

## Technical Evaluation Criteria

### PART – A

S. No.	Evaluation parameters	Criteria	Assigned marks	Max Score
1.	Years of Experience in Creative Services	More than 07 years	15	15
		More than 5 years to 7 Years	10	
		5 years	5	
2.	Years of Experience in Digital Medium	More than 5 years	5	5
		More than 3 years to 5 Years	3	
		3 years	2	
3.	Average Turnover in last 3 years (FY 20-21, 21-22, 22-23)	More than 30 crore	10	10
		More than 25 crore to 30 crore	8	
		20 crore to 25 crore	5	
4.	Client List and retained client list			
4a.	No. of BFSI Clients	More than 10 clients	20	30
		5 to 7 clients	16	
		2 clients	10	
4b.	No. of Non BFSI clients	More than 10 clients	10	
		7 to 10 clients	8	
		5 clients	5	
	Total			60

The bidders who score at least 50% (i.e.30 marks) in the Part A of the Technical Evaluation will be shortlisted for the presentation.

### Part B: Presentation

The Presentation will be evaluated on the following parameters:

S. No.	Criteria	Assigned Marks	Max Score
i.	Strategic approach – How to change the perception of SBI	15	40
ii.	Creative & Communication Delivery Presentation	15	
iii.	Competition analysis and market pulse	10	

The bidders who score at least 50% marks both in Part A and Part B (i.e. at least 50 marks out of total 100) for the Technical Evaluation, will be eligible for the commercial bid opening stage.