present Criteria	Modified Criteria
1.	Clause 8.0 Eligibility Criteria (Point 8.6)	The Agency should currently be a <b>Google Premier partner</b> in India. Agency should have at least 5 resources who are Google Certified Analytics Professionals and Google Certified AdWords Professionals.	The Agency should be a <b>Google Partner</b> in India. Agency should have at least 5 resources who are Google Certified Analytics Professionals and Google Certified AdWords Professionals.
2.	Clause 20 Submission of bid (Point No. 20.14)	The earnest Money Deposit for application related to empanelment of Digital Marketing Agency shall be 5 lac payable by Demand Draft or Pay order favoring 'Bank of Baroda' payable at Mumbai is to be submitted along with the application form.	The earnest Money Deposit for application related to empanelment of Digital Marketing Agency shall be 5 lac payable by Demand Draft or Pay order favoring 'Bank of Baroda' payable at Mumbai is to be submitted along with the application form. <b>The submission of earnest Money deposit may be accepted in form of Bank Guarantee also as per attached format.</b>
3	Clause 1 Important Dates (Point No. 4 & 5)	Last Date and Time for Bid Submission: 26.02.2018 upto 02.00 p.m.  Date and Time of Technical Bid Opening: 26.02.2018 at 03.30 p.m.	Last Date and Time for Bid Submission: <b>05.03.2018 upto 02.00 p.m.</b>  Date and Time of Technical Bid Opening: <b>05.03.2018 at 03.30 p.m.</b>

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- 67592534 / 90

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Website: [www.bankofbaroda.co.in](http://www.bankofbaroda.co.in)

All other Terms & Conditions shall remain same as mentioned / stated in our Tender / RFP No: BCC: MKTG: EMP\_DMAGNC:110:186 dated 03.02.2018 for Empanelment of -5- Digital Marketing Agencies.



बैंक ऑफ बड़ौदा **Bank of Baroda**

**BID SECURITY GUARANTEE  
(FORMAT OF BANK GUARANTEE (BG) IN LIEU OF EARNEST MONEY DEPOSIT)**

To:  
General Manager – Marketing, Corp. Comm. & WMS  
Baroda Sun Tower  
Bank of Baroda  
Mumbai

WHEREAS ..... (hereinafter called “the Bidder”) has submitted its bid dated ..... (date of submission of bid) for empanelment as Digital Marketing Agency in response to Bank of Baroda’s Request for Proposal ( RFP ) No. .... (hereinafter called “the Bid” ).

KNOW ALL PEOPLE by these presents that WE ..... (name of bank) of ..... (name of country) having our registered office at ..... (address of bank) (hereinafter called “the Bank”) are bound unto Bank of Baroda in the sum of ..... for which payment will and truly to be made to Bank of Baroda, the Bank binds itself, its successors and assigns by these presents. Sealed with the common seal of the said Bank this ..... day of ....., 20.....

THE CONDITIONS of this obligation are:

1. If the Bidder withdraws its Bid during the period of bid validity specified by the Bidder on the Bid Form; or
2. If the Bidder, having been notified of the acceptance of its bid by the Bank of Baroda during the period of bid validity :

- (a) fails or refuses to execute the mutually agreed Contract Form if required; or
- (b) fails or refuses to furnish the Performance Security, in accordance with the Terms and

Conditions of the Contract;

This guarantee will remain in force up to and including 45 days after the period of the bid validity, and any demand in respect thereof should reach the Bank not later than the above date.

Notwithstanding any other term contained herein

a) this guarantee shall be valid only up to ..... (minimum 4 months from last date of submission of bid ) whereupon it shall automatically expire irrespective of whether the original guarantee is returned to the Bank or not; and

b) the total liability of Bank under this guarantee shall be limited to Rs. ..../- (Rupees ..... only) (EMD amount).

Place:

SEAL Code No.

SIGNATURE

Note: 1. Bidder should ensure that the seal and code No. of the signatory is put by the Bankers, before submission of BG.

2. Stamp paper is required for the BG issued by the Banks located in India.