

**REPLY TO QUERIES ON RFP FOR EMPANELMENT OF CREATIVE & ADVERTISING AGENCIES
(REF NO: TENDER /02/2020 dated 25/02/2021)**

SL NO	Agency	Tender Ref		Existing Clause	Query/Suggestion	Reply
		Page no	Clause			
1	Signet Media Service Pvt. Ltd.	7	4	Proof of Bill for over 5 years having accomplished the work pertaining to the Publicity related job	Query: Kindly clarify whether you need the vendor bills to the agency or agency bills to the vendors	The bill raised by the agency on the Client with the client's Acknowledgement on the bill for over 5 years is required. This clause is to ascertain the experience of the agency for atleast five years of advertising in the Banking sector.
2	Signet Media Service Pvt. Ltd.	8	8	Latest Empanelment Letter/Satisfactory letter from the Banks/Financial institutions	Query: Is it mandatory to have empanelment with 2 Public sector bank or Public sector financial institution?	They should be an empanelled advertising agency currently for at least 3 Banks/Financial Institutions out of which 2 should be Public Sector Bank or Public Sector Financial Institutions
					Suggestion: Requesting Opportunity for new agencies who are not currently empanelled to any Banks/Financial institutions	Please be guided by Sl no: 8 of Point no: 5 - "Eligibility Criteria" of the tender document
3	Signet Media Service Pvt. Ltd.	8	10	Agencies who are presently empanelled in the bank and in the past, their dealings with us must be satisfactory	Query: Do we need to attach any documents?	This clause is applicable only for agencies who are empanelled with our bank at present and in the past. Hence, only the agencies who were or are empanelled with our bank should attach the document.
4	Signet Media Service Pvt. Ltd.	23	9	Creative, client Servicing, other staff and total at each centre	Query: Are these details required for all our branches individually or only for Bangalore?	The details are required individually for all centres of the agency's presence.

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5	Signet Media Service Pvt. Ltd.	24	11	Corporate clients and Banks at clients having annual billing of 5.00 Crore or above	Query: Is it mandatory to have Corporate accounts with annual billing of 5.00 crore or above?	The consolidated annual billing of Corporates and Banks as clients should be 5.00 Crore or above.
					Suggestion: Requesting to keep the annual billing from major clients at 1.00 crore and above	Please be guided by Sl no: 7 of Point no: 5 - "Eligibility Criteria" of the tender document
6	Signet Media Service Pvt. Ltd.	24	12	Major campaigns handled during past two years (enclose certificate from the client)	Query: Is it mandatory to enclose certificate from client?	This criteria is fixed to ascertain the agency's competence to handle major campaigns for our bank without hitches. Hence, it is mandatory to enclose certificate from client for having handled major campaigns during past two years.
7	Signet Media Service Pvt. Ltd.	24	14	Details of other service offered during last two years	Query: Please clarify the nature of other services	The nature of other services shall include publicity related services rendered by the agency for its clients.
8	Goldmine Advertising Limited	7	4	They should have an independent creative and media planning team in Bangalore and facilities to plan and execute campaigns, in the print, electronic, OOH and other media at the national level.	Query: Currently we do not have team in Bangalore for execution. Please clarify	The administrative Office of our institution is situated in Bangalore. Hence, the agency should necessarily have an office in Bangalore or in close proximity to be readily accessible during contingencies.
9	Concept Communication India Pvt Ltd	22	11,12	A notarized affidavit to this effect must be furnished.	Query: Both the points Notarisation is the same Rs.100 Non judicial stamp paper can it be done?	The empanelment process is conducted in the state of Karnataka. As per the prevailing State law of Karnataka, the minimum value of stamp paper should be Rs.200/- and should be submitted accordingly.

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10	Concept Communication India Pvt Ltd	21	4	Proof of Bill for over 5 years having accomplished the work pertaining to the Publicity related Job.	Query: Can we submit CA certificate or A copy of last five years work orders	This clause is to ascertain the experience of the agency for atleast five years of advertising in the Banking/Financial sector. Hence, adequate and authentic proof certifying the same should be submitted.
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