

**Addendum-Tender Document for Selection of Public Relations Agency**
**(BCC: MKTG: EMP\_PR AGNC:292 Dt. 01.06.2024)**

S. No.	RFP Clause No. & Relevant Section	Existing Clause	Request to change/ Query	Proposed Changes in the RFP
1	15.5 Scope of Work (Media Monitoring)	<p>15.5 Media Monitoring: The Agency shall provide the Tool/Licensed Tool which should provide the following services to the Bank:</p> <ul style="list-style-type: none"> <li>•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.</li> <li>• 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 capability to integrate coverage that originates from outside the cities monitored into the platform.</li> <li>• 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.</li> <li>• The service provider should subscribe to all the leading newspapers/news websites that have paid content.</li> <li>• International: Track international digital/online publications (mainline, business, regional &amp; trade publication) to monitor media coverage about the Bank on a day-to-day basis any news to be included in the daily report.</li> </ul>	There is one more addition to this clause	The media monitoring tool must track the news publications – Indian Newspapers, Digital/Online News Sources, International Media, News Channels - mentioned in the Industry Standards Note on verification of market rumours under Regulation 30(11) of LODR Regulations
<b>Dept.</b>	Corporate PR & Marketing Department, BST, Mumbai		<b>Sub</b>	Addendum - RFP of Public Relations Agency



		<ul style="list-style-type: none"><li>• Regional Television: Have the capability to monitor regional channels, if required by the Bank.</li></ul>		
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