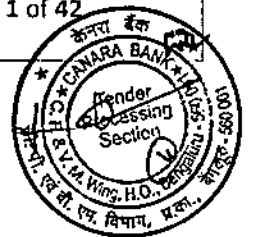




**EXPRESSION OF INTEREST
FOR
EMPANELMENT OF CREATIVE AND ADVERTISING AGENCIES IN CANARA
BANK FOR PERIOD OF TWO (02) YEARS EXTENDABLE FOR ANOTHER
ONE (1) YEAR SUBJECT TO ANNUAL REVIEW**

**Issued by: Canara Bank,
Centralized Procurement & Vendor Management Wing,
1st Floor, Naveen Complex,
14, M G Road,
Bengaluru - 560 001
Email: dittenders@canarabank.com
Phone No: 080-25584040 Extension- 245/225/474**



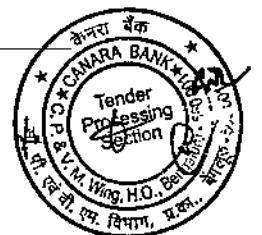
Bid Details in Brief Description

Sl. No.	Description	Details
1.	EOI No. and Date	EOI 01/2024-25 dated 15/05/2024
2.	Name of the Wing	Centralized Procurement & Vendor Management Wing
3.	Brief Description of the EOI	Expression of Interest for Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review
4.	Bank's Address for Communication and Submission of Tender	Deputy General Manager Canara Bank, Centralized Procurement & Vendor Management Wing, 1st Floor, Naveen Complex, 14, MG Road, Bengaluru -560 001 Tel - 080-25584040 Extension- 245/225/474 Fax- 080-25596539 Email: dittenders@canarabank.com Senior Manager, Centralized Procurement & Vendor Management Wing
5.	Date of Issue of EOI	15/05/2024, Wednesday
6.	Earnest Money Deposit (Refundable)	Rs.5,00,000/-
7.	Tender Fee (Non-Refundable)	Rs.10,000/- (inclusive of taxes)
8.	Last Date and Time for Submission of Queries for Pre Bid Meeting	24/05/2024, Friday, 5.00 PM
9.	Date of Pre Bid Meeting	28/05/2024, Tuesday, 4.00 PM
10.	Last Date and Time for Submission of Bids	18/06/2024, Tuesday, 3.00 PM
11.	Date of Opening of Bid	18/06/2024, Tuesday, 3.30 PM
12.	Venue for Prebid Meeting and Bid Opening	Pre-bid meeting will be held on 28/05/2024, Tuesday, 4.00 PM Venue: Pre Bid meeting will be held Online (through Microsoft Teams) and participants are requested to attend the meeting Online. Those who are interested in participating the pre bid meeting should share the scanned copy of authorization and Valid ID Card of the participant by email to dittenders@canarabank.com . (Physical copy should be submitted at later date)





		<p>Upon perusal of the same the link / meeting id will be shared to the participant to participate in the meeting (Microsoft Teams).</p> <p>Pre-bid Queries should be sent to E-mail dittenders@canarabank.com and must reach us on or before 24/05/2024, Friday at 5.00 pm. Subject of the email should be given as "Pre Bid Queries for EO1 01/2024-25 dated 15/05/2024". Queries reaching afterwards will not be entertained.</p>
<p>This document can be downloaded from following websites https://canarabank.com/pages/expression-of-interest</p> <p>Any amendments, modifications, Prebid replies and any communication etc., will be uploaded in the Bank's website only (i.e., https://canarabank.com/pages/expression-of-interest)</p> <p>No individual communication will be sent to the bidders.</p>		



Disclaimer

The information contained in this Expression of Interest (“EOI”) document or information provided subsequently to bidders or applicants whether verbally or in documentary form by or on behalf of Canara Bank (or Bank), is provided to the bidder(s) on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided. This EOI document is not an agreement and is not an offer or invitation by Canara Bank to any parties other than the applicants who are qualified to submit the bids (hereinafter individually and collectively referred to as “Bidder” or “Bidders” respectively). The purpose of this EOI is to provide the Bidders with information to assist the formulation of their proposals. This EOI does not claim to contain all the information each Bidder require. Each Bidder may conduct its own independent investigations and analysis and is free to check the accuracy, reliability and completeness of the information in this EOI. Canara Bank makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EOI. The information contained in the EOI document is selective and is subject to updating, expansion, revision and amendment. It does not purport to contain all the information that a Bidder require. Canara Bank does not undertake to provide any Bidder with access to any additional information or to update the information in the EOI document or to correct any inaccuracies therein, which may become apparent.

Canara Bank reserves the right of discretion to change, modify, add to or alter any or all of the provisions of this EOI and/or the bidding process, without assigning any reasons whatsoever. Such change will be published on the Bank's Website <https://canarabank.com/pages/expression-of-interest> and it will become part and parcel of EOI.

Canara Bank in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI. Canara Bank reserves the right to reject any or all the expression of interest / proposals received in response to this EOI document at any stage without assigning any reason whatsoever. The decision of Canara Bank shall be final, conclusive and binding on all the parties.

No person of the Bank or the Contractors, vendors and third parties shall violate the Social Media Policy of the Bank. Non-adherence to the standards/guidelines in relation to Social Media Policy issued by the Bank from time to time and any omission or commission which exposes the Bank to actual or potential monetary loss or otherwise, reputation loss on account of non-adherence of Social Media related systems and procedures on the part of personnel of the Bank or Contractors, Vendors and third parties shall be construed as violation of Social Media Policy.





Abbreviations used in this Document

Sl. No.	Abbreviation	Description
1.	AAAI	Advertising Agencies Association of India
2.	BG	Bank Guarantee
3.	BTL	Below the Line
4.	DD	Demand Draft
5.	EMD	Earnest Money Deposit
6.	EOI	Expression Of Interest
7.	GST	Goods and Service Tax
8.	HO	Head Office
9.	IBF	Indian Broadcasting Federation
10.	INS	Indian Newspaper Society
11.	IT	Information Technology
12.	KYC	Know Your Customer
13.	LD	Liquidated Damage
14.	LLP	Limited Liability Partnership
15.	MSME	Micro Small & Medium Enterprises
16.	NEFT	National Electronic Funds Transfer
17.	NI Act	Negotiable Instruments Act
18.	OEM	Original Equipment Manufacturer
19.	OOH	Out of Home
20.	PAN	Permanent Account Number
21.	RFQ	Request for Quotation



CONTENTS

Sl. No.	Details	Sl. No.	Details
1.	About Canara Bank	16.	Evaluation of EOI
2.	Definitions	17.	Clarifications of Offers
3.	About EOI	18.	Modification/Cancellation of EOI
4.	Objective	19.	Responsibility for Completeness
5.	Eligibility Criteria	20.	Intimation to Successful Bidders
6.	Scope of Empanelment	21.	Issuance of Limited RFQ
7.	Empanelment Procedure	22.	Intellectual Property Right
8.	De-empanelment of Bidders	23.	General Terms & conditions
9.	Clarification to the EOI and Pre bid Queries	24.	Corrupt and Fraudulent Practices
10.	Pre bid Meeting	25.	Indemnity
11.	Amendment to EOI	26.	Conflict of Interest
12.	Preparation of Bids	27.	Order Cancellation/Termination of Contract
13.	Submission of Bids	28.	Independent External Monitors
14.	Bid Opening	29.	Exemptions for Micro & Small Enterprises [MSEs] & Start-Up
15.	Erasures or Alterations		

No	ANNEXURES
1)	Checklist
2)	Covering Letter Format
3)	Eligibility Criteria
4)	Applicant's Profile
5)	Authorization Letter Format
6)	List of major customers in Last 5 Years and References
7)	Compliance Statement
8)	Non-Disclosure Agreement
9)	Service Support Details
10)	Office details
11)	Tender Fee & Bid Security Declaration
12)	Scope of Work
13)	Technical Evaluation Criteria
14)	Self-certification of the bidder towards Local Content





Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

1. About Canara Bank

- 1.1. CANARA BANK is one of the largest public sector banks owned by Government of India. Canara Bank is a body Corporate and a premier Public Sector Bank established in the Year 1906 by Shri. Ammembal Subba Rao Pai and nationalized under the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970. Canara Bank, Head office is located at 112, J C Road Bengaluru-560002 and Information Technology wing located at Naveen Complex, No.14, M G Road, Bengaluru-560001.
- 1.2. The Bank is having pan India presence of more than 9615 branches, 26 Circle offices and 177 Regional Offices situated across the States. The Bank also has offices abroad in London, Dubai, and New York.
- 1.3. The Bank is a forerunner in implementation of IT related products, services, and continuously making efforts to provide the state of art technological products to its customers.

2. Definitions:

- 2.1. 'Bank' means, unless excluded by and repugnant to context or the meaning thereof, shall mean 'Canara Bank', described in more detail in Paragraph 1 above and which has invited bids under this Expression of Interest and shall be deemed to include its successors and permitted assigns.
- 2.2. 'EOI' means Expression of Interest for Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review.
- 2.3. The firms, institutions & companies submitting the proposal in response to this EOI shall hereinafter be referred to as 'Bidder'.
- 2.4. 'Contract' means the agreement signed/ Terms & conditions accepted by empaneled Service Provider and the Bank at the conclusion of bidding process, wherever required.
- 2.5. 'Proposal' means that Technical proposal including any documents submitted by the bidder as per the formats prescribed in the EOI.

3. About EOI

The EOI document is not a recommendation or invitation to enter the contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to compliance to selection process and appropriate documentation being agreed between the bank and selected vendors as identified by the bank after completion of the selection process.



4. Objectives

- 4.1. Canara Bank invites application from reputed Bidders to submit their "Expression of Interest" who fulfills the eligibility criteria as Annexure-3 for Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review
- 4.2. The bidders satisfying the Eligibility Criteria as per the EOI and having experience in Advertising, Communication, Design and Media Campaign may respond.

5. Eligibility Criteria

- 5.1. Interested bidders, who are capable of providing advertising, communication, design and media campaign as mentioned in the present EOI document and meet the Eligibility Criteria as per Annexure-3, may respond.
- 5.2. Non-compliance to any of the eligibility criteria would result in outright rejection of the bidder's proposal. The bidder is expected to provide proof for each of the points for eligibility criteria evaluation. The proof provided must be in line with the details mentioned in "Documents to be submitted for Compliance". Any credential detail mentioned in "eligibility Criteria Compliance" not accompanied by relevant proof documents will not be considered for evaluation.
- 5.3. Canara Bank, reserves the right to verify/evaluate the claims made by the bidder independently. Any deliberate misrepresentation will entail rejection of the offer.

6. Scope of Empanelment:

- 6.1. Bidder who is interested in participating in this EOI must fulfil the eligibility criteria mentioned in the document and also be in a position to comply with the Bank's requirements.
- 6.2. The bidder must also agree to all our terms & conditions mentioned under this EOI.
- 6.3. Bank will not accept any deviations from the terms and conditions specified in the tender. Deviations may result in disqualification of the offer made by the vendor.
- 6.4. Performance of the agency:
 - 6.4.1. The empaneled agency shall deliver and perform services in accordance with the time schedule specified by the Bank in its work order or request for creative requirement.
 - 6.4.2. It will be the utmost responsibility of the empaneled agency to present CANARA BANK with a professional, sophisticated and recognizable brand identity.
- 6.5. Along with the above please refer Annexure-12 for detailed scope of work.





7. Empanelment Procédure

The Vendor for providing advertising, communication, design and media campaign will be empaneled as per the following process:

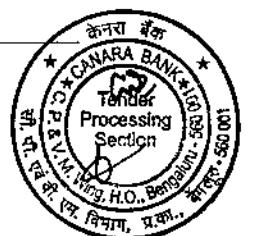
- 7.1. Vendor/s satisfying the eligibility criteria will be short listed after due scrutiny of documents submitted by the bidder.
- 7.2. The duration of Empanelment of proposed agencies will be initially for a period of Two (02) years. However, the Bank reserves the right to cancel or extend the validity period of empanelment for further period of one (01) year subject to annual performance review.
- 7.3. Bank would empanel the top Ten (10) agencies based on the "Technical Score" as per Annexure-13.
- 7.4. The successful agency/ies is/are required to enter into a contract with the Bank duly mentioning the terms and conditions and scope of work and remuneration criteria on mutually agreed terms.
- 7.5. The empaneled agencies should comply with Social Media Policy, Publicity Policy of the Bank, Brand Manual of the Bank.
- 7.6. Bank reserves the right to accept / reject any or all Expression of Interest (EOI) received in response to this advertisement without assigning any reasons, whatsoever.

8. De-empanelment of bidders

- 8.1. During empanelment period, the Bank reserves the right to de-empanel any bidder. The Bank's decision will be final in this regard.
- 8.2. Bank retains with themselves the authority to blacklist or bar a bidder for a specified period of the time from participating in its tendering process where the Bank has authentic information that the bidder has been debarred/black listed from participating in the tendering process by an international organization or by a local organization on grounds of fraud or corruption or for some other reason, which in the opinion of the Bank is not compatible with its procurement policy and ethical standard.
- 8.3. If the service provided by the bidder is found to be unsatisfactory or if at any time it is found that the information provided for empanelment or for any tender is false or if irregularities shown by the bidder when applying for the tenders, the Bank reserves the right to remove such Bidders from the empaneled list without giving any notice to the bidder in advance.
- 8.4. Delay by the Agency in the performance of its delivery obligations, shall render the agency liable to imposition of liquidated damages, and/or termination of the contract for default and/or any other action viz. black listing/ circulation in industry etc. as it may deem fit.

9. Clarification to the EOI and Pre-Bid Queries

- 9.1. The bidder should carefully examine and understand the scope, terms and conditions of EOI and may seek clarifications, if required. The bidders in all such



cases seek clarification in writing in the same serial order of that of the EOI by mentioning the relevant page number and clause number of the EOI as per the format mentioned below:

Sl. No.	Bidder's Name	Page No.	Section	EOI Clause	Clause/Technical Specification	Bidder's Query
1						
2						
3						
4						
5						
6						

9.2. All communications regarding points requiring clarifications and any doubts shall be given in writing to the Deputy General Manager, Centralized Procurement and Vendor Management Wing, Canara Bank, HO (Annexe), 14, M G Road, Bengaluru - 560 001 and as specified in bid schedule before due date & time.

9.3. No queries will be entertained from the bidders after the above date and time mentioned in the bid schedule.

9.4. No oral or individual consultation shall be entertained.

10. Pre-Bid meeting

10.1. A pre-bid meeting of the intending bidders will be held as scheduled in Bid schedule to clarify any point/doubt raised by them in respect of this EOI. No separate communication will be sent for this meeting.

10.2. If the meeting date is declared as a holiday under NI Act by the Government subsequent to issuance of EOI, the next working day will be deemed to be the pre-bid meeting day. Authorized representatives of interested bidders shall be present during the scheduled time. In this connection, Bank will allow a maximum of TWO (2) representatives from each Bidder to participate in the pre-bid meeting.

10.3. Bank has the discretion to consider any other queries raised by the bidder's representative during the pre-bid meeting.

10.4. Bank will have liberty to invite its technical consultant or any outside agency, wherever necessary, to be present in the pre-bid meeting to reply to the technical queries of the bidders in the meeting.

10.5. The Bank will consolidate all the written queries and any further queries during the pre-bid meeting and the replies for the queries shall be made available in the Bank's website and no individual correspondence shall be made. The clarification of the Bank in response to the queries raised by the bidder/s, and any other clarification/amendments/corrigendum furnished thereof will become part and parcel of the EOI and it will be binding on the bidders.





10.6. Non receipt of reply to the queries raised by any of the Bidders shall not be accepted as a valid reason for non-submission of Bid. In addition, non-reply to any query may not be deemed the version of the Bidder as reflected in the query has been accepted by the Bank.

11. Amendment to EOI

- 11.1. At any time prior to deadline for submission of Bids, the Bank, for any reason, whether, at its own initiative or in response to a clarification requested by prospective bidder, may modify the bidding document, by way of an amendment.
- 11.2. Notification of amendments will be put up on the Bank's website (www.canarabank.com) and will be binding on all bidders and no separate communication will be issued in this regard.
- 11.3. In order to allow prospective bidders reasonable time in which to take the amendment into account in preparing their bids, the Bank, at its discretion, may extend the deadline for a reasonable period as decided by the Bank for the submission of Bids.

12. Preparation of Bids

- 12.1. All bids and supporting documents shall be submitted in English and on A4 size paper, spirally bound securely and in serial order. The response should be submitted in a structured format as per the checklist appended.
- 12.2. All pages of EOI should be stamped and signed by Authorized Signatory of the Bidder. All pages of the bid document should be serially numbered and shall be signed by the authorized person/s only. The person/s signing the bid shall sign all pages of the bid and rubber stamp should be affixed on each page. The bidder should submit a copy of Board Resolution or power of attorney along with KYC document showing that the signatory has been duly authorized to sign the bid document.
- 12.3. The Conformity to Eligibility Criteria should be complete in all respects and contain all information sought for, as per Annexure-3.
- 12.4. Bidders can also submit the EMD with Account Payee Demand Draft in favour of Procurement Group payable at Bangalore.
- 12.5. Bidder has to submit scanned copy / proof of the DD along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.
- 12.6. Bidders can also submit the EMD with Payment online through RTGS / internet banking to the following:

Beneficiary name: DIT Procurement
Account No.:0792201002351
IFSC Code: CNRB0000792
Bank Name: Canara Bank
Branch address: Trinity Circle Bangalore.



12.7. Bidder to indicate bid number and name of bidding entity in the transaction details field at the time of online transfer. Bidder has to send scanned copy / proof of the Online Payment Transfer along with bid.

13. Submission of Bids

13.1. The sealed envelope containing the response to EOI along with the required documents shall be super scribed on the top of the envelope "Expression of Interest for Empanelment of Creative and Advertising Agencies in Canara Bank for two (02) years extendable for another one (1) subject to annual review in response to EOI 01/2024-25 dated 15/05/2024" The Name and address of the bidder should also be specifically mentioned on the top of the sealed envelope. The EOI response should be deposited in the Tender Box by the bidder/ representatives of the bidder at the Place, Venue, Date and Time mentioned in Bid Schedule.

13.2. If the last day of submission of bids is declared as a holiday under NI Act by the Government subsequent to issuance of EOI, the next working day will be deemed to be the last day for submission of the EOI. The Bid/s which is/are deposited after the said date and time shall not be considered.

13.3. Bids sent through post/courier will not be accepted/evaluated. No offer will be accepted directly. Bidder has to ensure that the offer is being dropped to tender box.

13.4. If envelope containing bid documents is not sealed and marked in the prescribed manner, the Bank will assume no responsibility for the bid's misplacement or premature opening.

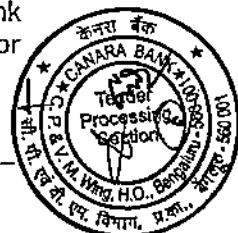
13.5. The following officials will facilitate in bid related queries and make arrangements for deposit of bid documents.

First Official	Alternate Official
Mr. Praveen Kumar K K Senior Manager Canara Bank CP & VM Wing, First Floor, Naveen Complex, 14 M G Road, Bengaluru - 560 001. Tel - 080 25590070	Mr. Venkatesh Murthy.y. Divisional Manager Canara Bank CP & VM Wing, First Floor, Naveen Complex, 14 M G Road, Bengaluru - 560 001.

13.6. In case the bid documents are too bulky to be placed inside the tender box, arrangements will be made by the above-mentioned officials to receive the tender. However, bidder should reach the venue before the date and time stipulated above.

13.7. The bidder should make all the necessary arrangements to ensure that the sealed and marked tender documents are dropped in the Tender Box only at the Place, Venue, Date and Time mentioned in EOI schedule.

13.8. The bidder shall bear all costs associated with the preparation of and submission of the bid including cost of preparation/presentation etc. The Bank will not be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.



**14. Bid System Offer**

This EOI has following two parts:

14.1. Technical cum Eligibility Proposal:

14.1.1. Indicating the response to the Eligibility Criteria Declaration, Scope of Work, Technical Evaluation Criteria and other terms & conditions. The format for submission is as per Annexure-1.

14.2. Technical Evaluation of Bidders:

14.2.1. Bidders will be evaluated technically on the basis of marks obtained in Technical evaluation criteria as mentioned in Annexure-4.

14.2.2. Bidder should secure minimum 60% marks under Technical cum Eligibility evaluation to become qualified for empanelment.

15. Bid Opening

15.1. EOI will be opened in the presence of the Bidder's representative/s who may choose to attend the bid opening as per Bid Schedule.

Bidder's representative may be present in the place and venue well in time along with an authorization letter in hand for each bid opening under this EOI, as per the format (Annexure-5) enclosed and sign in Register of Attendance during opening of EOI.

Note: Authorization letter should be carried in person and shall not be placed inside in any of the bid covers.

15.2. If any of the bidders or all bidders who submitted the tender are not present during the specified date, time and venue of opening, it will be deemed that such bidder is not interested to participate in the opening of the Bid/s and the bank at its discretion will proceed further with opening of the EOI in their absence.

15.3. The Bidders may note that no further notice will be given in this regard. Further, in case the bank does not function on the aforesaid date due to unforeseen circumstances or holiday, then the bid will be accepted up to 3.00 PM on the next working day and bids will be opened at 3:30 PM at the same venue on the same day.

16. Erasures or Alterations

The Offers containing erasures or alterations or overwriting will not be considered. There should be no hand-written material, corrections or alterations in the offer. Technical details must be completely filled in. Correct technical information of the product being offered must be filled in. Filling up of the information using terms such as "OK", "accepted", "noted", "as given in brochure/manual" is not acceptable. The Bank may treat such Offers as not adhering to the tender guidelines and as unacceptable.

17. Evaluation of EOI

- 17.1. The Bank will evaluate the bid/s submitted by the bidder/s under this EOI by the officers of the bank. The Bank may engage an external agency for evaluation of the bid. It is Bank's discretion to decide at the point of time.
- 17.2. The Bank will scrutinize the Bid/s received to determine whether they are complete in all respects as per the requirement of EOI, whether the documents have been properly signed and whether items are offered as per EOI requirements, whether technical documentation as required to evaluate the offer has been submitted. The Bank may, at its discretion, waive any minor non-conformity or any minor irregularity in the bid which does not constitute a material deviation. Bank's decision with regard to 'minor non-conformity' is final and the waiver shall be binding on all the bidders and the Bank reserves the right for such waivers.
- 17.3. EOI submitted by the bidder will be evaluated based on the format mentioned in Annexure-1. Bidders who will qualify from Eligibility Criteria Evaluation will be empaneled. Period of empanelment will be decided by the Bank. The short listed applicants will be notified in due course. Only shortlisted applicants will be invited to participate in the tender/EOI. No interim enquiries will be entertained. The decision taken by the Bank shall be final and no representation or correspondence shall be entertained.

18. Clarifications of Offers

- 18.1. During the process of scrutiny, evaluation and comparison of offers, the Bank may at its discretion seek clarifications from all the bidders/any of the bidders on the offer made by them. The request for such clarifications and the Bidders response will necessarily be in writing and it should be submitted within the time stipulated by the Bank,
- 18.2. The Bank may go through a process of evaluation and normalization of the bids to the extent possible and feasible, to ensure that shortlisted bidders are more or less on the same footing by seeking incremental bid submission in part of the requested clarification by the Bank OR Revised submissions of the entire bid in the whole.
- 18.3. The Bank can repeat this normalization process at every stage of bid submission till Bank is satisfied. The shortlisted bidders agree that, they have no reservation or objection to the normalization process and all the technically shortlisted bidders will, by responding to this EOI, agree to participate in the normalization process and extend their co-operation to the Bank during this process.
- 18.4. The shortlisted bidders, by submitting the response to this EOI, agree to the process and conditions of the normalization process.

19. Modification/Cancellation of EOI

- 19.1. The EOI is not an offer by Canara Bank but an invitation to get the response from the interested bidders for short listing the bidders for Bank's requirements. No contractual obligations whatsoever shall arise from the Expression of Interest process.
- 19.2. The Bank reserves the right to cancel EOI process at any time, without thereby incurring any liabilities to the affected bidder[s]. Reasons for cancellation, as





determined by the Bank in sole discretion include but are not limited to, the following:

- a) Services contemplated are no longer required.
- b) Change in the scope of work or due to unforeseen circumstances and/or factors and/or new developments.
- c) The project is not in the best interest of the Bank.
- d) Any other reason.

19.3. The Bank also reserves the right to modify/cancel/re-tender without assigning any reasons whatsoever. The bank shall not incur any liability to the affected bidder(s) on account of such rejection. Bank shall not be obliged to inform the affected bidder(s) of the grounds for the Bank's rejection.

20. Responsibility for completeness

20.1. The Bidder shall be responsible for any discrepancies, errors and omissions in the bid, or other information submitted by him irrespective of whether these have been approved, reviewed or otherwise accepted by the Bank or not. The Bidder shall take all corrective measures arising out of discrepancies, error and omissions in the bid and other information as mention above within the time schedule.

20.2. Willful misrepresentation of any fact within the Bid will lead to the disqualification of the Bidder without prejudice to other actions that Bank may take. All the submission, including any accompanying documents, will become property of Canara Bank.

20.3. The Bank reserves the right to verify the validity of bid information and to reject any bid where the contents appear to be incorrect, inaccurate or inappropriate at any time during the process of EOI or even after the award of contract.

21. Intimation to the successful Bidders

The Bank will prepare the list of Bidders on the basis of evaluation. The short listed applicants (empaneled bidders/vendors) will be notified on the Bank's website (www.canarabank.com)/Notice Board. No separate intimation will be sent to individual Bidders.

22. Issuance of limited RFQ

22.1. The Bank reserves the right to issue limited RFQ post conclusion of empanelment based on the requirement of the Bank.

22.2. Only empaneled agencies will be invited to participate in the limited RFQ Process. The empaneled agencies will be provided with limited RFQ documents through E-mail. The vendors are required to respond accordingly.

22.3. No interim enquiries will be entertained. The decision taken by the Bank shall be final and no representation or correspondence shall be entertained.

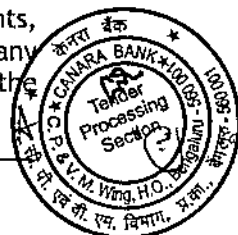
22.4. The Bank reserves the right to avail services independently on its own without reference to empaneled agencies through EOI.



- 22.5. The Bank shall not be liable to pay any amount on account of conceptualization, designing, artwork etc. to the agency for their concepts/designs not selected by the Bank.
- 22.6. The empaneled agencies should comply with Social Media Policy, Publicity policy of the Bank and Brand manuals of the Bank.

23. Intellectual Property Rights:

- 23.1. The creative designed by the advertising Agency shall become the property of the Bank once the release is made by the way of Advertisement.
- 23.2. The bank will have exclusive rights on such creative and the Bank may make direct release to the publications of any such approved and already released artwork and the Agency cannot claim any commission on such release of the advertisement.
- 23.3. The Creative & Advertising Agency is expected to diligently manage all aspects related to necessary licenses, to safeguard against potential litigation.
- 23.4. The agency shall only use licensed images, sound track, music, word marks in the approved creative and wherever the agency is using the intellectual property of any third party, it shall provide no objection certificate/ license obtained from the owners of the intellectual property to the bank. The Agency shall be solely responsible for any third party claims that may arise in this regard.
- 23.5. The agency to ensure that all creatives adheres to legal and regulatory standards with necessary documentation to demonstrate compliance. The agency must obtain the necessary licenses or permissions for any copyrighted material/image used.
- 23.6. It is imperative that the agency takes all necessary measures to prevent copyright violations, secure appropriate permissions, and promptly address any legal challenges to ensure the Bank remains unaffected by such matters.
- 23.7. The agency shall indemnify the bank and shall defend all or any claims in relation to infringement of a third party property at its own cost and expense.
- 23.8. In the event that any penalties are levied by a lawsuit, copyright owner, content owner, or any relevant entity, from where the content is sourced, the Agency will be solely responsible for bearing the penalties and addressing any legal actions that may arise.
- 23.9. By clearly outlining these responsibilities, the agency is expected to demonstrate its commitment to ethical content practices and legal compliance, protecting both parties from potential copyright-related complications.
- 23.10. Bidder warrants that the inputs provided shall not infringe upon any third party intellectual property rights, including copyrights, patents and other intellectual property rights of any nature whatsoever. Bidder warrants that the deliverables shall not infringe upon any third party. Intellectual property rights, including copyrights, patents and other intellectual property rights of any nature whatsoever. The bidder should ensure that the



Hardware/Software/Services supplied to the Bank shall not infringe the third party intellectual property rights, if any. The bidder has to ensure that third party rights are not infringed even in case of equipment /software supplied on behalf of consortium as bidder.

23.11. In the event that the Deliverables become the subject of claim of violation or infringement of a third party's intellectual property rights, bidder shall at its choice and expense:

- [a] procure for Bank the right to continue to use such deliverables;
- [b] replace or modify such deliverables to make them non-infringing, provided that the same function is performed by the replacement or modified deliverables as the infringing deliverables; or
- [c] if the rights to use cannot be procured or the deliverables cannot be replaced or modified, accept the return of the deliverables and reimburse bank for any amounts paid to bidder for such deliverables, along with the replacement costs incurred by Bank for procuring an equivalent equipment in addition to the penalties levied by Bank. However, Bank shall not bear any kind of expense, charge, fees or any kind of costs in this regard. Notwithstanding the remedies contained herein, the bidder shall be responsible for payment of penalties in case service levels are not met because of inability of the bank to use the proposed solution.

23.12. The indemnification obligation stated in this clause apply only in the event that the indemnified party provides the indemnifying party prompt written notice of such claims, grants the indemnifying party sole authority to defend, manage, negotiate or settle such claims and makes available all reasonable assistance in defending the claims [at the expenses of the indemnifying party]. Notwithstanding the foregoing, neither party is authorized to agree to any settlement or compromise or the like which would require that the indemnified party make any payment or bear any other substantive obligation without the prior written consent of the indemnified party. The indemnification obligation stated in this clause reflects the entire liability of the parties for the matters addressed thereby.

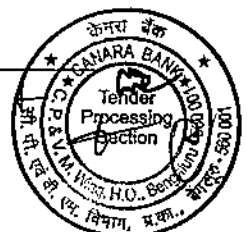
23.13. The bidder acknowledges that business logics, work flows, delegation and decision making processes of Bank are of business sensitive nature and shall not be disclosed/referred to other clients, agents or Advertising agencies.

24. General Terms & conditions

24.1. The Empaneled Advertising Agency(s) is/are expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Bank's Interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. Bank reserve the right to impose penalty in case of any violation of the above.

24.2. The agency should be able to execute order at short notices and even on holidays at any place as per our Bank's requirement.

24.3. Bank reserves the right to make necessary modification to the selected artwork, concept, film etc.



- 24.4. Applications received after due date & time or without prescribed documents will be rejected.
- 24.5. No binding Legal Relationship will exist between any of the Agencies which has submitted application in pursuant to this document and the Bank until execution of a contractual agreement to full satisfaction of the Bank.
- 24.6. The performance of the services from empaneled agency shall abide by all relevant rules and regulations of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery / time to time. Agency shall be responsible for adhering to norms of Advertising Standards Council of India (ASCI).

25. Corrupt and Fraudulent Practices

- 25.1. As per Central Vigilance Commission (CVC) directives, it is required that Bidders /Suppliers / Contractors observe the highest standard of ethics during the procurement and execution of such contracts in pursuance of this policy:
- 25.2. "Corrupt Practice" means the offering, giving, receiving or soliciting of anything of values to influence the action of an official in the procurement process or in contract execution AND "Fraudulent Practice" means a misrepresentation of facts in order to influence a procurement process or the execution of contract to the detriment of the Bank and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the Bank of the benefits of free and open competition..
- 25.3. The Bank reserves the right to reject a proposal for award if it determines that the bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 25.4. The Bank reserves the right to declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if at any time it determines that the firm has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- 25.5. The decision of Bank in determining the above aspects will be final and binding on the all the Bidders. No Bidder shall contact through any means of communication the Bank or any of its employees on any matter relating to its Bid, from the time of Bid opening to the time the contract is awarded. If the bidder wishes to bring additional information to the notice of the Bank, it may do so in writing.
- 25.6. Any effort/attempt by a bidder to influence the Bank in its decision on bid evaluation, bid comparison or contract award may result in rejection of the Bidder's bid and/or blacklisting the Bidder. The Bidder agrees not to hire, solicit or accept solicitation either directly or through a third party from any of the employees of the Bank directly involved in this contract during the period of contract and one year thereafter, except as the parties may agree on the case to case basis.
- 25.7. The selected bidder shall ensure compliance of CVC guidelines issued or to be issued from time to time for service by the Bank.

26. Indemnity

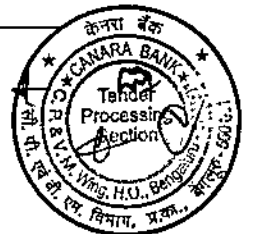




- 26.1. The BIDDER/VENDOR/SERVICE PROVIDER shall keep and hold the Bank indemnified and harmless from time to time and at all times against all actions, proceedings, claims, suits, liabilities (including statutory liability), penalties, demands, charges, costs (including legal costs) and expenses, damages, losses and any other expenses which may be caused to or suffered by or made or taken against the Bank arising out of:
- 26.1.1. The breach, default or non-performance of undertakings, warranties, covenants or obligations by the BIDDER/VENDOR/ SERVICE PROVIDER;
- 26.1.2. Any contravention or Non-compliance with any applicable laws, regulations, rules, statutory or legal requirements by the BIDDER/VENDOR/ SERVICE PROVIDER;
- 26.1.3. Fines, penalties, or punitive damages levied on Bank resulting from supervisory actions due to breach, default or non-performance of undertakings, warranties, covenants, or obligations by the BIDDER/VENDOR/ SERVICE PROVIDER.
- 26.2. The BIDDER/VENDOR/ SERVICE PROVIDER shall indemnify, protect and save the Bank against all claims, losses, costs, damages, expenses, action, suits and other proceedings, resulting from infringement of any law pertaining to patent, trademarks, copyrights etc. or such other statutory infringements in respect of service provided by them.
- 26.3. All Employees engaged by the BIDDER/VENDOR/ SERVICE PROVIDER shall be in sole employment of the BIDDER/VENDOR/ SERVICE PROVIDER and the BIDDER/VENDOR/ SERVICE PROVIDER shall be solely responsible for their salaries, wages, statutory payments etc. That under no circumstances shall the Bank be liable for any payment or claim or compensation (including but not limited to compensation on account of injury / death / termination) of any nature to the employees and personnel of the BIDDER/VENDOR/ SERVICE PROVIDER.
- 26.4. All indemnities shall survive notwithstanding expiry or termination of the contract and bidder shall continue to be liable under the indemnities.
- 26.5. BIDDER/VENDOR/ SERVICE PROVIDER aggregate liability shall be subject to an overall limit of the total Cost of the project.
- 26.6. The limits specified in above clauses shall not apply to claims made by the Bank/third parties in case of infringement of Intellectual property rights or loss caused due to breach of confidential obligations or applicable data protection laws or commission of any fraud by the bidder or its employees or agents or for claims relating to the loss or damage to real property and tangible personal property and for bodily injury or death and in these cases the liability will be unlimited.

27. Conflict of Interest:

- 27.1. BIDDER/VENDOR/ SERVICE PROVIDER represents and warrants that it has no business, professional, personal, or other interest, including, but not limited to, the representation of other clients, that would conflict in any manner or degree with the performance of its obligations under this Agreement.



- 27.2. BIDDER/VENDOR/ SERVICE PROVIDER represents and warrants that if any such actual or potential conflict of interest arises under this Agreement, Vendor/Service Provider shall immediately inform the Bank in writing of such conflict.
- 27.3. BIDDER/VENDOR/ SERVICE PROVIDER acknowledges that if, in the reasonable judgment of the Bank, such conflict poses a material conflict to and with the performance of VENDOR/ SERVICE PROVIDER's obligations under this Agreement, then the Bank may terminate the Agreement immediately upon Written notice to VENDOR/ SERVICE PROVIDER; such termination of the Agreement shall be effective upon the receipt of such notice by VENDOR/ SERVICE PROVIDER.

28. Order Cancellation/Termination of Contract

- 28.1. The Bank reserves its right to terminate this CONTRACT at any time without assigning any reasons, by giving a 30 days' notice.
- 28.2. The Bank reserves its right to cancel the entire / unexecuted part of CONTRACT at any time by assigning appropriate reasons and recover expenditure incurred by the Bank in addition to recovery of liquidated damages in terms of the contract, in the event of one or more of the following conditions:
- 28.2.1. Delay in delivery beyond the specified period for delivery.
 - 28.2.2. Serious discrepancies noted in the items delivered.
 - 28.2.3. Breaches in the terms and conditions of the Order.
 - 28.2.4. Non submission of acceptance of order within 7 days of order.
 - 28.2.5. Excessive delay in execution of order placed by the Bank.
 - 28.2.6. The Vendor/Service Provider commits a breach of any of the terms and conditions of the bid.
 - 28.2.7. The Vendor/Service Provider goes in to liquidation voluntarily or otherwise.
 - 28.2.8. An attachment is levied or continues to be levied for a period of 7 days upon the effects of the bid.
 - 28.2.9. The progress made by the Vendor/Service Provider is found to be unsatisfactory.
 - 28.2.10. If deductions on account of liquidated Damages exceeds more than 10% of the total contract price.
- 28.3. Bank shall serve the notice of termination to the Vendor/Service Provider at least 30 days prior, of its intention to terminate services.
- 28.4. In case the Vendor/Service Provider fails to deliver the quantity as stipulated in the delivery schedule, the Bank reserves the right to procure the same or similar materials from alternate sources at the risk, cost and responsibility of the Vendor/Service Provider by giving 7 days' prior notice to the Vendor/Service Provider.





- 28.5. After the award of the contract, if the Vendor/Service Provider does not perform satisfactorily or delays execution of the contract, the Bank reserves the right to get the balance contract executed by another party of its choice by giving one months' notice for the same. In this event, the Vendor/Service Provider is bound to make good the additional expenditure, which the Bank may have to incur for the execution of the balance of the order/contract. Such additional expenditure shall be incurred by the bank within reasonable limits & at comparable price prevailing in the market. This clause is also applicable, if for any reason, the contract is cancelled.
- 28.6. The Bank reserves the right to recover any dues payable by the Vendor/Service Provider from any amount outstanding to the credit of the Vendor/Service Provider, including the pending bills and security deposit, if any, under this contract.
- 28.7. In addition to the cancellation of purchase order, the Bank reserves its right to invoke the Bank Guarantee or foreclose the Security Deposit given by the Vendor/Service Provider towards non- performance/non-compliance of the terms and conditions of the contract, to appropriate towards damages.
- 28.8. Notwithstanding the existence of a dispute, and/ or the commencement of arbitration proceedings, Vendor/Service Provider should continue the services. Vendor/Service Provider is solely responsible to prepare a detailed Reverse Transition plan.
- 28.9. The Bank shall have the sole decision to determine whether such plan has been complied with or not. Reverse Transition mechanism would include services and tasks that are required to be performed/ rendered by the Vendor/Service Provider to the Bank or its designee to ensure smooth handover and transitioning of the Bank's deliverables.

29. Independent External Monitors:

The Name and Contact details of the Independent External Monitor(IEM) nominated by the Bank are as under:

Smt. Dolly Chakrabarty Email : dollychakrabarty@gmail.com	Sri. Hem Kumar Pande Email : hempande@hotmail.com
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30. Exemptions for Micro & Small Enterprises [MSEs] & Start-Up:

As mentioned in Section-II of O.M. No.F.20/2/2014-PPD(Pt.) dated 20.09.2016 of Procurement Policy Division, Department of Expenditure, Ministry of Finance on Prior turnover and prior experience, relaxations may be applicable for all Micro & Small Enterprises and start-ups [whether Micro & Small Enterprises (MSEs) or otherwise] subject to meeting of the quality and technical specifications specified in EOI document.


DEPUTY GENERAL MANAGER



Annexure- 1
Checklist

The bidder shall confirm whether following are submitted in their EOI/ bid. The bidder shall indicate the page no. where the details are furnished; otherwise, bid is liable for rejection.

Sl. No	Details	Reference/ Clause Nos	Complie d & Submitt ed (Yes/No)	Page No. at which details are enclosed
1.	Covering Letter	Annexure- 2		
2.	The documents in support of Eligibility criteria declaration, wherever required as mentioned in this EOI.	Annexure- 3		
3.	Applicant's Profile.	Annexure- 4		
4.	Authorization letter format for Bid Opening (to be carried by the person who is authorized to attend the Bid opening).	Annexure- 5		
5.	List of Major Customers of the Bidder in Last 5 Years and References	Annexure- 6		
6.	Compliance Statement	Annexure- 7		
7.	Non-Disclosure Agreement	Annexure- 8		
8.	Service Support Details	Annexure- 9		
9.	Office Details	Annexure- 10		
10.	Tender fee and bid security declaration	Annexure- 11		
11.	Scope of Work	Annexure- 12		
12.	Technical Evaluation Criteria	Annexure- 13		
13.	Self-certification of the bidder towards Local Content	Annexure- 14		
14.	Copy of Power of Attorney or Authorization letter from the Company designating the authorized representative of the company for signing the bid document should be furnished along with the bid document.	Clause No. 12.3		

Note: Failure to produce the necessary proof may render the applicant in-eligible for empanelment.



Sl. No.	Annexure-1: Other Clauses	Vendor Response [Yes/No]
1	Whether Bidder has to submit Declaration as per Annexure-11 in lieu of waiver of Tender fee & EMD?	
2	Whether the Bid is authenticated by authorized person? Copy of Power of Attorney or Authorization letter from the company authorizing the person to sign the bid document to be submitted in Conformity to Eligibility Criteria?	
3	Whether all pages are authenticated with signature and seal (Full signature to be affixed and not initials). Erasures/ Overwriting/ Cutting/ Corrections authenticated Certification/ Undertaking is authenticated?	
4	Whether address of Office on which communication/ order has to be placed is indicated in Annexure-4.	
5	Whether ensured that the offer is in sealed envelope and super scribed as Expression of Interest for Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review. The EOI No., Name of the Bidder and Due date of the EOI is specified on	
6	Whether ensured Indexing of all Documents submitted with page numbers?	

Vendors to verify the above checklist and ensure accuracy of the same before submission of the bid.

Date:

Signature with seal:

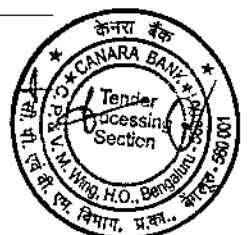
Place :

Name:

Designation :

The Authorization letter as per format Annexure-5 is to be carried in person and shall not be placed inside any of the bid covers.

Ensure



Annexure-2
Covering Letter Format
(Covering Letter has to be submitted in company's letter head)

To

The Deputy General Manager,
Canara Bank,
Centralized Procurement and Vendor Management Wing,
IT, Naveen Complex, 14 M G Road,
Bengaluru - 560 001, Karnataka

Dear Sir,

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

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We have examined the above-mentioned tender document including all annexures, the receipt of which is hereby duly acknowledged and subsequent pre-bid clarifications/modifications /amendments, if any, furnished by the Bank and we, the undersigned, offer to get short-listed as Creative and Advertising Agencies. The undersigned is authorized to sign on behalf of the Bidder Company and the necessary supporting documents delegating this authority is enclosed to this letter.

If our offer is accepted, we undertake to participate in the EOI process to provide the selected services for which requirement arises in the Bank.

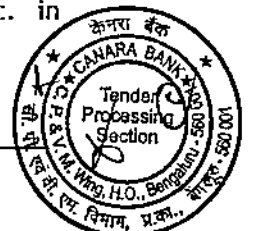
We agree to abide by and fulfill all the terms and conditions and scope of work as defined in EOI and in default thereof, to forfeit and pay to you or your successors, or authorized nominees such sums of money as are stipulated in the conditions contained in EOI.

We will not sub-contract works to any contractor from a country which shares a land border with India unless such contractor is registered with the Competent Authority (refer: F/No.6/18/2019-PPD dated 23/07/2020 of Public Procurement Division, Department of Expenditure, Ministry of Finance). We further understand that any false declaration and non-compliance of the above would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

All the details mentioned by us are true and correct and if Bank observes any misrepresentation of facts on any matter at any stage, Bank has the absolute right to reject the proposal and disqualify us from the selection process. Bank reserves the right to verify /evaluate the claims made by the Bidder independently.

We confirm that we have noted the contents of the EOI and have ensured that there is no deviation in filing our response to the EOI and that the Bank will have the right to disqualify us in case of any such deviations.

We hereby undertake that we have not been blacklisted/debarred by any Scheduled Commercial Banks/Public Sector Undertakings/Government Entities/ INS/IBF/AAAI etc. in India as on date.



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Canara Bank

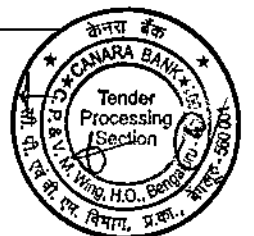
We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us, our Bid is liable to be rejected.

Date:

Signature with seal

Name:

Designation:



Annexure-3
Eligibility Criteria

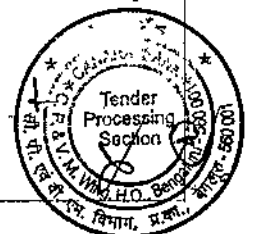
[On Firm's / Company's letter head]

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

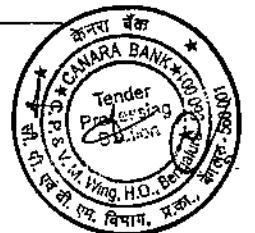
We have carefully gone through the contents of the above referred EOI along with replies to pre-bid queries & amendment, if any and furnish the following information relating to Eligibility Criteria.

Sl. No.	Eligibility Criteria	Documents to be submitted In compliance with Eligibility Criteria	Bidders Response
1.	The Company operating should be legally compliant company and can be: a. A partnership firm or a Limited Liability Partnership duly registered under the Limited Liability Partnership Act, 2008. (OR) b. Company duly registered in India as per Indian Companies Act, 1956 or Indian Companies Act, 2013.	Copy of Certificate of LLP registration. (OR) Copy of Certificate of Incorporation and Certificate of Commencement of business in case of Public Limited Company (OR) Certificate of Incorporation in case of Private Limited Company, issued by the Registrar of Companies.	
2.	The Bidder should have average turnover of Rs.25 Cr (Rupees Twenty Five Crore) & above in the last 3 (three) financial years (i.e., 2020-21, 2021-22 and 2022-23). This must be the individual company turnover and not of any group of companies.	Bidder has to submit audited Balance Sheet copies for last 3 Years i.e. 2020-21, 2021-22 and 2022-23 along with certificate from the Company's Chartered Accountant to this effect with Unique Document Identification Number.	
3.	The Bidder should have positive Net Worth as on 31/03/2023 and also should have not eroded by more than 30% in the last three financial years, ending on 31/03/2023.	The Bidder should submit certificate from the Company's Chartered Accountant with UDIN to this effect.	
4.	The Bidder should have a full-fledged office at Bangalore with the required manpower and infrastructure for handling publicity of the size and stature of our Bank. Further the agency should also have offices in other Metro cities. The bidder should have independent creative and media planning team and facilities to plan and execute campaigns, in the print, electronic, OOH and other media at the national level.	The Bidder should submit self-declaration along with details and proofs of the office. Details of the Qualified resources having experience in Creative and Advertising and media planning should also be provided.	





Sl. No.	Eligibility Criteria	Documents to be submitted In compliance with Eligibility Criteria	Bidders Response
5.	The Agency should have the resources to handle multi-media, multi-lingual publicity campaigns, with proficiency and proof reading facilities in major Indian languages.	The Bidder should submit self-declaration on the Company's letter head to this effect.	
6.	The Agency should have experience of at least five years of working on advertising in the Banking industry and minimum staff strength of 15 handling Publicity and Advertising Related Services.	The bidder should submit Purchase order copies along with work completion certificate/ Satisfactory performance certificate from clients / Contract with client. The bidder should submit profiles of the professionals and letter from HR stating they are on payroll of the bidder.	
7.	The Agency should be an empaneled advertising agency currently for at least 3 BFSI Sector institutions out of which 2 should be Public Sector Bank or Public Sector Financial Institutions	Valid Empanelment Letter/ Satisfactory letter from the PSU Banks/ BFSI Sector institutions.	
8.	The Agency should have INS / IBF, AAAI (Advertising Agencies Association of India), The advertising Standards Council of India accreditation and should not be blacklisted by any of the agencies mentioned above.	Bidder has to submit the copy of valid Certificate/s.	
9.	Bidders should not be under debarment/blacklist period for breach of contract/ fraud/ corrupt practices by any Scheduled Commercial Bank/ Public Sector Undertaking/ State or Central Government or their agencies/ departments on the date of submission of this EOI.	The Bidder should submit self-declaration on the Company's letter head to this effect.	
10.	The bidder should provide confirmation that any person/ Partnership/ LLP/ Company including any subsidiary or holding company/ proprietorship connected to bidder directly or indirectly has not participated in the EOI process.	The bidder should submit letter of confirmation on the Company's letter head to this effect.	



Sl. No.	Eligibility Criteria	Documents to be submitted In compliance with Eligibility Criteria	Bidders Response
11.	<p>Any Bidder (including OEM and OSD/OSO, if any) from a country which shares a land border with India will be eligible to bid, only if the Bidder (including OEM and OSD/OSO) are registered with the Competent Authority. Bidder (entity) from a country which shares a land border with India means:</p> <p>a. An entity incorporated, established or registered in such a country; or</p> <p>b. A subsidiary of an entity incorporated, established or registered in such a country; or</p> <p>c. An entity substantially controlled through entities incorporated, established or registered in such a country; or</p> <p>d. An entity whose beneficial owner is situated in such a country; or</p> <p>e. An Indian (or other) agent of such an entity; or</p> <p>f. A natural person who is a citizen of such a country; or</p> <p>g. A consortium or joint venture where any member of the consortium or joint venture falls under any of the above.</p>	<p>A declaration stating "We have read the clause regarding restrictions on procurement from a Bidder of a country which shares a land border with India. We further certify that we and our OEM are not from such a country or if from such a country, has been registered with Competent Authority. We hereby certify that we and our OEM fulfill all requirements in this regard and are eligible to be considered" to be submitted in Company's letter head.</p> <p>[Where applicable, evidence of valid registration by the Competent Authority shall be attached.]</p>	
12.	<p>Authorization Certificate - Whether the Bid is authenticated by authorized person.</p>	<p>Bidder to submit a copy of the Power of Attorney or the Board Resolution and KYC documents evidencing the authority delegated to the authorized signatory.</p>	

We confirm that the information furnished above is true and correct. We also note that, if there are any inconsistencies in the information furnished above, the bid is liable for rejection. All documentary evidence / certificates confirming compliance to Eligibility Criteria should be part of Technical cum Eligibility.

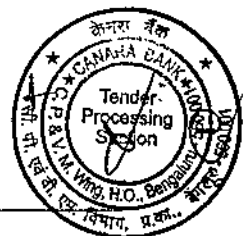
Date:

Signature with seal

Place:

Name:

Designation :





Annexure-4
Applicant's Profile

(Bidder's Profile has to be submitted in company's letter head)

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

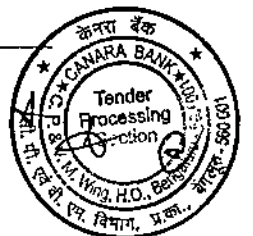
Sl. No.	Particulars	Details
1)	Name of the Bidder	
2)	Constitution	
3)	Date of Establishment/ Incorporation	
4)	Whether in collaboration with Foreign Company? If so give details	
5)	Number of Years in the Business	
6)	Address for Correspondence: Registered Office: Corporate Office:	
7)	Single Point of contact for this EOI and upcoming RFP/RFQ Name: Designation: Mobile No.: Landline No.: Fax: Email-ID (any changes in the above should be informed in advance to Bank)	
8)	Domestic Customer Base (Number of Clients)	
9)	Details of Service Net Work	
10)	PAN number GSTIN <u>Beneficiary Bank Details</u> Beneficiary Name Beneficiary Account Number Type of Account (OD/OCC etc.) IFSC Name of the Bank and Branch address	

Wherever applicable submit documentary evidence to facilitate verification.

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us our Bid is liable to be rejected.

Date:
Place :

Signature with seal:
Name:
Designation :



Annexure-5

Authorization Letter Format

(Authorization Letter Format has to submitted in Company's Letter Head)

The Deputy General Manager
Canara Bank,
Centralized Procurement and Vendor Management Wing,
Naveen complex, 14 MG Road
Bengaluru - 560 001

Date: _____

Dear Sir,

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

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This has reference to your above EOI for Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review, Mr. / Miss/Mrs. _____ is hereby authorized to attend the bid opening of the above EOI _____ DT: _____ on _____ on behalf of our organization.

The specimen signature is attested below:

Specimen Signature of Representative

Signature of Authorizing Authority

Name & Designation of Authorizing Authority

Place:





Annexure-6

List of Major Customers of the Bidder in Last 5 Years and References

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review

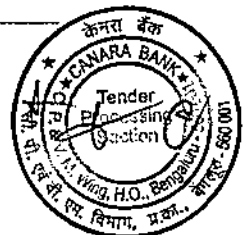
Ref: EOI 01/2024-25 dated 15/05/2024

Sl. No.	Name and complete Postal Address of the Customer	Name, Designation, Telephone, Fax, Telex Nos., e-mail address of the contact person (customer)	Nature and Description of the business during last 5 years/orders Order No. & date value etc.	Documentary Proof like Satisfactory Letter from organization to be Enclosed (not older than 1 month from date of EOI) or Purchase Order copies along with work completion certificate to be enclosed
1	2	3	4	5

(Enclose necessary documentary proof)

Date:
Place :

Signature with seal:
Name:
Designation :



Annexure-7

Compliance Statement

(Compliance Statement has to submitted in Company's Letter Head)

The Deputy General Manager
Canara Bank,
Centralized procurement and vendor Management Wing
Naveen complex, 14 MG Road
Bangalore - 560 001

Date: _____

Dear Sir,

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

We understand that any deviations mentioned elsewhere in the bid will not be considered and evaluated by the Bank. We also agree that the Bank reserves its right to reject the bid, if the bid is not submitted in proper format as per subject

Sl. No.	Description	Complied Yes/No
1	Scope of Empanelment	
2	Empanelment Procedure	
3	EOI document	

We also undertake that we are complying with the prevailing guidelines issued by various regulatory authorities on Minimum Wages Act, applicable labor laws, from time to time for the resources deployed for Empanelment of Creative and Advertising Agencies in Canara Bank for the period of two (02) years extendable for another one (01) year subject to annual review

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us our tender is liable to be rejected.

Date:
Place :

Signature with seal:
Name:
Designation :



Annexure-8Non-Disclosure Agreement

(To be given on the Company's Letter Head)

WHEREAS, we, _____, having Registered Office at _____, hereinafter referred to as the Bidder, are agreeable to provide Creative and Advertising Services at locations allocated by Canara Bank, having its office at 14, Naveen complex, HO(annex), M.G Road Bengaluru -560001 hereinafter referred to as the BANK and,

WHEREAS, the Bidder understands that the information regarding the Bank's Infrastructure shared by the BANK in their Expression of Interest is confidential and/or proprietary to the BANK, and

WHEREAS, the Bidder understands that in the course of submission of the offer for "Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review" and/or in the aftermath thereof, it may be necessary that the Bidder may perform certain jobs/duties on the Banks properties and/or have access to certain plans, documents, approvals or information of the BANK; NOW THEREFORE, in consideration of the foregoing, the Bidder agrees to all of the following conditions, in order to induce the BANK to grant the Bidder specific access to the BANK's property/information. The Bidder will not publish or disclose to others, nor, use in any services that the Bidder performs for others, any confidential or proprietary information belonging to the BANK, unless the Bidder has first obtained the BANK's written authorization to do so.

The Bidder agrees that notes, specifications, designs, memoranda and other data shared by the BANK or, prepared or produced by the Bidder for the purpose of submitting the offer to the BANK for the said solution, will not be disclosed during or subsequent to submission of the offer to the BANK, to anyone outside the BANK.

The Bidder shall not, without the BANKs written consent, disclose the contents of this Request for Proposal (Bid) or any provision thereof, or any specification, plan, pattern, sample or information (to be) furnished by or on behalf of the BANK in connection therewith, to any person(s) other than those employed/engaged by the Bidder for the purpose of submitting the offer to the BANK and/or for the performance of the Contract in the aftermath. Disclosure to any employed/engaged person(s) shall be made in confidence and shall extend only so far as necessary for the purposes of such performance.

Date:
Place :

Signature with seal:
Name:
Designation :



Annexure-9

Service Support Details

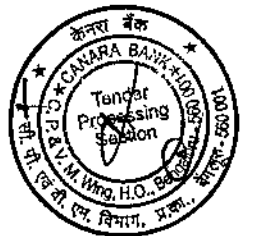
Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

Sl. No	Location	Postal Address	Contact Details (including Name of In charge and his contact no. email etc.)	Service Facilities Available (Describe)	Jurisdiction
1					
2					

Date:
Place :

Signature with seal:
Name:
Designation :





Annexure- 10

Office Details

(Office Details has to be submitted in Company's Letter Head)

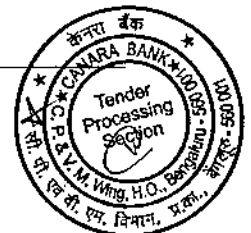
Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

Sl. No.	Name of the Office	Address and Telephone No's	E-mail ID of office	Number of Staffs
1.	Bengaluru			
2.	Others (specify)			

Date:
Place :

Signature with seal:
Name:
Designation :



Annexure-11

Tender Fee and Bid Security Declaration

(to be provided on letter head)

To

The Deputy General Manager,
Canara Bank,
Centralized procurement and vendor Management Wing
Head Office,
Naveen Complex, 14 M G Road
Bengaluru-001.

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

Dear Sir

We declare that if we withdraw or modify our Bids during the period of validity, or if we are awarded the contract and we fail to sign the contract, or to submit a performance security before the deadline defined in the EOI, we note that we will be suspended for the period of two years from being eligible to submit Bids for contracts with Canara Bank.

[Signature of Authorized Signatory]

Date:
Place :

Signature with seal:
Name:
Designation :



Annexure-12
Scope of Work

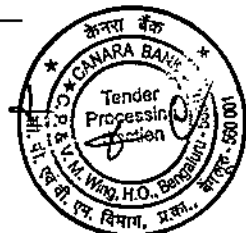
[On Firm's / Company's letter head]

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

Canara Bank will require the services of the advertising agencies for the below mentioned broad categories of the work:

1. To design, develop, edit and release the Bank's creative in Advertising Campaigns in all types of media viz. Print, Electronic, Outdoor, digital/social media etc. & any other media as decided by the Bank.
2. Conceptualization and designing of creative campaigns for reinforcement, extension, enhancement and promotion of Canara Bank Brand.
3. To undertake event management for Bank from time to time.
4. The advertising agency shall be expected to provide design/artworks of collaterals on demand.
5. Designing and creating artwork options & making necessary adaptations and modifications
6. Present CANARA BANK with a professional, sophisticated and recognizable brand identity.
7. Developing creative at their cost for release of advertisements in various media like print, TV, Radio, outdoor, digital/social, cinema (including multiplexes), films, digital signage solution, etc. and printed publicity material like brochures, booklets, posters, pamphlets, folders, annual reports, calendars, handouts, banners, diaries, presentation items, etc.
8. Planning cost effective Media Campaigns along with cost benefit analysis for Canara Bank.
9. Release of advertisements in various Media like Print, TV, Radio, Digital, social, Outdoor activities etc. in India/abroad. Job(s) for release of advertisement in print/electronic/digital and other media shall be assigned to the agency whose design/concept is finally approved by the Bank out of various designs/concepts artworks submitted by the empanelled agencies and Bank shall not be liable to pay any amount on account of conceptualization/designing/artwork etc. to the agencies for their concepts/designs not selected by the Bank. However, it is at the sole discretion of the Bank:
 - a. To assign the work to any empanelled advertising agency
 - b. To invite media, plan from all or selected empanelled agencies as per the Bank's need
 - c. To negotiate directly with the media for release of advertisement
 - d. To select any suitable selection method that may emerge from time to time.
10. Any other work related to media campaigns, artworks, designs, etc.
11. Audio/video advertisement through TV Commercials/promos, Radio Jingles and Audio Clips, short films/documentaries etc.



12. Digital Media like SMS, Social Networks and paid services on social media like boosting etc, Websites, Banners, E-mails, Caller Tunes, etc. Campaigns and other emerging media.
13. All advertising material to be released on Bank's behalf should be duly approved by the Competent Authority (ies) of the Bank.
14. The design/concept developed by the agency and selected by the Bank shall be the sole property of the Bank and, as such, the concerned agency shall not have any right to use the same anywhere else. Further, the same can be released directly in media by the Bank at any time, at its sole discretion.
15. For Social media work/s separate price quotation will be obtained from the empanelled agencies as and when required
16. Publicity campaigns, Notice/Tender advertisements should be in Hindi, English and/or other regional languages as may be approved by the Bank from time to time.
17. Monitoring and reporting on campaign performance on day to day basis.
18. Advise on other evolving media.
19. Managing BTL activities of the Bank as and when required.
20. To design, develop, edit & release Bank's Notice Advertisements and Tender Advertisements and other jobs as decided by the Bank.

We hereby comply with each point of the above scope of work without any deviations.

Date:
Place :

Signature with seal:
Name:
Designation :





Annexure-13

Technical Evaluation Criteria

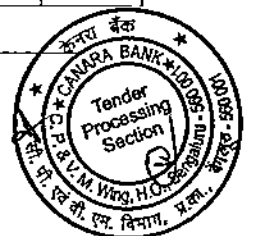
Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

This evaluation will be carried out on a total score of 100 on the basis of the following evaluation parameters defined in this section.

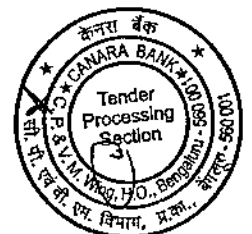
Technical Evaluation Parameters

Sl. No.	Criteria	Evaluation Parameters	Documentation/ Evaluation method	Max marks																		
1.	Average Turnover for the last three financial years 2020-21, 2021- 22 & 2022-23	<p>Turnover:</p> <ul style="list-style-type: none"> • ≥ 45 crores: 15 Marks • ≥ 35 crores & < 45 crores: 10 marks • ≥ 25 crores & < 35 crores: 5 marks • < 25 crores: 0 Marks 	Bidder has to submit audited Balance Sheet copies for last 3 Years i.e. 2020-21, 2021-22 and 2022-23 along with certificate from the Company's Chartered Accountant to this effect with Unique Document Identification Number.	15																		
2.	Total Staff Strength with professional efficacy with full back office support of technical staff viz. creative director, designers, visualizers, copywriters, media planners etc. and have done similar work as defined in the scope of work.	<table border="1"> <tr> <td colspan="2">Number of personnel in back office support:</td> </tr> <tr> <td>≥ 40</td> <td>10 Marks</td> </tr> <tr> <td>≥ 15 & < 40</td> <td>5 marks</td> </tr> <tr> <td>< 15</td> <td>0 Marks</td> </tr> <tr> <td colspan="2">Creative team size:</td> </tr> <tr> <td>≥ 5 members</td> <td>5 Marks</td> </tr> <tr> <td>4 members</td> <td>4 marks</td> </tr> <tr> <td>3 members</td> <td>3 Marks</td> </tr> <tr> <td>< 3 members</td> <td>0 Marks</td> </tr> </table>	Number of personnel in back office support:		≥ 40	10 Marks	≥ 15 & < 40	5 marks	< 15	0 Marks	Creative team size:		≥ 5 members	5 Marks	4 members	4 marks	3 members	3 Marks	< 3 members	0 Marks	Resume of Creative Director and other members working in creative team to be enclosed	15
Number of personnel in back office support:																						
≥ 40	10 Marks																					
≥ 15 & < 40	5 marks																					
< 15	0 Marks																					
Creative team size:																						
≥ 5 members	5 Marks																					
4 members	4 marks																					
3 members	3 Marks																					
< 3 members	0 Marks																					
3.	Experience in Advertising Branding and designing in any Scheduled	<table border="1"> <tr> <td colspan="2">Number of years:</td> </tr> <tr> <td>≥ 10 years</td> <td>15 Marks</td> </tr> </table>	Number of years:		≥ 10 years	15 Marks	Purchase order/ Satisfactory letter/ Reference letter to be	15														
Number of years:																						
≥ 10 years	15 Marks																					



Sl. No.	Criteria	Evaluation Parameters	Documentation/ Evaluation method	Max marks						
	Commercial Banks/PSUs/Government Departments/Public Sector Enterprises/Corporates in India.	<table border="1"> <tr> <td>≥ 8 years & < 10 years</td> <td>10 marks</td> </tr> <tr> <td>≥ 5 years & < 8 years</td> <td>5 marks</td> </tr> <tr> <td>< 5 years</td> <td>0 Marks</td> </tr> </table>	≥ 8 years & < 10 years	10 marks	≥ 5 years & < 8 years	5 marks	< 5 years	0 Marks	submitted along with proof of completion of project from the clients.	
≥ 8 years & < 10 years	10 marks									
≥ 5 years & < 8 years	5 marks									
< 5 years	0 Marks									
4.	Empanelment in any Scheduled Commercial Banks/PSUs/Government Departments/Public Sector Enterprises/Corporates in India.	<p>Number of clients:</p> <ul style="list-style-type: none"> • ≥ 7 clients: 10 Marks • ≥ 5 & < 7 clients: 8 Marks • ≥ 3 & < 5 clients : 5 Marks 	Valid Empanelment Letter/ Satisfactory letter from organization to be enclosed	10						
5.	Agency should have done branding and designing work for at-least 2 organizations in Banking, Financial Services and Insurance industry in last 5 years	<p>Number of BFSI clients:</p> <ul style="list-style-type: none"> • ≥ 5 clients: 10 Marks • ≥ 3 & < 5 clients: 8 Marks • 2 clients : 5 Marks 	The bidder should submit Purchase Order with proof of completion/ Reference Letter/ Satisfactory Letter from the customer duly mentioning the details of the services.	10						
6.	Awards/recognition received by renowned agency/ies.	<p>Number of awards:</p> <ul style="list-style-type: none"> • > 2 awards : 10 Marks • ≤ 2 awards : 5 Marks • No awards- No marks 	The bidder should submit certificate/ proof of award.	10						
7.	Presentation of the bidder on approach, work plan and methodology	Evaluation will depend upon the presentation made to the Bank's panel based on the parameters mentioned as per Table - II.		25						
Total				100						

Bank will select top 10 agencies based on the marks obtained in the Technical Evaluation for Empanelment. The minimum passing mark, 50% will be considered eligible for Empanelment.



Presentation of proposal:

Canara Bank will schedule the presentations and notify the bidders the time and locations. Failure of a bidder to complete a scheduled presentation may result in the rejection of that Bidder's proposal. The Parameters for the Presentation evaluation are mentioned in Table-II.

Table-II

Presentation parameters

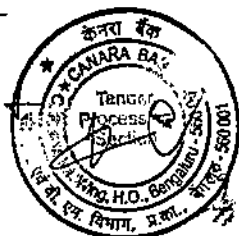
Sl. No.	Presentation and Customer (references) feedback	Marks
1	Presentation of the bidder on approach and methodology, use cases of prior implementation	5
2	Successful campaigns done for any brand	10
3	Action plan/strategy proposed for the bank to enhance brand equity	10
Max - Relative Technical Evaluation Marks		25

Date:

Signature with seal

Name:

Designation:



Annexure-14

Self-certification of the bidder towards Local Content

To,

The Deputy General Manager,
Canara Bank,
Centralized Procurement and Vendor Management Wing,
Naveen Complex, 14 M G Road,
Head Office, Bengaluru.

Sub: Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review

Ref: EOI 01/2024-25 dated 15/05/2024

Dear Sir/Madam,

1. We, M/s _____ (Name of Bidder) certify that offered _____ <details of hardware/software/solution/services> is having the local content of _____ % and meets the local content requirement of 'Class-I local supplier' / 'Class-II local supplier' for the above referred tender.
2. The details of locations at which the local value additions are made as follows:

Sl. No.	Location (complete address with contact details)	Item Particulars	% of local value addition

3. We, M/s _____ (Name of Bidder) confirm that we have submitted this certificate after reading the office memorandum ref no. P-45021/102/2019-BE-II-Part (1) (E-50310) dated 04/03/2021 on 'Clarification for local content calculation PPP-MII Order - reg' of Public Procurement Section, Department of Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India.

[Signature of Authorized Signatory]

Date:
Place :

Signature with seal:
Name:
Designation :

