

Sl. No	RFP Page No	RFP Clause No.	Existing Clause	Query/Suggestions	Bank's Response
1	9	7.iii	Pre- Contract Intergrity Pact	Mentioned to submit Pre- Contract Intergrity Pact in Annexure L format, the format is missing in the RFP. Request to share the same	Pre Contract Integrity Pact is not required to be submitted.
2	11	8	Cost of Bid document	Please confirm the DD favour details and address to courier the DD is : General Manager, (CC&M) Corporate Centre, 9th Floor State Bank Bhavan, Madam Cama Road, Nariman Point, Mumbai -400021 as or if NEFT can be done please share Bank details	No tender fee is required to be paid for this RFP.
3	23	28	Right to Audit	Our books are audited by a chartered accountant as required under the law. We can only provide copies of required documents relating to SBI. Due to client confidentiality, direct access to our systems, accounts or records cannot be given as we have records of more than 400+ clients where we have contractual confidentiality obligations. We suggest to either remove or revise the clause.	No change in the clause
4	24	31	Subcontracting	Can you please clarify on what do bank mean by sub-contracting and what sort of an audit report the bank will require? Is it to do with core services of public relations or expenses like translations, TV tracking, travel etc which will not be included in retainer but will be charged on actuals. We suggest to either remove or revise the clause.	Sub contracting of the core services of PR activities is not permitted. However, the activities like translations may be permitted at Bank's discretion as per the RFP terms.
5	25	33	33 (iii)- Limitation of liability	We suggest deleting point no iii.a and iii.c because they are in the nature of civil liability which is covered under indemnity / liability insurance. The indemnity liability insurance is not availability for unlimited liability and by excluding these 2 points from the liability Cap makes the liability unlimited	No change in the clause
6	27	37	37 - Patent Rights/Intellectual Property Rights	We need to clarify that news clippings / links shared are for information purpose only and all rights belongs to the source of the information	The clarification is duly noted.

7	28	38	Liquidated Damages	Since our services are based on 'earned media' and not 'paid media' which is basis relationship developed over the years, hence fixed timeframe doesn't apply on this. Therefore charging penalty based on delays etc cannot be applicable. Please clarify.	No change in the clause
8	28	39	Conflict of Interest	What constitute conflict of interest. Please clarify? To be deleted	No change in the clause
9	36	44	Termination for Convenience	Since it is a bi-party agreement, termination rights should be given to both the parties. Please clarify.	No change in the clause
10	41	11	EMD	Please confirm the DD favour details and address to courier the DD is : General Manager, (CC&M) Corporate Centre, 9th Floor State Bank Bhavan, Madam Cama Road, Nariman Point, Mumbai -400021 as or if NEFT can be done please share Bank details	DD needs to be sent to the address : General Manager, (CC&M) Corporate Centre, 9th Floor State Bank Bhavan, Madam Cama Road, Nariman Point, Mumbai -400021
11	55	3.i	International tracking	Can you please specify news from which international cities you want us to track? We can submit the digital copy of the article with you. However, for the access of any particular news portal, bank will have to subscribe. Lastly, If we are selected in the bid, we will require guidance from the bank in identifying competition & regulators in those cities which needs to be tracked along with SBI	All the major international markets where the Bank has its interests need to be tracked. The Bank's team will provide the necessary guidance and support.
12	55	3.iv	Real Time Alerts - Social/digital tracking	Does this refers to social channels of media house? Usually social media reporting is part of social media agencies mandate. Please clarify if you still want PR agency to provide such services?	The agency needs to provide tracking of digital platforms of the media houses.
13	56	8	Geographic presence	Need clarity on whether we have to manage activities initiated only by head office of the bank and driven by core management team of the bank (Chairman & MDs) in that particular LHO city or activities initiated locally in that city by the LHO also needs to be managed.	All the PR activities initiated /coordinated by the Corporate Centre have to be managed by the selected agency. In the case of LHOs, wherever the top management i.e. DMDs and above are involved, the agency needs to provide support/ manage the activity.

14	66	Annexure I	Penalties	Points mentioned are in the nature of indemnity and not penalty. For indemnity, a specific procedure needs to be followed which cannot be discretionary to the bank. Therefore request to exclude the entire annexure I. Indemnity clauses are already covered in the RFP.	No change in the clause
15	68	Annexure J	NDA- Survival	The foregoing obligations as to confidentiality shall survive for a period of 1 year after the expiry/ termination of this Agreement	No change in the clause
16	48	Annexure-B - Bidder's Eligibility Criteria	The bidder should have their own full-fledged office at Mumbai. They should also have offices/resources to work at the other 16 LHO centers of the Bank. A copy of latest Landline MTNL phone bill / Electricity bill/ Registration with Shops and Establishment Dept. / Registered rent or lease agreement in the name of bidder.	In case of exclusive consultants, would HR contracts be acceptable?	No change in the clause.
17	50	Annexure-C Technical Evaluation Criteria	Total No. of Clients to whom the bidder has provided PR services on retainership basis in the previous three years namely FY 19-20, FY 20-21 and FY 21-22	Does it mean separate contracts for each year or continuous relationship for all three years?	The contracts may be separate for each year as well subject to having the required number of clients each year.
18	58	Annexure F	The commercial Bid needs to contain the information listed hereunder in a sealed envelope bearing the identification – "Commercial proposals for SBI Public Relations Agency"	It is learnt that bid submission is online on GEM portal. Does the commercial bid need to be submitted offline in physical mode?	Commercial Bid is required to be submitted on the GeM portal only.
19	50	Annexure C	Average Annual Turnover (In Rupees) More than 75 crore-15 marks More than 25 crore to 75 crore – 10 marks	Kindly request you to amend the criteria as: More than 45 crore-15 marks More than 25 crore to 45 crore – 10 marks	No change in the clause.

20	50	Annexure -C Technical Evaluation Part-A. Point- 1	Years of Experience in providing PR Services as on 31.03.2023 (minimum 7 to 15 years	As per Government notifications Startups are exempted from the criterion of prior turnover and prior experience, as required in tenders or RFPs issued by Central Ministries / Departments / Central Public Sector Undertakings (including Public Sector Banks).	In case of exemption from certain parameters in evaluation criteria as per Govt of India Guidelines, the agencies will be evaluated on the basis of remaining parameters and the scores so obtained will be normalised to the total score in that parameters as per Table of Annexure C of the RFP. All the relevant documents for exemptions need to be submitted.
21	50	Annexure -C Technical Evaluation Part-A. Point- 2	Average Annual Turnover minimum 10 to 75 crores	As per Government notifications Startups are exempted from the criterion of prior turnover and prior experience, as required in tenders or RFPs issued by Central Ministries / Departments / Central Public Sector Undertakings (including Public Sector Banks)	In case of exemption from certain parameters in evaluation criteria as per Govt of India Guidelines, the agencies will be evaluated on the basis of remaining parameters and the scores so obtained will be normalised to the total score in that parameters as per Table of Annexure C of the RFP. All the relevant documents for exemptions need to be submitted.
22	47		The bidder should have provided public relations services to at least 10 different companies on retainership basis in each of last 3 financial year i.e. , FY 2019-20, FY 2020- 21 and FY 2021-22	Will these clients be the same who continue their retainership from last three years as mentioned in the clause.	The clients may be same or different for different years provided number of different clients in each year is met as per the criteria.