

CLARIFICATIONS FOR PRE-BID MEETING QUERIES

(Tender Ref: RFP No. IB/CO/MKTG/Tender/03/Open/2019-20 - Engagement of Service Provider for Marketing Collateral Generation)

29.02.2020

Sl No.	Page No.	Clause No.	Point No.	Particulars from RFP	Remarks / Clarifications Sought	Indian Bank's Remarks
1	20	Appendix1 : Parameters for Technical Evaluation	2	Marketing Campaigns for Amalgamation/ Merger/ Brand Revamping/ Product Launch in the past 5 years	<p>a. In 3 or more Public Sector Banks or Private Sector Banks in India : 30</p> <p>b. In 3 or more reputed organizations in India (not from Banking sector) : 25</p> <p>c. In 2 Public Sector Banks or Private Sector Banks in India : 20</p> <p>d. In 2 reputed organizations in India (not from Banking sector) : 15</p> <p>e. 1 Reputed organization (from Banking or Other Sectors) : 10</p> <p>The above highlighted points in yellow are weightages, can you please confirm the same.</p>	The Bidder can earn a maximum of 30 marks under this head. If it has run the underlined campaigns for 3 or more Public Sector Banks or Private Sector Banks (a.), it shall earn 30 marks; if it has run the underlined campaigns for 2 Public Sector Banks or Private Sector Banks (c.), it shall earn 20 marks; so on and so forth. Experience of foreign banks can also be considered against this field.
2	20	Appendix1 : Parameters for Technical Evaluation	2	Marketing Campaigns for Amalgamation/ Merger/ Brand Revamping/ Product Launch in the past 5 years	Also, can you please help me with names of bank brands from Public Sector/ Private Sector in India that Indian Bank team sees as benchmark brands.	Bidder to make its own assessment based on the existing marketing assets of Indian Bank in public domain.
3	20	Appendix1 : Parameters for Technical Evaluation	2	Marketing Campaigns for Amalgamation/ Merger/ Brand Revamping/ Product Launch in the past 5 years	Any international brand name will also do.	Relevant Experience in international brand shall also be considered provided the campaign was executed in Indian market.

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4					What are the combined drivers of reputation that can add value to the overall brand?	Both banks have (i) Strong Legacy (100+ years), (ii) High Customer Loyalty, (iii) Wide Reach (nationwide) and (iv) Trustworthiness. Both banks also possess Digital Soundness which can be leveraged further.
5					What are the relative brand strengths of the two entities that can be leveraged? This finding would guide both short and long-term brand strategy and future brand transitions.	
6					How will the new company position itself? Is it merely a matter of combining two sets of reputational assets, or a new opportunity to reposition the combined business?	The Amalgamated Entity shall have a new positioning which shall be ' a strong, modern, progressive and digitally-advanced pan-India bank. ' It may be noted that post amalgamation, the bank will be the 7th largest Public Sector Bank in the country.
7					What are the brand analysis that you can offer? An audit of brand product portfolios and overall brand architecture, and understanding strengths, weaknesses and the important synergies that will be vital in promoting the brand	The brand is seen as a trustworthy, prosperity-bringing, customer-centric south-based bank, offering affordable banking solutions to a wide spectrum of customers. The brand perception can be enhanced by adding its digital edge and pan-India presence so that Gen Y, Z and millennial customers across the country can identify and benefit from Indian Bank's product offerings.

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8					What are the mandates in terms brand guidelines that we need to follow while crating the creative concept?	The Bidder is to use Indian Bank's current logo+tagline for presenting first draft creative concepts as part of Bid submission.
9					Within the RFP, it is not mentioned how the amalgamated entity would be referred to post amalgamation, i.e., what would be the name of the entity? Kindly share the brand guidelines, logo units & other mandatories required to be depicted in the creatives.	In case the Bidder doesn't have the logo+tagline files / brand guidelines of Indian Bank, it can request the same by sending a mail to ibhomktg@indianbank.co.in . The Bank will share the relevant details.
10					Name some important mergers that is a benchmark in the banking category? For e.g., one of the most recent merger was between Bank of Baroda, Vijaya Bank and Dena Bank with merged entity taking the brand name Bank Of Baroda. What are the important learnings that can be carried forward from their merger strategy.	Bidder to make its own assessment based on the information available in public domain. While every merger shall have its own growth journey, it is safe to assume that some hiccups at few delivery touch-points like branch shall be inevitable during the first few months of the amalgamation.
11	6	2		About the RFP	Kindly elaborate on the effects the consumers have to go through due to the amalgamation, also specify what change in interaction and experience will be offered?	Post amalgamation, the Bank shall be the 7th largest Public Sector Bank in India with a strong national presence. Hence, customer shall have more touch-points and wider array of products to choose from, besides experiencing better account serviceability and superior innovation.

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12	7	3.1	E	Scope of the Work	we are not clear on this point, kindly elaborate and specify what type of coordination efforts and services required from our end?	The Bank has empanelled advertising agencies and printers for its marketing and communication requirements. Hence, the Successful Bidder shall have to coordinate with them for timely adaptations and completion of work.
13	8	3.3		Delivery Period	The requirements stipulated does not provide an exhaustive list of deliverables, we would require the same to quantify the work in order to assess the delivery period.	This clause is to be read in conjunction with Annexure D which contains all deliverables.
14					The RFP is silent on the term of engagement, kindly provide the term.	From the date of acceptance of the Work Order by the Successful Bidder, the term of engagement shall be 60 days or the date of completion of job, whichever is earlier.
15	16	Annexure B	1	General details	Should the agency's key creative personnel details be shared or of those who are participating for this engagement be provided only.	The Bidder may share the details of its personnel who shall be involved in meeting the requirements of this tender document only.
16	17	Annexure C		Reputed existing clients	Outcome of their campaigns could not be shared due to confidentiality clauses.	In cases where the outcome cannot be shared due to confidentiality clauses, a Certificate of Satisfactory Completion, issued by the Client, is to be submitted. The Bank is free to contact the client for any future reference.
17	18	Annexure D			Most of the activity particulars mentioned, requires the agency to engage with 3rd party vendors(production houses, studios, music directors, etc.), these vendors would require advances to be paid upfront, kindly let us know if there is scope of receiving such 75% advance payments in the likely event that we are onboarded for this engagement.	Please refer to clause 6.2 on page no. 12 for Payment Terms . Further discussion in this regard shall be taken up with the Successful Bidder only.

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18	18	Annexure D			We intend to include an additional section called 'TERMS & CONDITIONS', this will specify certain factors that need to be notified since the cost is subject to certain number of deliverables.	As per RFP.
19	18	Annexure D			There is no mention of media buying costs factored in the same, do let us know if we need to include the integrate the same in our bid.	Media Buying is not in the scope of this tender.
20					Is it a mandate to have a local office in Chennai to handle this engagement?	There is no mandate for the Bidder to have a local office in Chennai. However, one or more representative/s of the Successful Bidder is to be stationed in Chennai during the tenor of the engagement for faster delivery/ completion of the project deliverables.
21					Can any employee represent the agency when opening the bids? If yes, is there any requirement for a Board Resolution document to be provided for this representative.	A full-time employee representative carrying an authorization letter from the top management (like CEO/ COO) can represent the Bidder during opening of the bids.
22					Do note that the last date of submission mentioned in the RFP is 07.03.2020, we would request you to kindly extend the same to 14 th March, 2020	As per RFP.
23					We want to know if we can consider our companies' case let's for the experience criteria. We are a part of [.....] and work under Power of One the new model launched by us, which enables us to get access to the team members from all the companies and talents required to meet the varied expectations of the clients.	The group company's experience shall be considered provided the Bidder is a direct arm of the group and the group's experience pertains to Indian market.