



Responses to Pre- bid Queries for RFP of PR Agency

S. N o.	RFP Ref Page no.	RFP Clause No.	Relevant Section	Existing Clause	Request to change/ Query	Bank's Response
1	16			Scope of Work	Please define focus areas to understand the overall objective from a communications standpoint.	This has been covered in the RFP. Further details will be shared with the selected agency.
2					What is your future focus for each business?	This will be discussed and shared with the selected agency.
3					Who do you consider a benchmark in the industry?	The top 3 banks in India across the public and private sector.
4					Where do you objectively see yourself placing in the top PSU banking space?	Bank of Baroda is the 2nd largest Public Sector Bank in India
					How do you currently position yourself in all your communications?	We are one of India's leading and the 2nd largest public sector bank in the country
5					What is the immediate priority in terms of Brand communication that you expect the agency to take care of?	This will be discussed and shared with the selected agency.
6					Name some of BOB's hero products, social impact, and employer branding initiatives.	This will be discussed and shared with the selected agency.
7					What are your challenges from a media standpoint?	This will be discussed with the selected agency.





8					Please mention any crises that need immediate focus.	This will be discussed with the selected agency.
1 0	13	14.2	Eligibility Criteria	The agency must have minimum average turnover from PR services of Rs.10.00 crore during the last 3 years -2021-22, 2022-23 and 2023-24 as per audited balance sheets. 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) Minimum annual turnover criteria of MSME firms is Rs. 3 Crore. There is no minimum criteria of Gross Annual Turnover for Start Ups. (Standalone Turnover of the company applying for the selection will only be taken into consideration, not of the group company or subsidiaries.)	Audited Balance Sheet FY22 and FY23 available. Will unaudited Balance sheet for FY24 suffice	Unaudited Balance Sheet for FY24 will suffice provided it should be Provisional Balance sheet signed by Chartered Accountant with seal and registration number
1 1	14	Point no. 5	Eligibility Criteria	The Bidder should have provided PR services to at least 5 large companies in the BFSI sector with an annual turnover of Rs 500 crore & above on a retainership basis for at least any 2 of the last 3 financial years - 2021-22, 2022-23 and 2023-24	Will contracts work	RFP clearly states that it should be on retainership basis
1 2	26	Point no.5	Payment Terms	20.5The Agency shall implement the work assigned to it by the Bank on receiving written approval of its estimate submitted to the bank.	Will the client bear the expenses for stringer or translation	Yes. The agency must take prior written approval of the cost estimate from the Bank.
1 3	27	Point no. 2	Substituti on of Project Team members	21.2 During the assignment, the substitution of key staff identified for the assignment shall not be allowed unless such substitution becomes unavoidable to overcome the undue delay or that	Please clarify	This clause is self-explanatory





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				such changes are critical to meet the obligation. In such circumstances, the bidder can do so only with the concurrence of the Bank by providing alternate staff of same level of qualifications and expertise.		
1 4	22		Other Project, Assignme nts and Charges	The scope of work listed above is a brief list of activities to be undertaken by the selected PR Agency depending on the requirement of Bank. Apart from the scope of work, the Bank shall request the agency for carrying out various other projects / works related to Digital Marketing, Creative Content Development & Media / Traditional marketing and the allocation of these projects / works will be based on QCBS (Quality Cost Based Selection) where in selected agency will be called for Technical / Creative presentation and financial bid with equal weightage to both the components.	Kindly elaborate	The cost shall be additional and shall be discussed with the selected agency basis the scope of the development
1 5	30	26 Part B Point No. 05	Technical Evaluatio n	Past Performance & Credentials • Credentials of the Agency • Past Performance: - Case studies of past assignments for any two BFSI clients that involved innovative PR campaigns/ideas/execution and reputation & crisis management	Should this be a part of the presentation	Yes, this will be a part of the presentation
1 6				?	Can you list the top 5 competitors in the public and private sector banks	The top 5 banks by size across the public and private sector. Further details will be shared with the selected agency
1 7					What are the top messages you want to drive through PR?	This can be decided mutually with the selected agency.





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1 8	17	15.2	Scope of Work	Pitch and manage one-on-one interviews of authorized spokespersons of the Bank with identified media professionals relevant to the Bank in addition to organizing media events.	Can you please help us with a list of the media spokespersons and their areas of expertise?	The MD & CEO and the Executive Directors of the Bank are the primary spokespersons for the Bank. In addition, the Bank has other spokespersons the details of which will be shared with the selected agency.
1 9					Are there communication priorities/areas/developments you want to communicate to the key stakeholders in the near term?	This will be discussed with the selected agency.
2 0	17	15.2	Scope of Work (Media Relation)	Ensure maximum coverage and visibility for all media releases issued by the Bank. Pitch stories/ interviews with relevant media. Identify the right journalist/s and publication/s, develop the interview/story pitch, prepare a briefing document, organize/coordinate the interaction, post-interaction coordination and monitor coverage.	How many media releases, authored articles/contributory articles, features, emailers, award nominations respectively are expected to be issued every year by BOB?	There is no fixed number. But for reference, we had issued around 60 media releases last year.
2 1	18	15.3	Scope of Work (Content Writing)	Provide translations of media releases, write-ups, articles in various languages as required.	In which languages are translations of media releases, write-ups, articles in various languages required?	This will differ on a case-to-case basis. And will be discussed with the selected agency.
2 2	18	15.3	Scope of Work (Content Writing)	Draft expected questions, key messages, talking points, speeches etc.	How many speeches does BOB estimate the agency will have to work on per annum?	There is no fixed number. This will be decided mutually with the selected agency





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23	18	15.5	Scope of Work (Media Monitorin g	 The Agency shall provide the Tool/Licensed Tool which should provide the following services to the Bank: National: Track mainline, business, regional and trade publications in English, Hindi and other regional languages across wires, print, online/digital and electronic/television media to monitor media coverage about the Bank, key competition, the BFSI industry and the larger economy on a day-to-day basis. It is desirable that the tool provides a wide coverage of publications. The monitoring should cover print media from all/as many of the zones that the Bank is present in as possible. The media monitoring tool should preferably also have the Dept. Marketing Department, BST, Mumbai Sub Selection of PR Agency 2024-2027 19 that originates from outside the cities monitored into the platform. For online news the tool must have unlimited keywords, ad-hoc searches and mentions. Bank should be able to browse unlimited topics/competitors or industry related searches for online news on the tool. The service provider should subscribe to all the leading 	Is the media monitoring tool to be provided by a third party specialist provider excluded or included in the cost of the PR retainer arrangement?	The cost is to be included in the PR retainer.





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				 newspapers/news websites that have paid content. International: Track international digital/online publications (mainline, business, regional & trade publication) to monitor media coverage about the Bank on a day-to-day basis any news to be included in the daily report. Regional Television: Have the capability to monitor regional channels, if required by the Bank 		
2 4	19	15.6	Scope of Work (Media Reporting)	WhatsApp Updates: Share daily news updates (wires, print, online and TV) on the Bank on WhatsApp every morning (before 8am), in addition to key news on competition and industry. Real-time news updates to continue through the day.	Can news updates on WhatsApp be sent by 9 am instead?	The daily news updates from the key metro centres must be shared before 8am daily. The rest can be shared by 9am.
2 5	19	15.5	Scope of Work (Media monitorin g)	For online news the tool must have unlimited keywords, ad-hoc searches and mentions. Bank should be able to browse unlimited topics/competitors or industry related searches for online news on the tool.	Unlimited keywords search cannot be costed for. Is the bank open to provide search capability on the industry, spokespersons and chief competitors for set defined number of users at a time say 3-5 for instance?	This can be decided mutually with the selected agency.
2 6	21	15.11	Scope of Work (Speaking Opportuni ties)	Identify and pitch speaking opportunities at prominent industry forums for Bank's spokespersons/senior leaders.	Speaking opportunities are always a mix of organic and paid where the client often needs to associate as a co-sponsor of the event. These charges will necessarily be outside the retainership fees of the PR contract. Please confirm	Co-sponsorships, if any, will be outside the retainership fees.
2 7	21	15.13	Scope of Work (Event Managem ent)	Help the Bank organize and conduct press conferences, investor/analyst meets & conference calls, corporate road shows etc.	How many press conferences and roadshows every year are estimated to be held outside Mumbai, Delhi, Ahmedabad, Pune, Hyderabad and Bangalore?	There is no fixed number.





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2 8	22	15.15	Scope of Work (Corporat e Communi cation Internal & External	 Provide media training to key personnel/authorized spokespersons of the Bank/PRO of the Bank at the Corporate Office or anywhere as may be desired by the Bank at regular intervals at agency's cost. 	We envisage media training to be provided once a year for all officers of the rank of ED and above at your Mumbai office. Please let us know if a larger number of people and/or locations or higher frequency is required to be considered	Details are provided in the tender document. The same will be discussed and decided mutually with the selected agency.
2 9	22	15.15	Scope of Work (Corporat e Communi cation: Internal & external)	 Assist the Bank on a need basis in publishing House Journals/Magazines and other modes of internal communication. 	Please elucidate the detailed scope of work for 3.7 : "Assist the Bank on a need basis in publishing House Journals/Magazines and other modes of internal communication." How many such journals/magazines would we need to work on in a year and the exact role to be played by the agency	This is on a need-based basis and will be mutually decided with the selected agency.
3 0	22	15.15	Scope of Work(Cor porate Communi cation: Internal & external)	 Provide media training to key personnel/authorized spokespersons of the Bank/PRO of the Bank at the Corporate Office or anywhere as may be desired by the Bank at regular intervals at agency's cost. 	In addition to Mumbai in which other locations does the bank propose to have training conducted in using the media monitoring tool?	Most likely, only Mumbai
3	9	8.1	Scope of work	The Selected Bidder (Service Provider) shall be subject to annual audit by internal/ external Auditors appointed by the Bank/ inspecting official from the Reserve Bank of India or any regulatory authority, covering the risk parameters finalized by the Bank.	 Indemnification: We are open to offering you mutually agreed reasonable indemnity provision that aligns with the obligations and responsibilities outlined in the scope of work. Audit rights: We are okay to provide you with reasonable audit rights solely in relation to the services; however, the audit rights would need to be in line with the policies of our parent company. Liquidated Damages and Penalties: We believe that liquidated damages may not represent an equitable solution given the nature of services outlined. These services are contingent upon the information and/or materials supplied by 	 Bank has standard indemnity provisions, and the selected agency is required to furnish, such indemnity clause is part of SLA Please refer to point no 41.9 You may provide policies of your parent Company for Audit, Bank's evaluation committee will decide on this aspect RFP Document states that any issue which is contentious in nature will be solved amicably between the Bank and agency avoiding any legal recourse as far as possible.





					 you and the perception of the media. We are confident that legal remedies available in the event of a breach would offer sufficient recourse. 4. Right to Set Off: We believe that granting an arbitrary right to set off wouldn't be prudent, as breaches should be resolved through adjudication rather than unilateral decisions by the parties. We are confident that the legal remedies available are robust enough to address any breaches effectively. 5. Performance Bank Guarantee: We believe that the agreed upon indemnification and limitation of liability provisions in the agreement will be robust enough to address any obligations or liabilities arising from our engagement. Therefore, we kindly request your written confirmation that the Bid Security will not be forfeited if the agreement is duly negotiated in good faith between the Bank and agency 6 We kindly request your written confirmation that the Bid Security will not be forfeited if the agreement is duly negotiated in good faith between the Bank and agency 6 We kindly request your written confirmation that the Bid Security will not be forfeited if the agreement is duly negotiated in good faith between the Bank and agency
	9	8.1	Scope of work		
3 2	36	33.6	EMD AMOUNT & NON REFUND ABLE COST of RFP	Non-refundable Cost of RFP / Transaction of RFP application fees (Rs. 5000/) to be remitted separately in the same account as mentioned above. UTR details of the same to be furnished in Annexure 4	Application Money Rs. 5000/- (Nonrefundable) to be paid online. On GEM, normally, they don't have any option to pay such cost online. Pls advise. As per RFP Application money has to be paid through online transfer in the given account of Bank of Baroda on GEMs only annexure related to the payment details has to be uploaded





33	9	8.1	Exemptio n for applicatio n money and EMD amount:	Exemption from submission of EMD and application money shall be given to bidders, who are Micro Small and Medium Enterprises (MSME) / Startups. The bidders who are MSME have to submit necessary document issued by NSIC and the bidders who are startups have to be recognized by Department of Industrial Policy & Promotion (DIPP) to avail the exemption. To qualify for EMD and tender cost exemption, firms should necessarily enclose a valid copy of registration certificate issued by NSIC/DIPP which are valid on last date of submission of the tender documents along with "Bid Security Declaration" accepting that if they withdraw or modify their bids during period of validity etc., they will be suspended for the time specified in the tender documents. MSME/Startup firms which are in the process of obtaining NSIC certificate/ DIPP will not be considered for EMD and Tender cost exemption.	To qualify for EMD and tender cost exemption, firms should necessarily enclose a valid copy of registration certificate issued by NSIC/DIPP which are valid on last date of submission of the tender documents We have a valid Udyam Registration Certificate registered under "Small" Category. Can we attach the copy to avail the EMD exemption?	valid copy of registration certificate issued by NSIC/DIPP is mandatory to avail EMD Exemption
3 4	13	14	Eligibility Criteria		Attested true photocopies of relevant documents/certificates should be submitted as proof of support of the claims made. Is this appliable to supporting documents of Eligibility Criteria and Technical OR only Eligibility Criteria documents?	Both eligibility criteria as well as Technical requirements
3 5	10	8.3			The positive Net Worth of minimum Rs. 5 crores. should be considered under exemption for government registered Start-ups. Prior experience and prior turnover are already covered under exemption as per the Office. Memorandum NOF 20/2/20 I4-PPD (Pt.) dated 27/07/20 17 issued by Government of India Procurement Policy Division Ministry of Finance-Department of Expenditure	Exemptions for the clauses under RFP can only be put to the Evaluation Committee of the Bank and changes if required will be informed in the form of addendums updating in the tender section of the bank's website.





3 6	10	8.2			There is a mismatch in tender reference number on first page and mentioned in internal pages.	Reference No: BCC: MKTG: EMP_PR AGNC:292 Dt. 31.05.2024
2 3	11	8.3				
3 7	14	14.4	Eligibility Criteria	The agency should have been in existence in India for a minimum period of 7 years with a full-fledged office in Mumbai with state-of-the-art infrastructure and qualified manpower to provide quality and timely PR services within the scope of work.	Can you please clarify if 1 empanelment letter/work order for each year is to be submitted or can we submit 1 client letter specifying that we have been working with them for 7 years or more.	One letter can be submitted provided it contains exact period from(date &year)to(date &year)
3 8	19	15.6	Scope of Work (Media monitorin g)	Coverage Dossiers: A comprehensive and complete coverage dossier in a mutually agreed format to be prepared and submitted for every media release issued within a month after issuance. The Dossier to include coverage received in Wires, Print, Online, Television and Social Media platforms.	Can the coverage dossiers be digital?	Yes
3 9	19	15.5	Scope of work (Media monitorin g)	For online news the tool must have unlimited keywords, ad-hoc searches and mentions. Bank should be able to browse unlimited topics/competitors or industry related searches for online news on the tool.	Should the media tool be proprietary or can it be a third-party subscription	Can be either but the cost to be included in the PR retainer.
4	21	15.13	Scope of work	To devise methods and communication strategy for better investor and analyst relations.	Can you clarify if Investor Relations is a part of the scope of work	This is on a need-based basis and will be mutually decided with the selected agency As mentioned in the RFP. the Agency will be responsible for end-to-end coordination with the vendor for the media meet and analyst meet to announce the Bank's Financial Results every
						quarter in a physical/ virtual format.





4 1			Scope of Work		Can you specify the scope of work for internal communications if it is the part of the PR mandate	This is on a need-based basis and will be mutually decided with the selected agency
4 2	45	8	Penalty/C ancellatio n of Order/Ter mination of Contrac		Liquidated damages & Penalty. These clauses are not acceptable to us.	It is part of RFP cannot be changed
4 3	24		Terminati on for Default		Termination for default This clause shall be mutual	It is part of RFP cannot be changed
4	44	40.2	Right to Audit	Service Provider and or his / their outsourced agents / sub – contractors (if allowed by the Bank) shall facilitate the same. The Bank can make its expert assessment on the efficiency and effectiveness of the security, control, risk management, governance system and process created by Service Provider. Service Provider shall, whenever required by the Auditors, furnish all relevant information, records/data to them. All costs for such audit shall be borne by the Bank. Except for the audit done by Reserve Bank of India or any statutory/regulatory authority, the Bank shall provide reasonable notice not less than 7 (seven) days to Service Provider before such audit and same shall be conducted during normal business hours.	Right to Audit The notice shall be served 30 days prior and not 7 days prior to the Agency and audit shall be only conducted for the services provided by the Agency.	Yes
4 5	45	41	Penalty/ Cancellati on of Order / Terminati on of Contract		Penalty/ Cancellation of Order / Termination of Contract This clause shall be deleted.	NO





4	47	45	Indemnity	The Agency shall indemnify the Bank, and shall always keep indemnified and hold the Bank, its employees, personnel, officers, directors, (hereinafter collectively referred to as "Personnel") harmless from and against any and all losses, liabilities, claims, actions, costs and expenses (including attorneys' fees) relating to, resulting directly or indirectly from or in any way arising out of any claim, suit or proceeding brought against the Bank as a result of: 45.1 Bank's authorized / bona fide use of the Deliverables and /or the Services provided by Agency under this assignment; and/or 45.2 Negligence or willful misconduct of the agency and/or its employees, agents, subcontractors in performance of the	Indemnity The indemnity clause shall be mutual and the clause no 45.1, 45.3, 45.4, 45.5 and 45.6	NO cannot be deleted
				 obligations under this assignment; and/or 45.3 Claims made by employees or subcontractors or subcontractors' employees, who are deployed by the Agency, against the Bank; and/or 45.4 Claims arising out of employment, non- payment of remuneration and non- provision of statutory benefits by the Agency to its employees, its agents, contractors, and subcontractors. Or 45.5 Breach of any terms, representation or false representation or inaccurate statement or assurance or covenant or warranty of the Agency under this assignment; and/or 45.6 Breach of confidentiality obligations of the Agency; and/or 45.7 Any or all 	shall be deleted.	





	Deliverables or Services infringing any patent, trademarks, copyrights or such other Intellectual Property Rights.		
4 7		Some important clause like Appointment, Non Solicitation, Approvals, Modifications and cancellations, Limitation of Liability, Obligations of both parties etc are not there, which shall be in included in a definitive Agreement	Service Level Agreement and Non disclosure agreement is given at the end of RFP it has to be signed by selected agency
4 8		What are the business priorities and/or reputation challenges for Bank of Baroda	This will be discussed with the selected agency.
4 9		Who are you target audiences e.g. are we planning to target MSMEs, Millennials, GenZs?	This has been covered in the tender document. Further details will be shared with the selected agency.
5 0		Is there a particular line of business we should prioritize?	This will be discussed and shared with the selected agency.
5 1		Are there any key announcements/ milestones planned by the bank	This will be discussed and shared with the selected agency.
5 2		Could you share the names and designation of the key leadership team that has been referred to in the RFP?	The details are available on the Bank's website. Further details will be shared with the selected agency.
5 3		Regarding engagement with bloggers/influencers, can we consider paid collaborations or do we prefer organic engagement only	We can consider both. The Bank also has a separate social media agency onboarded to manage the Bank's presence on social media.
5 4		Do you have an existing social media agency? If yes, •Referring to the 'Digital ORM' ask: will the social media agency be responsible for tracking/listening/responding and agency will be brought in to counsel on messaging?	Yes, that is correct.
5 5		If you don't have a social media agency,	The Bank has a Social Media agency





5 6 5			Scope of		 For the ask on 'Digital ORM': could you elaborate on the expectation? Will the agency be involved in posting 'replies' or managing 'comments', tracking/listening daily? Which all social media platforms are you considering for digital ORM The RFP mentions 'assisting bank with internal communications' – would you require our support with content or end-to-end support with ideation, content & design? Please allow the selected bidder to open an office 	This is on a need-based basis and will be mutually decided with the selected agency.
58	14	8.7.1	Work	15 In following events Perk shall	in Mumbai with in 15/ 30 days. We are thankful that being a progressive bank, Bank of Baroda has provided relaxations to Startups in eligibility conditions about turnover (ZERO turnover requirements for Startups) and past experience (no requirement of past client/ experience for startups). But your objective to promote startups is automatically defeated due to non-relaxation for startups in Evaluation/ Scoring criteria. From existing scoring criteria, it seems that even a startup would be required to have a turnover of Rs. 10 Crore, experience of 7 years and minimum 5 BFSI clients to get the minimum marks, thus making them ineligible. So in a way, startups are still ineligible for this RFP if relaxation is not provided in evaluation/ scoring also. Request you to please provide a similar relation like eligibility, in evaluation also.	This clause cannot be changed Such conditions are terms of the RFP
5 9	96		Terminati on	15. In following events Bank shall terminate this assignment or cancel any particular order if Service Provider: 15.1breaches any of its obligations set forth in this assignment or any subsequent agreement and Such breach is not cured within thirty (30) Working Days after Bank gives written notice; or 15.2failure by Service Provider to provide Bank, within thirty (30) Working	Termination Clause of RFP whether it should be applicable on both side	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.





Days, with a reasonable plan to cure	
such breach, which is acceptable to the	
Bank. Or	
15.3The progress regarding execution of	
the contract/ services rendered by the	
Service Provider is not as per the	
prescribed time line, and found to be	
unsatisfactory. 15.4Providing services	
not to the satisfaction of Bank	
15.5Delay in execution/delivery /	
commissioning of services.	
15.6 If deductions of penalty exceeds	
more than 10% of the total contract price.	
Further Bank may terminate this	
agreement on happening of following	
events: 15.7A liquidator or a receiver is	
appointed over all or a substantial part of	
the undertaking, assets or revenues of	
the Service Provider and such	
appointment continues for a period of	
twenty one (21) days; 15.8The Service	
Provider is subject of an effective	
resolution for its winding up other than a	
voluntary winding up for the purpose of	
reconstruction or amalgamation.	
15.9The Service Provider becomes	
insolvent or goes into liquidation	
voluntarily or otherwise	
15.10An attachment is levied or	
continues to be levied for a period of 7	
days upon effects of the Agreement.	
15.11The Service Provider becomes the	
subject of a court order for its winding up.	
Notwithstanding above, in case of	
change of policy or without any reason or	
any unavoidable circumstances Bank	
reserve the right to terminate this	
assignment or any subsequent	
agreement and / or any particular order,	





				in whole or in part by giving Service Provider at least 90 days prior notice in writing.		
6 0	50	52.2	Subcontracting	As per scope of the RFP, subcontracting is prohibited. However, if the Bidder subsequently wishes to sub-contract any part of the scope of work, for e.g. translation services or engaging a PR affiliate in locations where the bidder does not have a presence, it will have to obtain specific written permission from the Bank before contracting any work to subcontractors as well as share credentials of the sub-contractor. Bank at its own discretion may permit or deny the same. The Bank will not be a party to the sub-contract and will not carry any liability	Subcontracting clause- At one point in RFP mentioned that The Service Provider shall not subcontract or permit anyone other than its personnel to perform any of the work, service or other performance required by it under the contract without the prior written consent of the BOB. Whether translations, stringers also come under that ambit	As mentioned in the RFP, As per scope of the RFP, subcontracting is prohibited. However, if the Bidder subsequently wishes to sub- contract any part of the scope of work, for e.g. translation services or engaging a PR affiliate in locations where the bidder does not have a presence, it will have to obtain specific written permission from the Bank before contracting any work to subcontractors as well as share credentials of the sub-contractor. Bank at its own discretion may permit or deny the same. The Bank will not be a party to the sub-contract and will not carry any liability. In case subcontracting is permitted by the Bank, the contracting Agency will be responsible for all the services provided to the Bank regardless of which entity is conducting the operations. The contractor complies with all security requirements of the contract and the Bank can obtain independent audit report for the same. In such a case, the Bidder shall provide subcontracting details to the Bank





		and if required, Bank may evaluate the same.
		In case of certain services such as translation in other vernacular languages the agency must ensure that such translations capture the true meaning of the communication and are not a literal translation.