

Addendum

Tender Document for EMPANELMENT OF-3- DIGITAL MARKETING AGENCIES FOR BANK OF BARODA

(RFP No. BCC: MKTG:DM: 117:74 Dt. 06.01.2025)

S. No.	RFP Ref Page no.	RFP Clause No.	Relevant Section	Existing Clause in the RFP	Modified Clause in the RFP
1	Page No. 14	Point No.5	Eligibility Criteria	The Bidder should have provided Digital Marketing 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	The Bidder should have provided Digital Marketing services to at least 3 large companies (including a minimum of 1 company in the BFSI sector) with an annual turnover of Rs. 500 crores & above , on Digital Media Commission basis , for at least any 2 of the last three 3 financial years – 2021-22, 2022-23 and 2023-24.
2	Page No. 48	Point No 41.9	PENALTY/ CANCELLATION OF ORDER / TERMINATION OF CONTRACT	Delivery of the solution and performance of the services shall be made by the selected bidder in accordance with the time schedule, technical specification, scope of the project and other terms & conditions as	Delivery of the solution and performance of the services shall be made by the selected bidder in accordance with the time schedule, technical specification, scope of the project and other terms & conditions as specified in the RFP / Contract. Any delay

			<p>specified in the RFP / Contract. Any delay in performing the obligation / defect in performance by the agency may result in imposition of liquidated damages. If the selected bidder fails to perform services within the stipulated time schedule and not to the satisfaction of the Bank. The Bank shall, without prejudice to its other remedies under the contract, deduct from the contract price, as penalty, a sum equivalent to 5% of the Annual Retainer Fee for delay by a fortnight or part thereof maximum up to 25% of Annual Retainer Fee. Once the maximum is reached, Bank of Baroda may consider termination of Contract pursuant to the conditions of contract.</p>	<p>in performing the obligation / defect in performance by the agency may result in imposition of liquidated damages. Delay by the Agency in the performance of its agreed delivery obligations for reason solely attributable to the Agency shall render the Bank the right to recover penalty from the agency at the rate of 2% of the work order, for non-performance and delayed performance. The bank is not liable to pay penalty for the delay on the part of the agency</p>
--	--	--	--	--

All the other terms and conditions of the tender will remain unchanged.

- All bidders are advised to consider the above points while submitting the applications.
- The above shall be complementary in contents with the existing terms and conditions of the tender except otherwise explicitly superseded. Other terms and conditions of the tender shall remain unchanged.
- This addendum shall form part of the pre-qualification document and subsequent agreement. The same shall be treated as acceptance of those conditions without any modifications and submitted along with the Tender bid. Non acceptance of the Addendum by the Bidder or adding any other condition shall be treated unresponsive.

The last date of online submission of the Tender bids shall remain 27/01/2025 upto 1500 hrs and bid shall be opened on the same day @ 1530 hrs.

Sd/-

Deputy General Manager,
Head – Marketing and Branding
BCC, Mumbai

Date: - 23-01-2025