

Sr No	Queries	RFP Page No	RFP Clause No.	Answers
1	Our books are audited by a chartered accountant as required under the law. We can only provide copies of required documents relating to SBI. Due to client confidentiality, direct access to our systems, accounts or records cannot be given as we have records of more than 100 clients where we have contractual confidentiality obligations. We suggest to either remove or revise the clause.	16	28	Bank will not audit all books, it will need access only to those records where risk is perceived from agency
2	Can you please clarify on what do bank mean by sub-contracting and what sort of an audit report the bank will require? Is it to do with core services of public relations or expenses like translations, TV tracking, travel etc which will not be included in retainer but will be charged on actuals. We suggest to either remove or revise the clause.	17	29	Agency cannot outsource the core PR job to a third party vendor. Sub-Contracting here means services like TV Tracking, Translation, etc with prior approval . Bank will only bear above expenses over and above the retainer ship
3	We suggest deleting point no 2.a and 2.c because they are in the nature of civil liability which is covered under indemnity / liability insurance. The indemnity liability insurance is not availability for unlimited liability and by excluding these 2 points from the liability Cap makes the liability unlimited	17	30	The clause will remain as it is.
4	We need to clarify that news clippings / links shared are for information purpose only and all rights belongs to the source of the information	18	33	Yes it is for information purpose only
5	Since our services are based on 'earned media' and not 'paid media' which is basis relationship developed over the years, hence fixed timeframe doesn't apply on this. Therefore charging penalty based on delays etc cannot be applicable. Please clarify.	19	34	Deliverables and timelines will be decided rationally. However agency's servicing team will have to adhere to the Timelines
6	What constitute conflict of interest. Please clarify?	20	35	Servicing team Members should not be working on any other PSU bank clients/Competitors
7	Since it is a bi-party agreement, termination rights should be given to both the parties. Please clarify.	22	39	The clause will remain as it is.
8	Page 24 mentions tender fee as Rs. 20,000 and Pg- 27 mentions tender fee as Rs.5,000. Need confirmation on right amount to be paid	24 & 27	45 & 10	Tender Fee is Rs 5000
9	Can you please clarify what is the meaning of pre-receipted invoices	24	48	Pre receipted invoice means proper invoice for PR retainership job and original invoice for out of pocket expenses along with supporting documents
10	Is this point relevant for PR Agencies? Agency charges you for such services on actuals.	25	48	It is indirectly related to PR Agencies. Items given here are examples only .
11	In terms of payment, there is no mention of the timeline for clearance of monthly retainer fee after the invoice is submitted with the bank. Also, weather bank will pay penalty and interest for delay in payment. Please indicate.		48	Usually Monthly retainer fees are cleared with in 60 days after the receipt of Proper acceptable Invoice

12	Not applicable for PR Agency. Please clarify.	25	49	The clause will remain as it is.
13	Can some of the cities be covered by nearest branch office/stringer or is it mandatory to have offices as per SBI LHOs	34	Annexure B1 - Point 4	Marks will be given only for offices as per LHO Centres of the bank
14	The list does not include Goa & MMR as markets to be covered separately while in 'cluster of circles' on page no. 76 these markets are mentioned. Can you please clarify if these markets are to be covered or no?	34 & 36	Annexure-B1 & Annexure-C	MMR is covered in Mumbai region, however cities mentioned in page 76 to be covered
15	The work which we execute for our clients are bound by client confidentiality agreement. Therefore detailing jobs/assignments done by individuals specifying clients will be difficult. Alternatively, we can submit list of PR awards we have received for our work from recognized platforms both in India and globally.	38	Annexure C1	We need details in broader terms on the clients and projects executed
16	We believe this team structure is relevant to a creative agency. Can you please clarify?	40	Point 9, Annexure D	Please write your own team's structure
17	This point is not relevant for PR agency, as there is no recognised industry rating agency in India. Can you please remove this points?	41	Point 11, Annexure D	Not Applicable
18	as on 30.09.2018 or it is 30.09.2019? Please clarify	41	Point 13, Annexure D	It is as on 30.09.2019
19	as on 30.09.2018 or it is 30.09.2019? Please clarify	41	Point 14, Annexure D	It is as on 30.09.2019
20	List is required for 5 years or 3 years as suggested in Annexure D3. Please clarify?	42	Point 16, Annexure D	3 years
21	Seems to refer to Ad agency. Please clarify	42	Point 19, Annexure D	This relates to translation of press releases in different languages
22	Can we share awards won on other forums like PR Week or Sabre? Or awards won on the mentioned platforms are compulsory? Please confirm.	42	Point 20, Annexure D	The awards we mentioned are only examples. We would look at all industry recognised awards.
23	Can you please clarify since PR agencies work on monthly retainer fees and do not charge campaign wise to client. Can we modify or delete this point as appropriate?	42	Point 21, Annexure D	Not Applicable
24	We work on monthly retainer mandates with clients and does not charge campaign wise. This is contractual bound confidential information - request to remove the disclosure of retainer or allow to state estimated monthly retainer amount. Can we modify or delete this point as appropriate?	46	Annexure D4	Bidder needs to mention specific campaigns in the PR Industry. If Bidder doesn't want to mention the fees then they can mention retainer ship fees
25	Pg- 42, point 16 mentions 5 years and Annexure D3 mentions 3 years - need clarification	45	Annexure D3	3 years
26	Can you please specify news from which international cities you want us to track? We can submit the digital copy of the article with you. However, for the access of any particular news portal, bank will have to subscribe. Lastly, If we are selected in the bid, we will require guidance from the bank in identifying competition & regulators in those cities which needs to be tracked along with SBI	50	Point 3.ii Annexure E	PR agency will have to track World Wide Web 24X7 basis . This is not limited to any city or country

27	Usually social media reporting is part of social media agencies mandate. Please clarify if you still want PR agency to provide such services?	51	Point 3.iv, Annexure E	This is about tracking the handles of Senior Journalist or any major adverse report which is being talked on Social Media and can create crisis or damage the reputation of the bank
28	Need clarity on whether we have to manage activities initiated only by head office of the bank and driven by core management team of the bank (Chairman & MDs) in that particular LHO city or activities initiated locally in that city by the LHO also needs to be managed.	51	Point 8, Annexure-E	PR Agency needs to manage activities initiated by Corporate Centre where Chairman, MDs, DMDs and other top executive are present subject to few other selective events
29	Content mentions selection of 'SBI Digital Marketing Agency'. Can you please update the right content of the Annexure?	53	Annexure - F	It is to be read as " SBI Public Relations Agency"
30	Points mentioned are in the nature of indemnity and not penalty. For indemnity, a specific procedure needs to be followed which cannot be discretionary to the bank. Therefore request to exclude the entire annexure I. Indemnity clauses are already covered in the RFP.	60	Annexure I	Clause will remain as it is
31	Please define markets	76	Cluster of Circles	Thane, Navi Mumbai, etc
32	Is it Bhubaneshwar?	76	Cluster of Circles	Yes It is Bhubaneshwar
33	Which LHO city in Maharashtra? Is it Pune?	76	Cluster of Circles	Pune
34	Can an agency with 4 years participate	31	Annexure B, Point 1	Agency with 4 years experience doesn't qualify for the bid
35	Will an agency registered as an MSME get exemption from paying the tender fee and EMD?	10	Clause 11	Agency registered as an MSME will get exemption as per Government of India guidelines
36	No. of Retainer clients for last three years: In Annexure B, section 4, you have indicated that, "The bidder should have provided Public Relation services to the at least 25 different companies on retainer basis in last 3 financial year each" – by this, do you mean that we should have 25 different clients in each year, which means minimum 75 different clients across three years – or is it 25 clients per year – which can include clients who have been with us for more than one year with contract extensions every year? For example, if Client A is my client in year one – and has given us extensions into years 2 and 3, will this be counted as one client per year	31	Annexure B	25 clients for 3 years each. One can write one client in all 3 years if it is paid on retainer basis. Clients will be only considered if they are on retainer basis
37	Communication objective is function of business objective, Bank needs to define long term and short term objective (for next 3 year) Banks also need to share vision mission statements	50	Annexure E	Details will be shared once agency is on boarded
38	We need to understand business targets, product launches, international expansion etc	50	Annexure E	
39	Request you to give us the following: A) Names of departments which needs unpaid publicity..... B) List of spokespersons, ...C) List of subsidiary which may be included in the mandate	50	Annexure E	PR activities needs to be executed for all the business of the bank including all the spokesperson to be decided by the bank.

40	Other Points			Specific daily Email Reports have to be sent on all working days of the bank. These Reports for Holiday have to be sent on next working day
41	Company registered as Start-up with DIPP is exempted from prior turnover and prior experience criterion	NA		Agency registered as an MSME/Start-ups will be exempted for specific criterion as per Government of India guidelines
42	Date of Submission of Bids			The modified last date of submission of bids is now 8th January, 2020 by 4.00 PM
	Date of Opening of Bid			The modified date of opening of bids is now 9th January, 2020 at 3.00 PM