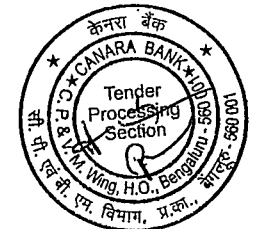
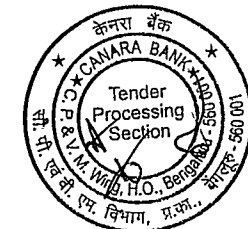


**Pre bid Queries for Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review
EOI 01/2024-25 dated 15/05/2024**

Sl. No.	Page No.	Section/Annexure/Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
1	27	Annexure-3	Eligibility Criteria	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.	Both AAAI and The advertising standards council of india are required or either of them	Bidder to refer Corrigendum-1
2	26	Annexure - 3	Eligibility Criteria	Sl. No.2 The bidder should have an average turnover of Rs.25 Cr. (Rupees Twenty Five Crore) & above in the last 3 Financial Years i.e., 2020-21, 2021-22 & 2022-23) This must be the individual company turnover and not of any group of companies	The Eligibility Criteria (Annexure - 3), Item No. 2 requires a minimum turnover of Rs. 25 Crore in the last three financial years. This is a fivefold increase over the previous requirement. Considering that business was severely impacted by COVID-19 in two of the last three financial years, could this requirement be reduced to Rs. 10 Crore, which is double the previous empanelment requirement?	Bidder to comply with EOI terms and conditions
3	26	Annexure 3, Eligibility Criteria	<u>4. Eligibility Criteria</u> 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.	<u>Documents to be submitted</u> The Bidder should submit self-declaration along with details and proofs of the office.	1. Can we give an self undertaking to setup an office within 15 Days after Empanelment. 2. Whether office at Chennai & Hyderabad can be accepted.	Bidder to comply with EOI terms and conditions
4	27	Annexure 3, Eligibility Criteria	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	Whether agency should have any one membership out of INS/IBF/AAAI/ASCI? Please clarify	Bidder to refer Corrigendum-1

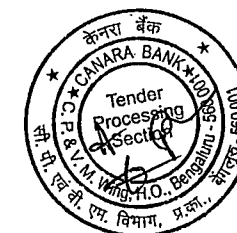


Pre bid Queries for Empanelment of Creative and Advertising Agencies in Canara Bank for period of two (02) years extendable for another one (1) year subject to annual review EOI 01/2024-25 dated 15/05/2024						
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
5	26	Annexure - 3	Eligibility Criteria	Internal 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.	As per the EOI your esteemed bank have demanded a average turnover of RS 25.00 crore (on page no 26) in the last 3 years i.e 2020-21, 2021-22 and 2022-23.As you are aware that the year 2020-2021 was fullyLOCKED DOWN & washed out due to covid (almost no business) and some parts of 2021-2022 also got heavily affected therefore the business only started picking up after 2021-22. All the esteemed organisations like Punjab National Bank etc have also given due consideration to this untoward happening and have reduced the required turnover to RS 15.00 crores for these 3 referred years.All the other departments are also giving due weight-age and have demanded much lesser average turnover, we therefore humbly request your esteemed bank to please reconsider the same and lower the qualifying turnover to Rs 10-12 Crores.please treat this as humble request.	Bidder to comply with EOI terms and conditions
6			General		for MSME registered entities, please specify what are the exemptions allowed by your esteemed bank in regard to Turnover + EMD etc. All esteemed organisations have been extending benefits to MSME registered entities which we humbly request and expect from Canara Bank too.Your positive action on the above requests would not only support the Govt of India's initiative of promoting the MSME entities but would also be of great help to all.	Bidder to refer Corrigendum-1
7	26	Annexure - 3	Eligibility Criteria	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.	Full fledged office at bangalore is compulsory ?	Bidder to comply with EOI terms and conditions
8	26	Annexure - 3	Eligibility Criteria	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.	Average turnover of 25 crore of last 3 year. Average turnover means add the last 3 year turnover or something else ?	Bidder to comply with EOI terms and conditions



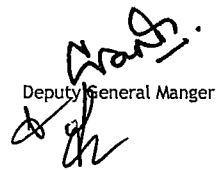
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Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
9	11	11. Preparation of Bids	12.4	Bidders can also submit the EMD with Account Payee Demand Draft in favour of Procurement Group payable at Bangalore.	For online payment, the beneficiary name mentioned is "DIT Procurement". Please clarify for Demand Draft favouring to " Procurement Group " payable to Bangalore OR "DIT Procurement" ? Pls confirm.	Bidder to comply with EOI terms and conditions
10	12	11. Preparation of Bids	13.4	Bidders can also submit the EMD with Account Payee Demand Draft in favour of Procurement Group payable at Bangalore.	Is Bank Guarantee Accepted in lieu of EMD amount ?	Bidder to comply with EOI terms and conditions
11	2	Bid Details in Brief Description	7	Tender Fee (Non-Refundable)	Beneficiary Name ? Mode of Payment ?	Bidder to refer Corrigendum-1
12	36	Annexure II	Tender Fee and Bid Security Declaration		Please confirm Annexure II is mandatory for MSME ? We are under MSME -Medium Scale Category paying both tender fee and EMD, pls confirm.	Bidder to refer Corrigendum-1
13	21	30. Exemptions for Micro & Small Enterprises (MSE's) & 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.		Is there a possibility of reduction on the EMD sum mentioned, especially for MSME's? The current EMD amount is mentioned as Rs. 5,00,000/-	Bidder to comply with EOI terms and conditions
14	26	Annexure - 3	Eligibility Criteria 4	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.	Details of how many resources are required to in each of the disciplines?	Bidder to refer Sl No.2 of Annexure-13, Technical Evaluation Criteria
15	27	Annexure - 3	Eligibility Criteria 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.	Can these be the same as the ones above?	Bidder to refer Sl No.2 of Annexure-13, Technical Evaluation Criteria
16	29	Annexure - 4	Applicant's profile	9. Details of Service Net Work	What is the expectation? Do we have to submit addresses of our branches?	Bidder to submit location details of branches



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Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
17	34	Annexure - 9	Service Support Details		What are we supposed to provide here?	Bidder should submit the service centre details as per format given in Annexure 9
18	37	Annexure - 12	Scope of Work	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.	No other point mentions "...at their cost...". Can we please get some elaboration on this? Does this mean that there will be no remuneration for Creatives that are used for media releases?	Remuneration will be made for the creatives approved by competent authority and used for media releases.
19	39	Annexure - 13	Technical Evaluation Criteria	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	Serial no 2 requests for resume of Creative Director and other members in the Creative Team What about personnel in back office support?	Bidder to refer Sl No.2 of Annexure-13, Technical Evaluation Criteria
20	40	Annexure - 13	Technical Evaluation Criteria	Presentation of the bidder on approach, work plan and methodology	Should the presentation be submitted along with the Eoi? What will be duration of the presentation?	Bank will schedule presentations and notify the bidders the time and locations.
21	42	Annexure - 14	Self certification towards local content		Since there are hardware / software / solution being provided and all our offices are located in India, what do we mention in Item Particulars and % of local value addition?	Bidder to comply with EOI terms and conditions

Date :04/06/2024
Place :Bangalore


Deputy General Manager

