

**REQUEST FOR EXPRESSION OF INTEREST  
FOR  
EMPANELMENT OF SERVICE PROVIDERS FOR SOCIAL MEDIA  
CONTENT CREATION, DIGITAL MARKETING & CAMPAIGN  
MANGEMENT**

Issued by: Canara Bank,  
Asset Procurement & Management Group,  
Department of Information Technology Wing,  
1<sup>st</sup> Floor, Naveen Complex,  
14, M G Road,  
Bengaluru - 560 001.

Email : [hoditapm@canarabank.com](mailto:hoditapm@canarabank.com)  
Phone No: 080-25584873/25590070



Bid Details in Brief Description

Description	Details
EOI No. and Date	EOI 02/2018-19 dated 26/02/2019
Name of the Wing	Department of Information Technology
Brief Description of the EOI	Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.
Bank's Address for Communication	Deputy General Manager Canara Bank, AP&M Group, 1st Floor, DIT Wing, Naveen Complex, 14 MG Road, Bengaluru -560 001  Senior Manager, Asset Procurement & Management Group Tel - 080-25590070,25584873 Fax- 080-25596539 Email: <a href="mailto:hoditapm@canarabank.com">hoditapm@canarabank.com</a>
Date of Issue of EOI	26/02/2019, Tuesday
Application Money (Non-refundable)	Rs. 5,900/- ( including 18% GST)
Earnest Money Deposit (Refundable)	Rs. 50,000/-
Last Date and Time for Submission of EOI	21/03/2019, Thursday upto 3.00pm
Date, Time & Venue for opening of EOI	21/03/2019, Thursday at 3.30pm Venue: Canara Bank, Second Floor, Conference Hall, DIT Wing-HO (Annex), Naveen Complex, 14 M G Road, Bengaluru 560001.
Pre-bid Meeting Date & Time	<ul style="list-style-type: none"> <li>o Pre-bid meeting will be held on 08/03/2019, Friday at 3.30 pm <u>Venue:</u> Canara Bank, Second Floor, Conference Hall, DIT Wing-HO (Annex), Naveen Complex, 14 M G Road, Bengaluru 560001.</li> <li>o Pre bid queries should be submitted as per Annexure-11.</li> <li>o Pre-bid Queries to E-mail <a href="mailto:hoditapm@canarabank.com">hoditapm@canarabank.com</a> must reach us on or before 07/03/2019, Thursday at 3.00pm. Subject of the email should be given as "Pre Bid Queries for EOI 02/2018-19 dated 26/02/2019"</li> </ul>



Other Details	<ol style="list-style-type: none"><li>1. The bidders must fulfil the Pre-Qualification criteria for being eligible to bid.</li><li>2. Subsequent changes made based on the suggestions and clarifications as per pre-bid meeting shall be deemed to be part of the EOI document and shall be uploaded on the Bank's corporate website <a href="https://canarabank.com/english/announcements/expression-of-interest/">https://canarabank.com/english/announcements/expression-of-interest/</a>.</li><li>3. No suggestions or queries shall be entertained after pre-bid meeting.</li></ol>
<p>This document can be downloaded from following website <a href="https://canarabank.com/english/announcements/expression-of-interest/">https://canarabank.com/english/announcements/expression-of-interest/</a>, <a href="https://eprocure.gov.in/epublish/app">https://eprocure.gov.in/epublish/app</a> In that event, the bidders should pay the Application Fee for tender document by means of DD drawn on any Scheduled Commercial Bank for the above mentioned amount in favour of Canara Bank, payable at Bengaluru and submit the same as mentioned above.</p> <p>Any amendments, modifications, Pre Bid replies &amp; any communication etc. will be uploaded in the Bank's website. No individual communication will be sent to the individual 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 <http://www.canarabank.com/english/announcements/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.



**Abbreviations used in this Document**

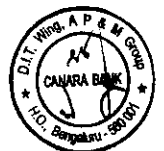
Sl.No.	Abbreviation	Description
1.	AMC	Annual Maintenance Contract
2.	ATS	Annual Technical Support
3.	CBS	Core Banking Solution
4.	CVC	Central Vigilance Commission
5.	DC	Data Centre
6.	DD	Demand Draft
7.	DIT	Department of Information Technology
8.	DRC	Disaster Recovery Centre
9.	EOI	Expression of Interest
10.	IFSC	Indian Financial System Code
11.	IT	Information Technology
12.	NEFT	National Electronic Fund Transfer
13.	NI ACT	Negotiable Instrument Act
14.	PAN	Permanent Account Number
15.	RFP	Request for Proposal
16.	RFQ	Request for Qualification
17.	RTGS	Real Time Gross Settlement
18.	ISO	International Organization for Standardization



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**1. About Canara Bank:**

Canara Bank, a body Corporate and a premier Public Sector Bank established in the Year 1906 and nationalized under the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970, having its Head office at 112, J C Road Bengaluru-560002 and among others, having DIT Office at Naveen Complex, No.14, M G Road, Bengaluru-560001. The Bank is having pan India presence of more than 6,300 branches, 21 Circle offices and 118 Regional Offices situated across the States. The Bank is working on Core Banking System using Flexcube solution. The Bank is a forerunner in implementation of IT related products and services and continuously making efforts to provide the state of art technological products to its customers.

**2. Definitions:**

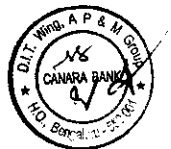
- 2.1. 'Bank' means, unless excluded by and repugnant to context or the meaning thereof, shall mean 'Canara Bank', described in more detail in paragraph 1 above and which has invited bids under this Expression of Interest (EOI) and shall be deemed to include its successors and permitted assigns.
- 2.2. 'EOI' means this Expression of Interest for Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.
- 2.3. The firms, institutions & companies submitting the proposal in response to this EOI shall hereinafter be referred to as 'Bidder'.

**3. About EOI:**

- 3.1. Bank intends to empanel Agencies who can provide suitable and appropriate content for Bank's Social Media Channels, manage Bank's Digital Marketing & Campaigns.
- 3.2. 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. Objective:**

- 4.1. Canara Bank invites application from reputed Bidders to submit their "Expression of Interest" who fulfills the eligibility criteria as given in **Clause-5** for empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.
- 4.2. The bidders satisfying the Eligibility Criteria as per the EOI and having experience in content creation, digital marketing, campaign management etc., may respond.



**5. Eligibility Criteria:**

5.1. Interested Bidders, who meet the Eligibility Criteria as per Annexure-3 may respond.

**6. Application Money and EMD:**

6.1. The following amount shall be payable towards Application money and EMD.

Application fees for Rs.5,900/- (Non Refundable) (Includes GST @18%)	By way of DD favoring "Canara Bank" payable at Bengaluru.
Non Interest EMD for Rs.50,000/- (Refundable)	By way of DD favoring "Canara Bank" payable at Bengaluru/ Bank Guarantee in lieu of EMD as per Annexure-9.

6.2. MSEs are exempted from paying Application Fee/Cost & EMD.

6.3. MSEs should submit relevant documentary proof for claiming the exemptions.

6.4. Further, all bidders shall have to comply the following:

- a. Failure to produce the documents as necessary proof along with the EMD and Application fee while submission of EOI proposal shall render the applicant ineligible for empanelment.
- b. The Bidder should submit separate DDs one each for EMD and Application Fee, if DDs are submitted.
- c. The Bidder should not provide any commercial proposal with the response to this EOI.

**7. Project Scope of Empanelment:**

**7.1. Marketing Digital Products**

- 7.1.1. Develop a targeted social media-advertising program to reach out to existing and potential customers
- 7.1.2. Based on user behavior & interests, optimize digital advertising campaigns whenever launched.
- 7.1.3. Arrangement with Google /Facebook /Twitter /LinkedIn and blog sites/websites for advertisement and publicity of Bank products.
- 7.1.4. Negotiate, purchase and monitor advertising space and airtime on behalf of the Bank as a Media Buyer.
- 7.1.5. Use Search Engine Optimization (SEO)/ Search Content Marketing (SCM) for climbing up the search result for Canara Bank and Joint Ventures Websites
- 7.1.6. Ensure Canara Bank presence in searches through use of aggregator websites such as Bank Bazaar, Policy Bazaar etc.
- 7.1.7. Partnerships: Digital and social media targeted partnerships with consumer brands





- 7.1.8. Placement Targeting: Help in deciding Target locations, website, places where the bank products and services should appear.
- 7.1.9. Remarketing: Segment audience of past site visitors (Data can be taken from Bank's existing tool) and deliver relevant bank products and services ads on search based on actions people have taken on bank site.
- 7.1.10. Interest categories: Target people whose interest lie in banking products and services (Data can be taken from Bank's existing tool).
- 7.1.11. In market segments: Target the visitors who are actively browsing, researching and comparing banking products and services (Data can be taken from Bank's existing tool).
- 7.1.12. Target Specific Segments: Ability to target specific customer segments like IT employees, College students, etc.

## 7.2. Campaign Management

### 7.2.1. Campaign Preparation:

- 7.2.1.1. Campaign Goals: The services should be able to define goals and objectives pertaining to campaigns.
- 7.2.1.2. Provide digital solutions: e-Campaigns, Digital Media Campaigns and more.
- 7.2.1.3. The service provider should be able to plan, develop and execute videos/images etc. on social media.

### 7.2.2. Campaign Execution:

- 7.2.2.1. A well-defined promotional cycle
- 7.2.2.2. Tracking responses to e-mails/SMSs
- 7.2.2.3. Repeating the promotional cycle only for those who have not responded

## 7.3. Social Outreach Scope

### 7.3.1. Business Impact:

- 7.3.1.1. The bidder should ensure that there is gain in business from efforts in social media marketing
- 7.3.1.2. Recommendations on potential clients and respective products should be made based on social listening and campaigns
- 7.3.1.3. Recommendations to improve existing products should be made through popular comments in social media

## 7.4. Brand Management

- 7.4.1. Updating Our banks latest information and other details on regular basis and when required
- 7.4.2. Developing branding collaterals - background image, skins, cover photo, etc.



**7.5. Content Management**

- 7.5.1. Innovative Content is to be designed to evince user interest. Content to be shared and approved by bank before planned content release date.
- 7.5.2. Development of creative, animated videos and any other relevant content.
- 7.5.3. Creation of a content plan for all the Social Media channels.
- 7.5.4. Creation and execution of social media campaigns and contests for drawing users to the Bank's pages as per the requirement given by the bank from time to time basis.
- 7.5.5. Develop creative (images, flash files, etc) for the official pages of the Bank and modify existing creative to interest the Social Media Users. (Creative should be designed as and when desired by the Bank)
- 7.5.6. The content once provided to the bank will be a property of the bank and may be deployed at any other channel/platform as decided by the bank.

**7.6. Other Aspects**

- 7.6.1. The scope of the Services is to be provided for a period of two years. However, the Bank reserves the right to cancel or extend the validity period of empanelment. Bank's decision will be final in this regard.

**8. Empanelment Procedure:**

The Service Providers will be empanelled as per the following process:

- 8.1. Service Providers satisfying the eligibility criteria (Annexure-3) will be short listed after due scrutiny of documents submitted by the bidder.

**8.2. Technical Evaluation:**

- 8.2.1. Bank will review the technical bids of the short-listed bidders to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified at Bank's discretion.
- 8.2.2. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks (Annexure- 6). Only the bidders who get a Technical score of 75% or more will qualify for empanelment. Failing to secure minimum marks shall lead to technical rejection of the Bid and Bidder.
- 8.2.3. All the shortlisted intending bidders have to make a presentation before a panel of Bank Officials at the discretion of the Bank. The date of presentation shall be intimated to the short listed bidders in advance.



8.2.4. Based on the documents submitted, and the presentations made and the expertise, the panel shall select the Service Providers for empanelment.

8.2.5. Bidders may be asked to give demonstration of the Proof of Concept for a marketing campaign, which will be shared with the Bidders who qualify the Pre-Qualification Stage.

**9. De-empanelment of bidders:**

9.1. During empanelment period, the Bank reserves the right to de-empanel any vendor. The Bank's decision will be final in this regard.

9.2. Bank retains with themselves the authority to blacklist or bar a bidder for a specified period of the time from participating in its procurement process where the Bank has authentic information the bidder has been debarred from participating in the procurement process by a foreign country, international organization or by a local organization on ground 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.

9.3. If the service provided by the vendor 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 vendor when applying for the tenders, the Bank reserves the right to remove such Bidders from the empanelled list without giving any notice to the vendor in advance.

9.4. Empanelled Vendors not submitting their response continuously for Three (3) limited tenders may be de-listed from our empanelment list at the discretion of the Bank.

**10. Non-Achievement of Target:**

Empaneled Vendors are expected to deliver as per target stated for each Campaign. If a vendor fails to deliver on two consecutive occasions, the vendor shall be de-empanelled and forbade from participating in subsequent RFQs.

**11. Scope of Work:**

Bank will float limited tenders amongst the qualified empanelled vendors and seek responses for various requirements. Individual tender/s will contain detailed terms and conditions, instructions, and detailed scope of work. Such limited RFP/RFQ shall be floated by Bank.

**12. Conflict of Interest:**

12.1. The bidders shall not receive any remuneration in connection with the assignment except as provided in the contract. The bidders and its affiliates shall not engage in social media or other activities that conflict with the interest of the employer under the contract.



12.2. Participation by Service Providers with a conflict of interest situation will result in the disqualification.

**13. Bid Document & Cost:**

13.1. This document can be downloaded from Bank's website <http://www.canarabank.com/english/announcements/expression-of-interest>. In that event, the bidders should pay the Application Fee of Rs.5,900/- for tender document by means of DD drawn on any scheduled Commercial Bank in favour of Canara Bank, payable at Bengaluru and should be kept along with the bid cover. Submission of the cost of the bid document in other than the bid cover is liable to be rejected on grounds of non-payment of the cost of the bid document. MSEs are exempted from payment of Application cost on submission of relevant documentary proof.

13.2. The Bidder shall bear all costs associated with the preparation and submission of the bid and the Bank will not be responsible for the costs, regardless the conduct or outcome of the bidding process. The Bank is not liable for any cost incurred by the bidder in replying to this EOI. It is also clarified that no binding relationship will exist between any of the respondents and the Bank until the execution of the contract.

**14. Pre-Bid Queries:**

14.1. The bidder should carefully examine and understand the scope and, 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.

14.2. All communications regarding points requiring clarifications and any doubts shall be given in writing to the Deputy General Manager, Canara Bank, DIT Wing, HO(Annexe), 14, M G Road, Bengaluru - 560 001 or an email can be sent to [hoditapm@canarabank.com](mailto:hoditapm@canarabank.com) by the intending bidders as per the schedule.

14.3. No queries will be entertained from the bidders after the above date and time.

14.4. No oral or individual consultation shall be entertained.

**15. Pre-Bid Meeting:**

15.1. A pre-bid meeting of the intending bidders will be held on the date & time and at the venue specified in the Bid Schedule to clarify any point/doubt raised by them in respect of this EOI. No separate communication will be sent for this meeting.

15.2. 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 maximum of **Two (2)** representatives from each Bidder to participate in the pre-bid meeting.

- 15.3. Bank has the discretion to consider any other queries raised by the bidder's representative during the pre-bid meeting.
- 15.4. 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.
- 15.5. 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 ([www.canarabank.com](http://www.canarabank.com)) 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.
- 15.6. Non reply to any of the queries raised by the vendors during pre-bid Meeting shall not be considered as acceptance of the query/issue by the Bank.

**16. Amendment to EOI:**

- 16.1. 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.
- 16.2. Notification of amendments will be put up on the Bank's website ([www.canarabank.com](http://www.canarabank.com)) and will be binding on all bidders and no separate communication will be issued in this regard.
- 16.3. 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.

**17. Preparation of Bids:**

- 17.1. 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.
- 17.2. 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 document showing that the signatory has been duly authorized to sign the bid document.

- 17.3. The bid must contain EMD/ Bank Guarantee in lieu of EMD as per Annexure-9 of this document. The Conformity to Eligibility Criteria should be complete in all respects and contain all information sought for, as per Annexure-1.

**18. Earnest Money Deposit (EMD)/Bank Guarantee In Lieu Of EMD:**

- 18.1. The bidder shall furnish Non interest earning Earnest Money Deposit (EMD) of Rs.50,000/- (Rupees Fifty Thousand Only) by way of Demand Draft drawn on any scheduled bank in favour of Canara Bank, payable at Bengaluru and should be kept along with the bid.
- 18.2. In Case the EMD is submitted in the form of Bank Guarantee, the same should be valid for the minimum period of 6 months from the last date for submission of offer. The format for submission of EMD in the form of Bank Guarantee is as per Annexure-9.
- 18.3. The Bank Guarantee issued by the issuing Bank on behalf of Bidder in favour of Canara Bank shall be in paper form as well as issued under the "Structured Financial Messaging System" (SFMS). The format for submission of EMD in the form of Bank Guarantee is as per Annexure-9. Any bank guarantee submitted in physical mode, including EMD/bid guarantee which cannot be verifiable through SFMS will be rejected summarily.
- 18.4. The EMD of bidders will be returned upon the finalization of Empanelment.
- 18.5. The EMD may be forfeited/ Bank Guarantee may be invoked, if the bidder withdraws or amends the bid during the period of bid validity which is six months from the date of Expression of Interest or date of finalization of the empanelment whichever is later.

**19. Submission of Bids:**

- 19.1. The Name and address of the Bidder, EOI No. and Due Date of the EOI are to be specifically mentioned on the Top of the envelope containing Bid.
- 19.2. The bid/s properly superscribed in the manner prescribed in earlier clauses of this EOI should be deposited in the **Tender Box** on the Date & Time and at the Venue specified in the Bid Schedule.
- 19.3. 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.



- 19.4. Bids sent through post/courier will not be accepted/evaluated. Bids should be deposited in the Tender Box.
- 19.5. If the envelopes, including the outer envelope is not sealed and marked in the prescribed manner, the Bank will assume no responsibility for the bid's misplacement or premature opening.
- 19.6. The following officials will facilitate in bid related queries and make arrangements for deposit of bid documents.

First Official	Alternate Official
<p><b>Mr. G S V Babu</b> Senior Manager Canara Bank APM Group, DIT Wing, First Floor, Naveen Complex, 14 M G Road, Bengaluru - 560 001. Tel - 080 25590070</p>	<p><b>Mr. K S Satyanarayana</b> Assistant General Manager Canara Bank APM Group, DIT Wing, 1<sup>st</sup> Floor, Naveen Complex, 14 M G Road, Bengaluru - 560 001. Tel - 080 25590832</p>

- 19.7. In case 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 as per above clause 19.2.

**20. Bid Opening:**

- 20.1. The EOI shall be opened, on the Date & Time and at the Venue specified in the Bid Schedule, in the presence of the Bidder's representative/s who may choose to attend the bid opening.
- 20.2. 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.

**Note: Authorisation letter should be carried in person.**

- 20.3. Attendance of all the representatives of the bidders who are present at bid opening will be taken in a register against Name, Name of the Company and with full signature.
- 20.4. 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 declared as holiday then the bids will be accepted on the next working.
- 20.5. The following details will be announced at the time of bid opening.
- Name of the Bidders.
  - Presence or absence of cost of the Bidding document and Bid security.
  - Such other details as the Bank at its discretion may consider appropriate.



20.6. 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 Part A - Conformity to Eligibility Criteria in their absence.

## 21. Evaluation of EOI:

21.1. 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.

21.2. 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.

21.3. EOI submitted by the bidder will be evaluated based on the format mentioned in Annexure-1. Bidders who will qualify under Eligibility Procedure as per clause no 5 of EOI will be empanelled. The short listed applicants will be notified in due course. Only shortlisted applicants will be invited to participate in the limited RFP/RFQ. No interim enquiries will be entertained. The decision taken by the Bank shall be final and no representation or correspondence shall be entertained.

## 22. Clarifications of Offers:

22.1. 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.

22.2. 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.

22.3. 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.

- 22.4. The shortlisted bidders, by submitting the response to this EOI, agree to the process and conditions of the normalization process.

**23. Modification/Cancellation of EOI:**

23.1. 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.

23.2. 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/or new developments
- c. The project is not the in the best interest of the Bank
- d. Any other reason

23.3. 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.

**24. Responsibility for completeness:**

24.1. 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.

24.2. 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.

24.3. 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.



**25. Intimation to the selected Bidders:**

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

**26. Issuance of RFP/RFQ:**

- 26.1. Only shortlisted applicants will be invited to participate in the limited RFP/RFQ Process. The shortlisted applicants will be provided with tender documents through E-mail or hand delivery. The vendors are required to respond accordingly.
- 26.2. No interim enquiries will be entertained. The decision taken by the Bank shall be final and no representation or correspondence shall be entertained.
- 26.3. Canara Bank reserves the right to accept / reject any or all expression of interest received in response to this advertisement without assigning any reasons, whatsoever.
- 26.4. The Bank may issue limited RFP/RFQ to the shortlisted bidders as part of EOI. The Bank reserves the right to issue limited RFP/RFQ based on the responses and the requirement of the Bank.
- 26.5. The Bank reserves the right to avail services independently on its own without reference to shortlisted bidders of EOI.

  
DEPUTY GENERAL MANAGER

LB



ANNEXURE-1

CHECKLIST

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

Sl. No.	Details	Complied & Submitted (Yes/No)
1.	Covering Letter.	
2.	A Demand Draft of Rs.5,900/- (Non-Refundable) favoring Canara Bank payable at Bengaluru towards Application Fee.	
3.	EMD for Rs.50,000/- by Demand Draft favouring Canara Bank payable at Bengaluru/Bank Guarantee as per Annexure-9 is enclosed.	
4.	Three (3) Years Audited Balance sheet, P&L account or CA Certificate for the past three years i.e. 2015-16, 2016-17, 2017-18 should be enclosed.	
5.	The documents in support of Eligibility Criteria, wherever required as mentioned in this EOI.	
6.	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.	
7.	Bidder's Profile.	
8.	List of major clients and the quantum of orders with approximate value executed to various organizations including Banks and other financial institutions for the last 3 years.	
9.	Compliance Statement	
10.	Authorization letter format for Bid Opening (to be carried by the person who is authorized to attend the Bid opening).	

Note: Failure to produce the necessary proof may render the applicant ineligible for empanelment.

Sl. No.	Annexure-1: Other Clauses	Vendor Response [Yes/No]
1.	Whether Cost of the Tender document (Demand Draft payable at Bengaluru) is submitted? If exemption is sought under MSEs, relevant certificate enclosed.	



2.	Whether EMD / Bank guarantee in lieu of EMD Submitted? If exemption is sought under MSEs, relevant certificate enclosed.	
3.	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?	
4.	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?	
5.	Whether address of Office on which communication has to be placed is indicated in Annexure-7.	
6.	Whether ensured that the offer is in sealed envelope and superscribed as "Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management", The EOI No., Name of the Bidder firm and Due date of the EOI is specified on the top of the	
7.	Whether ensured Indexing of all Documents submitted with page numbers?	

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

Checked for accuracy

Date

Signature with seal

Name :

Designation :

Note: 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.



**ANNEXURE-2**  
**Bid Covering Letter Format**

(Covering Letter has to be submitted in company's letter head)

Offer Reference No:

Date: \_\_\_\_\_

To  
The Deputy General Manager,  
Canara Bank,  
Asset Procurement & Management Group,  
DIT, Naveen Complex, 14 M G Road,  
Bengaluru - 560 001, Karnataka

Dear Sir,

**Sub: Empanelment of Service Providers for Social Media Content Creation,  
Digital Marketing & Campaign Management.**

**Ref: EOI 02/2018-19 dated 26/02/2019.**

Having examined the EOI document including **all Annexure** the receipt of which is hereby duly acknowledged, we, the undersigned, offer to get short listed as Service Provider for Social Media Content Creation, Digital Marketing & Campaign Management with the said EOI.

If our offer is accepted, we undertake to participate in the EOI process for Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management mentioned in the EOI document.

We enclose a Demand Draft favouring 'Canara Bank payable at Bengaluru'/Bank Guarantee as per Annexure-9 for Rs.50,000/- as Non-interest Earning refundable deposit/EMD.

We agree to abide by and fulfill all the terms and conditions of the 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 enclose a list of Banks in India (giving their full addresses of Marketing Department) to whom we have provided services for Social Media Content Creation, Digital Marketing & Campaign Management.

We accept all the Instructions and Terms and Conditions of the subject EOI.

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-3**  
**Eligibility Criteria Declaration**

(Eligibility Criteria Declaration has to be submitted in Company's letter head)

**Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.**

**Ref: EOI 02/2018-19 dated 26/02/2019**

We have carefully gone through the contents of the above referred EOI and furnish the following information relating to Eligibility Criteria.

Sl. No.	Parameter	Eligibility Criteria Description	Evidence Required
1.	Legal Entity	<p>Bidder should be</p> <ul style="list-style-type: none"> <li>A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932</li> <li>Should have been operating for the last Three (3) years in India.</li> </ul>	<p>Copy of Certificate of Incorporation / Certificate of Commence of Business (in case of Companies) and Partnership Deed (in case of Partnership / LLP) to be submitted by the bidder.</p> <p>And</p> <p>Letter from Company Secretary on bidder's letter head for last Three years in operation as on date of EOI.</p>
2.	Turnover	<p>Bidder should have had an average turnover of at least INR 50 Lacs from the last 3 financial years. (FY 2015-16, 2016-17, 2017-18) from Social Media Content Creation, Digital Marketing &amp; Campaign Management.</p> <p>For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.</p>	<p>Audited financial statements for the last three financial years and Certificate from the Statutory Auditor has to be submitted.</p> <p>(the documents certified by Chartered Accountants should mandatorily contain UDIN)</p>



3.	Experience of handling Marketing Campaigns for at least 5 distinct clients	The Bidder should have the experience of handling Social Media Marketing Campaigns covering designing / production of Creative / commercials for digital media (social media, internet marketing, blogs, etc.) for at least 3 BFSI/Listed Company Clients in the last 3 years as on date of EOI.	Satisfactory Letter from customer to be Enclosed or Purchase Orders to be enclosed.
4.	Blacklisting	The Bidder must not be blacklisted by Govt. of India/ PSU/Financial Institutions as on the date of EOI.	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory.
5.	Bidder's Presence	Bidder must have its office in Metro Cities/Bangalore/Hyderabad in India	Self-certificate containing the address of the offices.
6.	No. of Employees	No. of Employees (minimum 10) employed particularly for work related to Social Media Content Creation, Digital Marketing & Campaign Management.	The Bidder must produce a Certificate from the Company's Chartered Accountant containing the details of employees.

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.

Date:

Signature with seal

Place:

Name :

Designation :

\*All the details that have to be provided against the pre-qualification criteria shall be as per the format provided in Annexure 7: Formats for Submission of the Eligibility Criteria Declaration.



**ANNEXURE-4**  
**Bidder's Profile**

**Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.**

**Ref: EOI 02/2018-19 dated 26/02/2019**

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

Sl. No	Particulars	Details
a)	Name of the Firm/Company	
b)	Proposed Solution Name with Name of OEM/OSM	
c)	Constitution (Ltd./ Pvt. Ltd/Firm).	
d)	Date of Establishment/Incorporation	
e)	Address of Corporate Office	
	Address of the Registered Office	
	Order to be placed on Registered Office/Corporate Office with contact person details?	
f)	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)	
g)	Annual Turnover during the last three financial years. 2015-16 2016-17 2017-18	
h)	Net worth as on 31/03/2018 or as on 30/09/2018.	
i)	Domestic Customer Base (Number of Clients where Social Media Content Creation, Digital Marketing & Campaign Management has been provided in India).	





j)	<p>Our PAN number for Income Tax is _____.</p> <p>We are registered with the GST authorities and our registration numbers are as follows. GST Registration Number is _____.</p> <p><u>Our Bank Details</u> Name and Style of Bank Account</p> <p>Name of the Bank and Branch address</p> <p>Account Number</p> <p>RTGS / NEFT (IFSC) Code</p>	
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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:	Signature with seal:
Place:	Name :
	Designation :



Authorization Letter Format

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

The Deputy General Manager  
Canara Bank,  
Asset Procurement & Management Group  
DIT Wing  
Naveen complex, 14 MG Road  
Bengaluru - 560 001

Date: \_\_\_\_\_

Dear Sir,

Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.

Ref: EOI 02/2018-19 dated 26/02/2019

This has reference to your above EOI for Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.

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



ANNEXURE-6

Technical Eligibility for the Social Media Content Creation, Marketing & Campaign

Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.

Ref: EOI 02/2018-19 dated 26/02/2019

Sl. No.	Criteria	Details	Documentary Evidence	Maximum Marks Allotted
1.	Experience of large promotional and marketing campaigns	The Bidder should have the experience of handling large promotional and marketing campaign (minimum 10,000 hits/responses) for BFSI or Listed companies based in India in the last 3 years as on date of EOI: 5 clients or More=25 Marks 4 clients =20 Marks 3 clients =15 Marks Less than 2=0 Marks	Reference document from the clients for each citation with campaign work outputs.	25
2.	Experience of handling marketing campaigns for distinct clients	The Bidder should have the experience of handling marketing campaign covering <b>a. designing</b> <b>b. production of Creative</b> <b>c. commercials for various digital media (social media, internet marketing, blogs, etc.)</b> for distinct clients in the last 3 years as on date of EOI, not more than 5 in one segment.  <b>2 marks shall be allotted for each citations.</b>	Reference document from the clients for each citation with campaign work outputs.	20
3.	Campaign Output	The bidder should provide evidence of result-oriented campaign programs- Leads Generated, increase in followers/likes during the campaign, Visibility of the brand after the campaign etc, for distinct clients in the last 3 years as on date of EOI.  <b>5 marks shall be allotted for each citations.</b>	Reference document from the clients for each citation with campaign work outputs.	20



4.	Creative vision and strategy for Bank's creative campaign	<p>Understanding of the overall objective of promotion and marketing for Bank</p> <p>Study and analysis of international campaigns for brand promotion.</p> <p>Specific Strategies for various promotion mediums including traditional, new and digital.</p> <p>Sample Creative (Topic to be given by bank), will be evaluated by the committee of the Bank on following parameters-</p> <ul style="list-style-type: none"> <li>• Appearance</li> <li>• Content</li> <li>• Effectiveness of message</li> <li>• Retaining attention throughout</li> <li>• Message outreach</li> </ul>		25
5.	Award Winning marketing campaigns	<p>Bidder should have won recognized awards for their creative work in the last 3 years as on date of EOI.</p> <p>Awards for <math>\geq 3</math> citations = 10 Mark</p> <p>Awards for 2 citations = 7 Marks</p> <p>Awards for 1 citation = 5 Marks</p>	<p>Work Order and Copy of Award Certificates from the client/ agency responsible for the award ceremony</p>	10
<b>TOTAL</b>				<b>100</b>

**Note:**

1. Bidder to submit detailed response to these objectives as per Annexure-7.
2. Bidders Scoring a minimum of 75 Marks & above as per the above Scoring Matrix will only be considered for empanelment.

Date

Signature with seal

Name :

Designation :



ANNEXURE-7

Details of Supporting documents

Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.

Ref: EOI 02/2018-19 dated 26/02/2019

Sl. No.	Criteria	Compliance (Y/N)	Documentary Evidence	Page Reference
1.	Experience of large promotional and marketing campaigns			
2.	Experience of handling marketing campaigns for distinct clients			
3.	Campaign Output			
4.	Creative vision and strategy for Bank's creative campaign			
5.	Sample Creative as prepared for past marketing degree campaign undertaken by the bidder			
6.	Award Winning marketing campaigns			

Date

Signature with seal

Name :

Designation :



**ANNEXURE-8**  
**Office Details**

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

**Sub: Empanelment of Service Providers for Social Media Content Creation,  
Digital Marketing & Campaign Management.**

**Ref: EOI 02/2018-19 dated 26/02/2019**

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

Date :  
Place :

Signature with seal:  
Name :  
Designation :



**ANNEXURE-9**  
**BANK GUARANTEE FORMAT FOR EARNEST MONEY DEPOSIT**

To: The Deputy General Manager,  
Canara Bank,  
DIT Wing, Head Office,  
Naveen Complex, 14 M G Road  
BENGALURU

WHEREAS \_\_\_\_\_ (Name of Tenderer) (hereinafter called "the Tenderer" has submitted its tender dated \_\_\_\_\_ (Date) for the execution of (Name of Contract) \_\_\_\_\_ (hereinafter called "the Tender") in favour of \_\_\_\_\_ hereinafter called the "Beneficiary";

KNOW ALL MEN by these presents that we, \_\_\_\_\_ (name of the issuing Bank), a body corporate constituted under the \_\_\_\_\_ having its Head Office at \_\_\_\_\_ amongst others a branch/office at \_\_\_\_\_ (hereinafter called "the Bank" are bound unto the Beneficiary for the sum of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only) for which payment well and truly to be made to the said Beneficiary, the Bank binds itself, its successors and assigns by these presents;

THE CONDITIONS of this obligation are:

- (a) If the Tenderer withdraws its Tender during the period of Tender validity specified in the Tender; or
- (b) If the Tenderer having been notified of the acceptance of his Tender by the Beneficiary during the period of Tender validity;
  - (i) fails or refuses to execute the Agreement, if required; or
  - (ii) fails or refuses to furnish the performance security, in accordance with clause \_\_\_\_\_ of conditions of Contract.

We undertake to pay to the Beneficiary up to the above amount upon receipt of his first written demand without the Beneficiary having to substantiate his demand, provided that in his demand the Beneficiary will note that the amount claimed by him is due to him owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

Notwithstanding anything contained herein

- i) Our liability under this Bank Guarantee shall not exceed Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only)
- ii) This Bank Guarantee is valid up to \_\_\_\_\_ and
- iii) We are liable to pay the guaranteed amount or any part thereof under this Bank Guarantee only and only if you serve upon us a written claim or demand on or before \_\_\_\_\_ (mention period of guarantee as found under clause (ii) above plus claim period)

Dated \_\_\_\_\_ day of \_\_\_\_\_ 2019.

(SIGNATURE & SEAL OF THE BANK)

This Bank guarantee should be confirmed through SFMS by the issuing Bank and the details are as follows

**Name of the Bank: Canara Bank**

**Name of the Branch: DIT Wing**

**IFSC Code: CNRB0000007**

Any bank guarantee submitted in physical mode, including EMD/bid guarantee which cannot be verifiable through SFMS will be summarily rejected.



Compliance Statement

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

**Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.**

**Ref: EOI 02/2018-19 dated 26/02/2019**

The Deputy General Manager  
Canara Bank,  
Asset Procurement & Management Group  
DIT Wing  
Naveen complex, 14 MG Road  
Bengaluru - 560 001

Date: \_\_\_\_\_

Dear Sir,

Sub: Empanelment of Service Providers for Social Media Content Creation, Digital Marketing & Campaign Management.

Ref: EOI 02/2018-19 dated 26/02/2019.

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	Instructions to the Applicants	

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

Signature with seal

Name :

Designation :





Annexure-11  
Format for Sending Pre-Bid Queries

Sl. No.	Page No. of EOI	Clause No	EOI Clause	Bidder's Query
1				
2				
3				
...				
...				

