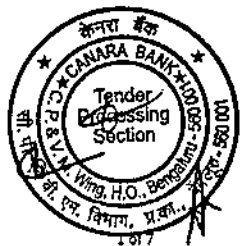


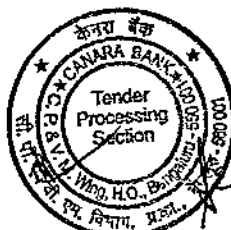
Replies to Pre bid Queries for GeM bid Ref. No: GEM/2025/B/5800335 dated 09/01/2025 for Selection of Public Relations (PR) Agency for a Period of 2 Years extendable for another one (1) year in Canara Bank.

Sl. No.	Page No.	Section / Annexure / Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Reply
1	NA	Generic	Generic	Generic	What is the deadline for submission	GeM bid clause is self explanatory. Bidder to refer GeM Bid document
2	NA	Generic	Generic	Generic	Do we need to submit the strategy presentation along with technical bid	Yes. However, the selected bidder will be notified, date & time for presentation.
3	NA	Generic	Generic	Generic	Can we submit PR and Digital as separate presentations	No. Bidder to refer Annexure-9 Technical Evaluation Criteria and comply with RFP terms and condition.
4	69	Annexure-9 Technical Evaluation Criteria	Sl. No: 4	Evaluation Criteria: Network Strength-Offices in Canara Bank's Circle Office Locations. Documents to be submitted: Address, Contact Numbers of Offices. A copy of latest landline bill/Registration of Shop and Establishment Dept/Registered Rent or Lease Agreement in the name of the Bidder	Clarification on office locations. Our own offices is a must or will associate network locations work	The bidder should have their own offices or representative/ franchise offices.
5	2	GeM bid document	EMD Detail	₹ 10,80,000.00	Finally given we are an MSME; EMD exceptions	EMD is exempted to all the eligible bidders as per the prevailing Government guidelines. Bidder to comply with RFP terms and conditions
6	63	Annexure-8 Scope of Work	Internal 3. Media Monitoring	3.2. Coverage Reporting: Preparing and submitting a report on daily basis (soft copy and Hard copy) covering news on Canara Bank in Particular and Banking related news (BFSI) in general. Further the PR agency has to provide Quarterly Negative Media coverage report summarizing all media coverage (Print, Electronic, Digital, Social media etc)	Would you require a hard copy of media monitoring every day in the morning. If yes what time?	Yes hard copy is required. However the modalities and timeline will be discussed with selected bidder.



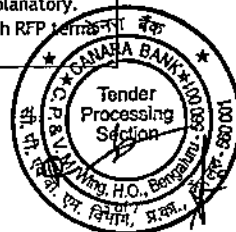
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Sl. No.	Page No.	Section / Annexure / Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Reply
7	63	Annexure-8 Scope of Work	3. Media Monitoring	3.5. Media Monitoring Tools: The agency shall track and analyze media coverage across various channels, including print, online, broadcast, and social media on real time basis. The tool must be fully integrated with all licensed APIs to ensure seamless functionality. The tool should allow the agency to track keywords, hashtags, and brand mentions, as well as analyze sentiment, tone, and trends, and provide comprehensive coverage reports, including metrics and analysis. The tool shall feature mobile friendly alerts, providing access 24*7 to all subscriber based news portal. Additionally, the tool shall integrate with WhatsApp to deliver timely alerts.	Would you have an on-going social media agency. If yes, would you still want us to track real-time alerts on Social media. As it comes under Social media listening tools	Yes, we have dedicated Social Media Agency which provide ORM services as well as real time alert for Social Media but from PR Agency we expect news alerts related to Canara bank across different Media Platform like Print, News Channel, any other Online Platform & on Social Media as well.
8	65	Annexure-8 Scope of Work	9. Digital Online Reputation Management	7.1. Mainline Tracking, Monitoring and Listening. 7.2. Intelligent reporting & Crisis Mitigation 7.3. Response and Redressal.	Would you want ORM to be the part of Scope included with PR	Not required. However real time News alerts to be sent immediately
9	65	Annexure-8 Scope of Work	10. Digital Media Relations:	10.3. Foster strategic partnership with influential content creators, journalist and influencers to garner positive conversation about the Bank's and to increase "press hits" and citation opportunities.	Influencer and bloggers come with a cost. Is bank open to incur additional cost for engaging bloggers and influencers?	RFP clause is self explanatory. Bidder to refer Section-F Ownership & Awarding of contract.
10	69	Annexure-9 Technical Evaluation Criteria	Sl. No:1	Evaluation Criteria: PR Agency Work Experience: The bidder should have work experience for atleast 5 years as on the date of RFP. Documents to be submitted: The bidder has to provide relevant purchase order/work order / engagement letter and satisfactory performance letter from the Concerned Organization.	Veritas Reputation PR Pvt Ltd is exempted from prior turnover and prior experience criterion, as required in tenders or RFPs issued by Central Ministries / Departments / Central Public Sector Undertakings (including Public Sector Banks). This exemption is applicable to service companies (including PR agencies) registered as 'startup' with Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India. We are registered as a 'startup' with DIPP. Request you to kindly use normalization of score which evaluating the Technical marks. Have attached Doc 1 in the email for your reference.	Bidder to refer Manual of Procurement for the exemption clause. Bidder to comply with RFP 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 Reply
11	53	Annexure-2 Pre-Qualification Criteria	Sl. No: 10	<p><b>Pre-Qualification Criteria:</b> The Agency should be on the panel of at least 2 Scheduled Commercial Banks out of which 1 should be Public Sector Bank as on the date of submission of this RFP other than Canara Bank.</p> <p><b>Documents to be submitted In compliance with Pre-Qualification Criteria:</b> The bidder has to provide relevant purchase order/work order / engagement letter and Satisfactory performance letter from the Concerned Organization.</p>	<p>We appreciate the specificity of this clause and wish to highlight our extensive BFSI experience, which uniquely positions us to handle this mandate. While we do not meet the exact qualification of being on the panel of two Scheduled Commercial Banks, our past engagements with Union Bank of India (PSU), InCred (NBFC), Paytm (Payment Bank), Insurance Dekho, Neo Growth(Lending Platform), Satyam Finance (Lending Platform), Satya Micro Capital, Aye Finance to name a few demonstrate our deep understanding and proven expertise in the sector</p> <p>We believe this criterion may unnecessarily limit the pool of capable agencies. We respectfully request reconsideration of the qualification criteria to include equivalent BFSI experience and an opportunity to present our credentials. This will ensure a more inclusive and competitive RFP process while allowing us to demonstrate our ability to deliver impactful results.</p>	Bidder to comply with RFP terms and conditions.
12	69	Annexure-9 Technical Evaluation Criteria	Sl. No: 1	<p><b>Evaluation Criteria:</b> <b>PR Agency Work Experience:</b> The bidder should have work experience for atleast 5 years as on the date of RFP. <b>Documents to be submitted:</b> The bidder has to provide relevant purchase order/work order / engagement letter and satisfactory performance letter from the Concerned Organization.</p>	As per the bid document, there is Exemption for MSE/Startup in "Years of Experience and Turnover" but the "Technical Evaluation Criteria in Annexure-9" requires (in point no.1) for a company having less than 5 years of work experience would be given 0 marks. This is contradictory with the provision of exemption for MSE/Startup. Please rectify this.	Bidder to refer Manual of Procurement for the exemption clause. Bidder to comply with RFP terms and conditions.
13	69	Annexure-9 Technical Evaluation Criteria	Sl. No: 4	<p><b>Evaluation Criteria:</b> <b>Network Strength-Offices in Canara Bank's Circle Office Locations.</b> <b>Documents to be submitted:</b> Address, Contact Numbers of Offices. A copy of latest landline bill/Registration of Shop and Establishment Dept/Registered Rent or Lease Agreement in the name of the Bidder</p>	If a company has less than 15 locations, it will be given 0 marks. This again goes against the spirit of exemptions given to MSE/Startup. For MSE/Startup companies, there should be relaxation from this minimum number of locations as well. The major evaluation should be the presentation done by the company and its track record of delivering excellent services to its clients in the past.	Bidder to refer Manual of Procurement for the exemption clause. Bidder to comply with RFP terms and conditions.
14	23	Section E - Selection of Bidder	3. Evaluation of Bids 3.4. Techno Commercial Evaluation process	3.4.8. The Criteria for Technical Evaluation and Commercial Evaluation will have weightage of 30(Technical):70(Commercial)	Is this the final weightage be considered for qualification?	RFP clause is self explanatory. Bidder to comply with RFP terms and condition.



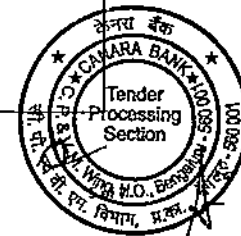
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Sl. No.	Page No.	Section / Annexure / Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Reply
15	4	GeM bid document	Buyer Added Bid Specific Terms and Conditions	<p>Sl. No: 2 Forms of EMD and PBG Bidders can also submit the EMD with Account Payee Demand Draft in favour of <b>BIT PROCUREMENT GROUP</b> payable at <b>BANGALORE</b></p> <p>Bidder has to upload 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.</p>	<p>Is it possible to receive a clear, unified timeline for the submission of all required documents?</p> <p>The deadline for submitting the physical documents (e.g., EMD, Integrity Pact) – must they be submitted on or before the bid end date and time as per the RFP, or within 5 days after the bid end date?</p> <p>While the GeM portal says, "Bidder has to upload 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", the RFP document says "The bidder has to submit their response in GeM portal before the bid end date &amp; time mentioned in the GeM bid document. The physical documents (viz., EMD, Integrity Pact etc.,) should be submitted to the below mentioned officials before the bid end date &amp; time at the Venue specified in the Bid Schedule."</p>	<p>RFP Clause is self explanatory.</p> <p>Bidder to comply with RFP terms and condition.</p>
16	21	Section D - Bid Process	10. Submission of Bids	10.1. The bidder has to submit their response in GeM portal before the bid end date & time mentioned in the GeM bid document. The physical documents (viz., EMD, Integrity Pact etc.,) should be submitted to the below mentioned officials before the bid end date & time at the Venue specified in the Bid Schedule.	We request that the confidentiality obligations be mutual to ensure both parties are equally responsible for safeguarding each other's confidential information, including mutual indemnification in case of any breach.	<p>RFP Clause is self explanatory.</p> <p>Bidder to comply with RFP terms and condition.</p>
17	34	Section G - General Conditions	10. Confidentiality and Non-Disclosure	Full Clause	We request in making the indemnity provisions mutual. Specifically, the agency should not be held liable for any costs, expenses, charges, damages, liabilities, claims, or actions arising from acts or omissions of the Client	Bidder to comply with RFP terms and conditions.
18	38	Section G - General Conditions	20. Indemnity	Full Clause		Bidder to comply with RFP terms and conditions.
19	54	Annexure-2 Pre-Qualification Criteria	Sl. No: 17	<p><b>Pre-Qualification Criteria:</b> The bidder should have their own offices or representative/ franchise offices in more than 15 Canara Bank's Circle Office locations. (List provide in Scope of work).</p> <p><b>Documents to be submitted</b> In compliance with Pre-Qualification Criteria: The Bidder should submit the details viz., address, phone no., email id and contact person Name &amp; Mobile no. etc.,</p>	<p>If these offices are operated with bidder's representative or franchise offices in an arrangements but are not directly owned or managed by the bidder, would they be considered eligible for fulfilling the office location criteria under Point 17</p>	<p>RFP Clause is self explanatory.</p> <p>Bidder to comply with RFP terms and condition.</p>



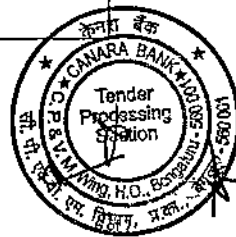
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Sl. No.	Page No.	Section / Annexure / Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Reply
20	69	Annexure-9 Technical Evaluation Criteria	Sl. No: 4	<b>Evaluation Criteria:</b> Network Strength-Offices in Canara Bank's Circle Office Locations. <b>Documents to be submitted:</b> Address, Contact Numbers of Offices. A copy of latest landline bill/Registration of Shop and Establishment Dept./Registered Rent or Lease Agreement in the name of the Bidder	and the network strength scoring under Point 4?	RFP Clause is self explanatory.  Bidder to comply with RFP terms and condition.
21	53	Annexure-2 Pre-Qualification Criteria	Sl. No: 6	<b>Pre-Qualification Criteria:</b> The agency must have earned average fee income of Rs.1 Crore and above from PR activities during 2021-22, 2022-23 and 2023-24 financial years. <b>Documents to be submitted</b> In compliance with Pre-Qualification Criteria: Bidder should submit Audited Balance Sheet copies for last 3 financial years i.e., 2021-22, 2022-23 & 2023-24 along with certificate from the Company's Chartered Accountant to this effect with Unique Document Identification Number.	We request your kind consideration for unaudited balance sheet for FY23-24. We can provide interim CA certificate for the same.	Bidder to comply with RFP terms and conditions.
22	53	Annexure-2 Pre-Qualification Criteria	Sl. No: 7	<b>Pre-Qualification Criteria:</b> The bidder should have a minimum average annual turnover of Rs.3 Crores during last 3 financial years (i.e., 2021-22, 2022-23 & 2023-24) from Indian operations. This must be the individual company turnover and not of any group of companies. <b>Documents to be submitted</b> In compliance with Pre-Qualification Criteria: Bidder should submit Audited Balance Sheet copies for last 3 financial years i.e., 2021-22, 2022-23 & 2023-24 along with certificate from the Company's Chartered Accountant to this effect with Unique Document Identification Number.	We request your kind consideration for unaudited balance sheet for FY23-24. We can provide interim CA certificate for the same.	Bidder to comply with RFP terms and conditions.
23	53	Annexure-2 Pre-Qualification Criteria	Sl. No: 8	<b>Pre-Qualification Criteria:</b> The Net Worth of bidder should not be negative as on 31/03/2024 and also should have not been eroded more than 30% in the last three financial years ending on 31/03/2024. <b>Documents to be submitted</b> In compliance with Pre-Qualification Criteria: The bidder should submit certificate from the Company's Chartered Accountant with UDIN to this effect.	We request your kind consideration for unaudited balance sheet for FY23-24. We can provide interim CA certificate for the same.	Bidder to comply with RFP terms and conditions.



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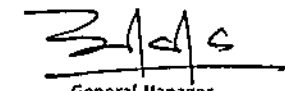
Sl. No.	Page No.	Section / Annexure / Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Reply
24	93	Appendix-G Draft Contract Agreement	10. ORDER CANCELLATION/TERMINATION OF CONTRACT:	Full Clause	All the contracts must have mutual termination clause s per Bharatiya Nyaya Sanhita	Bidder to comply with RFP terms and conditions.
25	97	Appendix-G Draft Contract Agreement	14. INDEMNITY:	Full Clause	The indemnity obligations should be mutual. Currently, the indemnity provisions are one-sided with the indemnity obligations being in favor of the Bank, without any corresponding indemnity for the Agency	Bidder to comply with RFP terms and conditions.
26	99	Appendix-G Draft Contract Agreement	18. CONFIDENTIALITY AND NON-DISCLOSURE:	Full Clause	While we understand the importance of protecting the Bank's confidential information, we would like to highlight that the Vendor/Service Provider will also be sharing confidential information with the Bank. These too are essential for the execution of the project and should be protected under similar confidentiality obligations.	Bidder to comply with RFP terms and conditions.
27	62	Annexure-8 Scope of Work	2. Media activities	2.4. Media List Development: The agency will utilize their expertise and industry-leading databases to research, identify, and curate a list of relevant media outlets, journalists, influencers, and bloggers across various channels, including print, online, broadcast, and social media and provide an updated list of media professionals relevant to the Bank. Assist Bank for its presence in digital and/ or social media and any other emerging media.	There is a mention of bloggers - what type of work will be required	The bloggers shall enhance visibility of the bank on various blogs and micro sites.
28	63	Annexure-8 Scope of Work	3. Media Monitoring	3.2. Coverage Reporting: Preparing and submitting a report on daily basis (soft copy and Hard copy) covering news on Canara Bank in Particular and Banking related news (BFSI) in general. Further the PR agency has to provide Quarterly Negative Media coverage report summarizing all media coverage (Print, Electronic, Digital, Social media etc)	Would you require hard copy of the report on a daily basis	Yes hard copy is required. However the modalities and timeline will be discussed with selected bidder.
29	64	Annexure-8 Scope of Work	5. Corporate Communications:	5.1. To provide media training programmes for key personnel / identified spokespersons of the Bank.	How many media trainings are you looking at in a year. Could we have a minimum number	The media training sessions will be scheduled at regular intervals. These sessions will also be convened in response to significant events, such as change in management, organizational structure and Government policies.



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Sl. No.	Page No.	Section / Annexure / Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Reply
30	64	Annexure-8 Scope of Work	5. Corporate Communications:	5.7. The agency shall assist the bank on a need basis in publishing Internal House Journals, Magazines and other Internal communications.	With regard to internal communication mentioned- what type of content support will be required	The agency shall assist the bank in article writing, speeches, content editing, Proofreading and curating content for specific event as and when deemed necessary.
31	65	Annexure-8 Scope of Work	6. Market Intelligence:	6.7. Perception Research: Conduct a detailed opinion survey once a year amongst analysts, fund managers and media analysts.	This comes under Investor Relations aspect, would you require detailed support on Investor relations	Bidder to refer Annexure-8 Scope of Work and comply with RFP terms and condition.
32	66	Annexure-8 Scope of Work	12. Geographic Presence:	12.1. The agency should have its presence in Bengaluru where the Bank's Head Office is located.	Out of the 26 centres mentioned in the RFP, which are the top 15 markets for the Bank?	Bidder to refer Annexure-8 Scope of Work. However all locations are strategic locations.
33	67	Annexure-8 Scope of Work	14. Reporting:	14.3. Coverage Dossier: The agency to provide a comprehensive and complete coverage dossier in a mutually agreed format for every media release issued within 7 days after issuance. The dossier to include coverage received in Wires, Print, Online, and Television & Social Media Platform.	Will social media and TV coverage be required specifically	Bidder to refer Annexure-8 Scope of Work and comply with RFP terms and condition.
34	NA	Generic	Generic	Generic	For the submission, do we only need to provide our agency credentials along with the case studies?	RFP Clauses for Appendix -A and B are self explanatory. Bidder to comply with RFP terms and condition.
35	NA	Generic	Generic	Generic	Will there be a subsequent deck presentation as part of the process?	Participant Bidders will be informed the date, time and venue of presentation in due course of time.

Date: 24/01/2025  
Place: Bengaluru

  
General Manager  
