

Sub: Clarifications towards Pre-Bid Queries**Ref: RFP No. CO:Mktg/RFP/02/2016-17 dated 23.11.2016 – Implementation & Management of Bank's Loyalty Programme**

Page No.	Clause No.	Point No.	Existing Clause	Indian Bank's Remarks
7	2.2	c.	'Bidder' means an organization/ firm submitting its proposal in response of this RFP to be considered for appointment as the Service Provider	'Bidder' means an organization/ firm submitting its proposal in response of this RFP to be considered for appointment as the Service Provider. Consortium is not allowed.
7	2.3	-	The Service Provider would be connected to Bank's Data Centre on dedicated leased line network with adequate backup/redundancy. It is Service Provider's responsibility to provide required leased lines to connect bank's Data Centre and DR Centre. Bank would be providing the data for processing to the Service Provider at mutually accepted format, frequency and security.	The Service Provider would be connected to Bank's Data Centre on dedicated leased line network with adequate backup/redundancy. It is Service Provider's responsibility to provide required leased lines to connect bank's Data Centre and DR Centre. Bank would be providing the data for processing to the Service Provider at mutually accepted format, frequency and security. All costs are to be included in the quote as per the format in Commercial Bid.
8	2.5	4	Bidder should be (i) PCI-DSS Certified OR (ii) PCI-DSS Compliant & secure certification within 6 months from the date of acceptance of purchase order for this RFP	Bidder should be (i) PCI-DSS Certified OR (ii) PCI-DSS Compliant. Successful Bidder, if not PCI-DSS certified or compliant, should obtain certification within 6 months from the date of acceptance of purchase order of this RFP and must give an undertaking to this effect with its Bid Submission for consideration under this RFP.
8	2.5	5	Bidder should have both primary Data Center and DR center with full back up arrangement. The facilities should be ISO 27001 certified and recently audited.	As per RFP.
9	2.5	11	Bidder should have a turnover of Rs. 5 Crores or more per year with net profit during previous 2 financial years.	Bidder should have a turnover of Rs. 5 Crores or more per year with either (i) net profit during previous 2 financial years OR (ii) positive net worth during previous 2 financial years.

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13	2.7.4	b	Hot-listed or blocked accounts: Customers whose accounts have either been hot-listed or blocked for any reason by the Bank should be barred from the loyalty reward scheme. Bank can apply discretion if required.	Hot-listed or blocked accounts: Customers whose accounts have either been hot-listed or blocked for any reason by the Bank should be barred from the loyalty reward scheme. Bank can apply discretion if required. Necessary data will be shared with the Successful Bidder.
13	2.7.4	d.	<ul style="list-style-type: none"> A dedicated Call Center set up (dedicated toll free number) to handle inbound/ outbound customer calls for Loyalty Program management, Redemption, Accrual and any other issues or feedback from the customers is to be maintained. The Call Centre should deploy a minimum of 3 agents on a day shift. The language capabilities should be available atleast in English, Hindi and Tamil. All the charges should be borne by the Successful Bidder. 	As per RFP.
14	2.7.5	-	Also, a rewards page on www.facebook.com and www.twitter.com should be created and managed.	Also, a rewards page on www.facebook.com and www.twitter.com should be created and managed. All costs are to be included in the quote as per the format in Commerical Bid.
14	2.7.6	-	Bidder should offer attractive redemption options to customers which could include the following (the list is not exhaustive but indicative and the Bidder may include more options; any addition or deletion of the redemption options should be done at Bank's discretion): Gift Vouchers/ Gift Cards, Merchandise, Redemption for Real Time Movie Ticket, Redemption for Real Time Bus Ticket, Redemption for Real Time Mobile recharge, Redemption for Real Time DTH recharge, Redemption for Real Time In-store redemption, Redemption for Grocery, Redemption for Charity Products, Redemption for various subscriptions	Bidder should offer attractive redemption options to customers which could include the following (the list is not exhaustive but indicative and the Bidder may include more options; any addition or deletion of the redemption options should be done at Bank's discretion): Gift Vouchers/ Gift Cards, Merchandise, Redemption for Real Time Movie Ticket, Redemption for Real Time Bus Ticket, Redemption for Real Time Mobile recharge, Redemption for Real Time DTH recharge, Redemption for Real Time In-store redemption (instant redemption of points), Redemption for Grocery, Redemption for Charity Products, Redemption for various subscriptions. All costs of setup and infrastructure are to be included in the quote as per the format in Commerical Bid.

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16	2.7.9	b.	Designing, printing & dispatch of publicity material like poster, leaflet etc. to help the Bank carry out promotions with Loyalty program feature. The creative's should be provided to the Bank so that they can advertise the same on their own website and/or print and digital media. All the creative's to be designed in spirit with Bank's brand philosophy and target audiences and approved by Bank.	Designing of publicity material like poster, leaflet etc. to help the Bank carry out promotions with Loyalty program feature. Successful Bidder is to generate creative content, optimized for all channels like branch, ATM, mobile app, website, emailer, social media, etc. and share the soft copies of the same with the Bank so that they can advertise the same on their own website and/or print and digital media. Printing and dispatching of the same can be dispensed with. All the creatives are to be designed in spirit with Bank's brand philosophy and target audiences and approved by Bank. All costs are to be included in the quote as per the format in Commercial Bid.
16	2.7.9	f.	Digital Marketing of the program – Deploys regular email and SMS communications to the identified customers to create awareness, timely offers, redemption, Bank Reward points statement etc.	Digital Marketing of the program – Deploys regular email and SMS communications to the identified customers to create awareness, timely offers, redemption, Bank Reward points statement etc. Contactable base would be approximately 1.50 crores.
17	2.7.10	a.	Existing reward point's data of the Bank if any, to be migrated to the proposed solution. The migration activity will be sole responsibility of the Successful Bidder.	Existing reward points data of the Bank if any, to be migrated to the proposed solution. The migration activity will be sole responsibility of the Successful Bidder. At present, about 1 lakh records of Credit Card holders is required to be migrated to the new loyalty system. All costs are to be included in the quote as per the format in Commercial Bid.
17	2.7.10	-	-	Bidder is to set up a mirror database of the points posted against the respective bank customers at Bank's end. All costs are to be included in the quote as per the format in Commercial Bid.

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27	4.4	1	Scoring Criteria: Equal to or more than 4 major commercial entities in India with nationwide presence and minimum customer base of 1 crore for regular reward distribution.	As per RFP.
33	5.3	-	The prices quoted in the response will be fixed for the period of the contract, i.e., 3 years. The price should be inclusive of all taxes and only service tax, if any will be paid by the Bank	As per RFP. [Note: Elaboration on Page 63 in Annexure 13: Commercial Bid - Bill of Material]
63	Annex 13	-	Commercial Bid - Bill of Material	As per RFP. [Note: All costs are to be included in the quote as per the format in Commercial Bid.]