

Sl. No	RFP Page No	RFP Clause No.	Existing Clause	Query/Suggestions	Draft Replies
Adfactors PR Private Limited					
1	41	NA	Annexure D - Sr. No (13): - Name of Banking Client as per ANNEXURE - D6 format	Annexure D6 has format for CA certificate in RFP, need clarification if D6 is to be as submitted as CA certificate or D6 needs to be submitted as Banking Clients list Agency is currently working with. Also correct format with Annexure name is requested if banking clients needs to be submitted	Annexure D6 is a format for CA certificate. Separate list of banking clients is not required
2	48	Annexure D6	CA certificate	Can we use the CA certificate dated 16th December 2019?	Yes
3	31	4	15 different companies on retainership basis in each of last 3 financial year	Can we use certificates issued by our Clients in period between April 2019 to January 2020?	Yes. Retainership period should be minimum 3 months in a particular financial year, Also, the agreement has to be in force and effect for year FY 2016-17, FY 2017-18, FY 2018-19. Client proof of FY 2019-2020 will not be considered
4	32	7	The bidder should have their own full-fledged office at Mumbai and New Delhi	Only Mumbai and New Delhi address proof to be submitted or all LHO as mentioned on pg.35?	Address Proof of all offices as per LHOs mentioned in the Annexure M of the RFP has to be submitted
5	42	19	Industry recognitions, awards and accolades won by the bidding Agency during last three years	Do we have to only submit won details in PR Week, Sabre and Gold Standard or other award details can also be submitted?	Agency can submit all major awards and recognition won during the last two calendar years
6	46	Annexure D4	Date of Activity	We work on retainer basis with Clients, need clarification what needs to mentioned in date of activity column? Do we need to mention start date of the contract?	Yes, the contract period needs to be mentioned. It should be on retainership basis only.
7	27	Submission	Sr. no. 6 - Last date and time for Bid submission	If the current lockdown in Mumbai gets extended beyond May 17, 2020 with limited accessibility to resources required to prepare the bid. In that situation, would you extend the bid submission deadline accordingly?	The date of submission has been extended to 15th June, 2020 latest by 3.30 PM in view of extension of lockdown period
8	17	29	Subcontracting	Subcontracting will not be allowed for Tv channel tracking or hiring photographer / videographer and many such hirings for the job?	Sub-contracting will also be allowed for tracking and hiring videographers or photographers with prior approvals.
9	48	ANNEXURE - E	Scope of Work Point: 11 (Digital PR) Sub points: 4 & 5	Both these points are more for a digital PR agency. Can you please clarify the extent of involvement in delivering these services?	We will require full services for Digital PR as stated in the scope of work (Annexure E of RFP)
Weber Shandwick India					

1	11	12.3. b	A soft copy (Word format) of all the documents on a pen drive should also be kept in a separate envelope within the envelope of technical Bid. Voluminous documents should be submitted only on pen drive	Can we submit in PDF format ?	The bid has to be submitted in a physical copy as per the revised deadline. Also, the soft copy of the bid in a pen drive has to be submitted along with the physical copy
3	32	ANNEXURE - B - 7	The bidder should have their own full-fledged office at Mumbai and New Delhi	The bidder has their own full-fledged office at Mumbai and Gurugram (NCR region)	Gurugram will be considered in Delhi NCR cluster
4	74	ANNEXURE - M	Cluster of Circles	What information do we provide in Cluster of Circles Annexure ?	The agency has to submit the supportive documents of offices as per the clustre of circle mentioned in Annexure M. However, having an office in Mumbai and Delhi is compulsory for being eligible
5	49	SOW (Strategy)	NA	What is the messaging in the current covid environment and the post-covid environment?	Details will be shared with the shortlisted agency (post clearance of eligibility & technical round) along with the brief for presentation
6	49	SOW (Strategy)	NA	Who is your core business focus ? SMEs Retail Banking Private Banking Corporate Banking	
7	49	SOW (Strategy)	NA	Product/ brand differentiators you would like to focus on in comparison to your competitors?	
8	49	SOW (Strategy)	NA	From an overall business standpoint, what is your biggest challenge in the media? What works from a PR perspective and what are you seeking from your PR partner	
9	49	SOW (Strategy)	NA	What values and beliefs define your brand and are the core of it?	Refer to our website
10	50	SOW (Market Intelligence)	Provide information about the media industry and competitors action on a regular basis.	Who would you define as your competitors?	All major PSU and Pvt banks, Foreign Banks, FinTech's, NBFCs for certain product category like Priority Lending, etc.
Veritas Reputation PR Pvt. Ltd					
1	17	29	Subcontracting	Under sub-contracting clause while it is responsibility contracting agency to provide all the services some elements needs to be outsourced depending on the situation like: print tracking, stringers, electronic tracking, translations, digital news tracking, etc have to outsourced depending on the situation. Whether we are permitted to do that?	Yes, with prior approvals
2	31	Part II, Point 7	Eligibility Criteria	Whether a private office in a shared working space will be eligible within the Eligibility criteria	Yes, it should be supported with proper agreement acceptable as per Law

3	24	45	Tender Fee	While we are exempted from EMD (Bid Security) as we fall under MSME, we wanted to check if we have to pay Tender or are we exempted from the same too.	For MSME, EMD is exempted however agencies will have to pay Tender Fee
The PRactice Strategic Communications India Pvt. Ltd.					
1	31	4	Annexure B	Under point 4 of Annexure B, says 15 clients retainership for 3 years. This does not imply retaining the same set of clients for 3 years right?	We need documents pertaining to 15 clients for each year for last 3 financial year for which agreement should be in force and effect for year FY 2016-17, FY 2017-18, FY 2018-19. Client proof of FY 2019-2020 will not be considered. If the same client is there for all 3 years, agency can submit one document but it has to be explicitly mentioned in the document
2	31	4	Annexure B	Can projects of above 3 months in a particular FY be considered as Retainer agreements executed?	No
3	34	3	Annexure B1	Under Main Parameter Criteria Discussion Point no 3 on Agency Client base - Are those client numbers cumulative of three years or retainer numbers for each year	15 retainers clients for 3 years each
4	35		Annexure B1	if the current lockdown in Mumbai gets extended beyond May 17, 2020 with limited accessibility to resources required to prepare the bid. In that situation, would you extend the bid submission deadline accordingly?	The date of submission has been extended to 15th June, 2020 latest by 3.30 PM in view of extension of lockdown period
Value 360 Communications					
1	11	12.2		Considering the current situation, are we still expected to send two separate envelopes etc or is there a provision for online submission?	No
2	20	35		In case there is one, how should we mention it?	NA
3	25	49.1		Will this apply to Media content created by the Agency as well?	Yes
4	25	49.2 and 49.3		The above pointers are more related towards advertisements/creative material - the PR agency will not be providing these to SBI	These are examples. Basically all content, media made for SBI will be Bank's exclusive rights

5	27	Part 2 table- point no. 12		We had applied for the SBI tender a few months ago as well, does that mean we are empanelled with you?	No, that tender has been scrapped and email has been sent to that regard
6	31	Annexure B – point 4		In case of absence of a purchase order or an undertaking, can the Agency provide with Agreements/Contracts?	Yes
7	34	Annexure B1-point 3		15 nos for each year - Is this just a self attested list for the last three years or do we need to support it with some documentation?	It is to be supported with documents.as mentioned in Annexure B1
8	73	Annexure M		are we to consider only them in terms of media outreach (apart from National Media)	Yes
9	51	Annexure E point 11		Social Media for SBI an active requirement? If so, what are the key objectives and platforms we need to consider.	Key objectives will include tracking of social media handles of senior media personnel, BFSI bloggers, influencers, etc. for driving digital PR strategy Platforms to be considered - Entire digital world including social media, social chats, etc
10	52	Annexure E point 11		You have mentioned influencers, what kind of influencer activity can we typically look at?	Influencers related to BFSI sector, user generated content, content integration, blogs, posts, etc.
11				Does the NDA have to be submitted with the Technical Bid?	Yes, NDA and Integrity pact has to be submitted on stamp paper
Concept Public Relations India Limited					
1.	10	11	The Bidder shall furnish Earnest Money Deposit (EMD) of Rs. 2,00,000/- (Rupees Two Lakhs)	Will an agency registered as an MSME be exempted from paying an EMD?	YES
2.	24	45	The completed proposal has to be submitted along with the requisite enclosures and demand draft of Rs. 5,000/- towards fee of RFP	Will an agency registered as an MSME be exempted from paying the tender fee?	NO
3.	31	Annexure B; Section 4	The bidder should have provided Public Relation services to the at least 15 different companies on retainer basis in last 3 financial year each	<ul style="list-style-type: none"> Do you mean that we should have 15 different clients in each year, which means minimum 45 different clients across three years – or is it 15 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? 	We need documents pertaining to 15 clients for each year for last 3 financial year for which the agreement should be in force and effect for year FY 2016-17, FY 2017-18, FY 2018-19. Client proof of FY 2019-2020 will not be considered. If the same client is there for all 3 years agency can submit one document but it has to be explicitly mentioned in the document

				<ul style="list-style-type: none"> What if the contract says that (like in most PSUs) – that the contract is valid for a period for a period of 2yrs or 3yrs – is that valid? 	YES
4.	49	Annexure E	Scope of work	<ul style="list-style-type: none"> 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 - we need to understand business targets, product launches, international expansion etc. 	Details will be shared with the shortlisted agency (post clearance of eligibility & technical round) along with the brief for presentation
5.	49	Annexure E	Scope of work	Request you to give us the following:	
				<ul style="list-style-type: none"> names of the various business units we need to achieve publicity for 	The agency will be working for the Bank and all its business verticals. Refer the bank website for further details
				<ul style="list-style-type: none"> List of spokespersons 	
				<ul style="list-style-type: none"> List of subsidiary which may be included in the mandate 	The agency will be primarily working for the bank which does not include any of its subsidiaries. However, there will be some work aligned with SBI Foundation which is the CSR arm of the Bank
6.	56	Annexure H	PERFORMANCE BANK GUARANTEE FORMAT	<ul style="list-style-type: none"> What is the value of the stamp paper for this? 	INR 500
			(TO BE STAMPED AS AN AGREEMENT)	<ul style="list-style-type: none"> Currently the courts are closed, due to the lockdown, which is now in force till May 31, 2020 – hence stamp papers are not available. What do we do in this case? 	The date of submission has been extended to 15th June, 2020 latest by 3.30 PM in view of extension of lockdown period
7.	60	Annexure J	Non-Disclosure Agreement	<ul style="list-style-type: none"> What is the value of the stamp paper for this? 	INR 500
				<ul style="list-style-type: none"> Currently the courts are closed, due to the lockdown, which is now in force till May 31, 2020 – hence stamp papers are not available. What do we do in this case? 	The date of submission has been extended to 15th June, 2020 latest by 3.30 PM in view of extension of lockdown period
Madison Specialist Communication Services Pvt. Ltd					
1				What are the communication challenges that you face as a brand ?	Details will be shared with the shortlisted agency (post clearance of eligibility & technical round) along with the brief for presentation.
2				SBI does enjoy great brand equity in the sector currently, is there a perception shift that you would like to look at all? If yes, what would that be?	
3				Are there any challenges you would like to highlight that you have faced working with previous PR agencies?	
4				You scope of work document is quite detailed and self-explanatory, but would like to understand a bit further if you have any specific expectations from the new agency that you will appoint.	

5				We will be able to submit audited figures for last three years of the agency group (MullenLowe Lintas Group) but not the PR company alone? Will this be acceptable to you for us to proceed with our submission?	Yes. However, the agency has to submit an additional document (like an undertaking) on Stamp paper/letter head of the company declaring that the PR agency is part of the parent group
6				Are there any ongoing campaigns that you would like us to focus on in our submission?	This is not required at the current stage. However, for more details, please refer to bank official Social Media Time handles
7				You have mentioned the below two points in the scope of work. Please elaborate further. a) Creating two-way conversations and authentic dialogue with readers, generating opportunities for brand interaction and customer engagement b) Create a coordinated and comprehensive brand strategy	We will need a communication strategy targeting all our stakeholders. Also, the onboarded agency will have to work in close coordination with our Creative, Media and Digital Marketing agency,
Edelman PR India					
1	12			Kindly confirm if the technical and commercial bids are to be submitted in 29 th May?	The date of submission has been extended to 15th June, 2020 latest by 3.30 PM in view of extension of lockdown period
2	8			Kindly confirm if the technical bid will include the following sections only? Annexure A, Annexure B, Annexure B1, Annexure C, Annexure C1, Annexure D, Annexure D1 – D5	Yes, It should have all Annexures of the RFP
3					
4	10			Will the EMD bank guarantee and DD worth INR 5000 be a part of the technical bid envelope?	Yes, in a separate envelope within the technical bid envelope
5	14			For the commercial bid envelope only the fully completed Annexure F will be required?	Yes
6	NA			Has the tender been floated as the agreement period of the incumbent agency is over?	Yes
7				For how many years has the incumbent agency been a PR partner for State Bank of India?	15 years