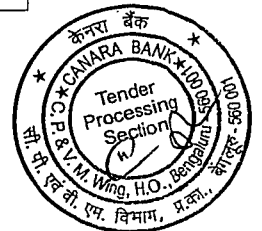
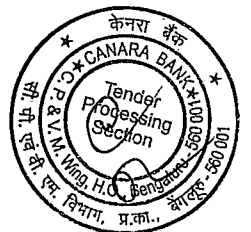


Replies to Pre bid Queries for GeM Bid ref. no: GEM/2024/B/4877317 dated 20/04/2024 for Selection of Digital Marketing and Social Media Agency for a period of three years in Bank

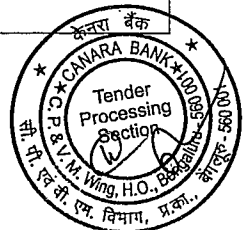
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
1	85	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	Do you have any other domain / sub domain we need to consider for SEO other than https://canarabank.com/#	Yes, we have other domains and sub domains.
2	85	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	List of products / services as per priority for organic search	Please refer to our Bank's Website www.canarabank.com for a better understanding on Bank's Products and Services.
3	85	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	Are you open to paid backlinking?	The scope of the work is self explanatory. Bidder to comply with RFP terms and conditions.
4	86	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	Are there any specific compliances from a content perspective	Content related to Banking products and services. Content must be fresh, unique, accurate, trustworthy, well-structured - organized, matches Search Intent, topical Expertise etc. Please refer Scope of Work for a comprehensive understanding
5	86	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	Any planned tech or ui/ux updates on the website the coming year?	Website is updated from time to time as per best industry practices
6	86	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	Is someone else handling Google Business Listing and Local SEO? If not - we will add or to our scope of services.	Bidders to comply with RFP terms and conditions.
7	86	Annexure 9	Scope of Work	Point No.3 Search Engine Optimization (SEO)	Do you need the agency to manage end to end content creation to audience creation to publishing for Whatsapp and Email	Refer to the Scope of Work for a comprehensive understanding. Bidders to comply with RFP terms and conditions.
8	31	Section E	Clause 5	<u>Normalization of Bids</u>	Is there a defined time period under which the Bank will conduct Normalization of bids?	Normalization of bids is done only if need arises. The entire process will be completed within RFP validity period.
9	74	Annexure 9	Clause 1.4	Content Creation & Posting	Which all media channels will be applicable for the dissemination of content over and above digital platforms?	Refer to the Scope of Work for a comprehensive understanding
10	98	Annexure 16	Bill of Material	Table A	Can a reference be shared for 2D/3D videos? Upto 30 and 120 secs.	You may refer to the generic definition of 2D/3D videos as per industry standards.
11			General Query		Is contract to be submitted with the RFP	No, Contract agreement is entered with Successful bidder.
12			General Query		Is there any Bid participation fees	No
13			General Query		EMD validity should be 180-days, as the RFP is for 180days please confirm.	RFP clause is self explanatory. Bidders to comply with RFP terms and conditions.
14			General Query		PBG is to be submitted by only winning agency or all the participating agency	PBG Should be submitted by Successful bidder.



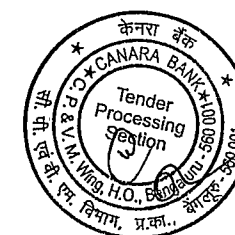
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
15	72	Annexure 9	Scope of Work	1.2. Proficiency in Social Media Tool Utilization	Can you share the name of the ORM tool you currently use?	Bank has a dedicated ORM Tool available. Bank reserves right to share details with selected bidder.
16	72	Annexure 9	Scope of Work	1.2. Proficiency in Social Media Tool Utilization	What is the average monthly volume of incoming tickets (complaints, inquiries, etc.) ?	Average monthly queries received are approx. 3500. However, this is a dynamic count and may vary. The agency must be prepared to handle / respond to all queries / complaints received on Digital & Social Media
17	69-86	Annexure 9	Scope of Work		Will the successful agency require VPN or a virtual machine to access your CRM or ORM system?	The Bank's tool have capabilities to integrate with Bank's internal systems as applicable. The agency must be proficient in leveraging this feature. Refer Scope of Work for a comprehensive understanding
18	69-86	Annexure 9	Scope of Work		Do you have a dedicated command centre for monitoring, or will you require one to be established?	The agency shall utilize the Tool / Social Media Platform analytics to view real time campaign performance/social media analytics using dashboards and share customized reports to different users outside of the tool with a built-in delivery system (i.e. Schedule email of dashboard to recipients Daily/Weekly etc.). Refer Scope of Work for a comprehensive understanding
19	69-86	Annexure 9	Scope of Work		Can your existing ORM tool accommodate a command center setup, or will a new tool be necessary?	The agency shall utilize the Tool to view real time campaign performance/social media analytics using dashboards and share customized reports to different users outside of the tool with a built-in delivery system (i.e. Schedule email of dashboard to recipients Daily/Weekly etc.). Refer Scope of Work for a comprehensive understanding
20	69-86	Annexure 9	Scope of Work		Are there any specific online forums that require dedicated tracking for brand mentions and customer sentiment? If so, please list them.	Refer to the Scope of Work for a comprehensive understanding
21	69-86	Annexure 9	Scope of Work		Are there any platforms or online communities that require manual tracking due to limitations in automated tools?	Refer to the Scope of Work for a comprehensive understanding
22	69-86	Annexure 9	Scope of Work		Do you have a dedicated customer support team to address escalated issues and inquiries received through social media?	The agency will be responsible for attending complaints during all hours 24x7x365 basis of contract period. Refer to the Scope of Work for a comprehensive understanding
23	69-86	Annexure 9	Scope of Work		Do you have a designated SPOC for handling unique queries or escalations?	The agency will be responsible for attending complaints during all hours 24x7x365 basis of contract period. Refer to the Scope of Work for a comprehensive understanding



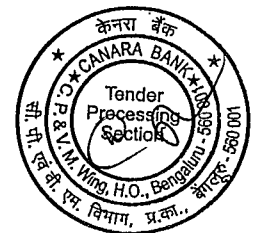
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
24	69-86	Annexure 9	Scope of Work		Do you have a pre-defined response bank ?	The agency shall access pre-approved response templates for faster resolution in coordination with the bank's Team. Refer to the Scope of Work for a comprehensive understanding
25	69-86	Annexure 9	Scope of Work		In addition to English and Hindi, which other regional languages will require response management? Will the agency be responsible for providing responses in these languages, or will you provide a pre-defined response bank?	The agency shall be able to view translation of the comment/respond to a comment/ query in vernacular languages including English, Hindi or respective vernacular language as applicable. Refer to the Scope of Work for a comprehensive understanding
26	62	Annexure-2, Pre-Qualification Criteria	Point no. 8	<p>Qualification Criteria: The Agency must have a minimum of 5 years of experience in social media management, with a preference for experience in the BFSI sector. This should encompass various aspects such as Social media planning & Advertising, Social Channel Optimization, Content Creation, Analytics, executing campaigns, social listening, Response management, coverage of on-ground activities and other areas of Social Media Marketing. Documents to be submitted In compliance with Qualification Criteria: Proof of One campaign each in the last 5 financial years 2019-20,2020-21,2021-22,2022-23, 2023-24. Campaign should at least be for a value of Rs.50 Lakhs.</p>	<p>Q. How you want to showcase the campaign? Can we show it with POs?</p> <p>Q. If we have only 1 year experience in BFSI Sector, can we show for the remaining years in some other sectors like education, manufacturing, real estate etc.?</p>	<p>The agency shall provide / demonstrate campaign reports, financial records, POs, Invoices and any relevant collateral demonstrating the scope, impact, and success of each campaign. Bidders to comply with RFP terms and conditions.</p> <p>Refer to Annexure-2, Pre-Qualification Criteria for a comprehensive understanding. Bidders to comply with RFP terms and conditions.</p>
27	63	Annexure-2, Pre-Qualification Criteria	Point no. 15	<p>Qualification Criteria: Social Media Management Experience: The bidder should have a minimum of Five years of experience as a Social media management agency for at least two BSE/NSE listed corporates. Detailed information about these experiences is required. Documents to be submitted In compliance with Qualification Criteria: Work Order receipts and certificate from clients not older than 3 months.</p>	<p>Q. We have more than 10 years of experience in providing Social Media Management services. But "certificate from clients not older than 3 months", will be very difficult to arrange for past clients as the POC from both the sides may not be there to approach.</p> <p>Can we submit only for our current clients and past records with the past completion/retention certificates?</p>	Kindly refer Corrigendum 1



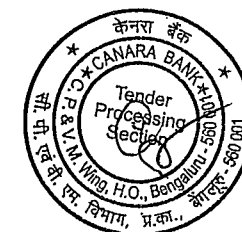
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
28	66	Annexure-3 Bidder's Profile	Point no. 13	Details of Service Net Work: Bengaluru: Mumbai:	What kind of details will suffice your requirement?	Name, address and contact details
29	94	Annexure-11 Technical Evaluation Criteria	Point no. 4	Awards and Recognition to the Agency from a recognized institution / organization in the last 3 years. Document to be submitted: Certificates and other relevant documents (In case the certificates are published in any online platform, bidder to provide the link for the same) pertaining to the awards should be submitted to verify the same.	Q. if certificates/links are not available, can we submit the award Pics as a proof together with the work details?	Bidders to comply with RFP terms and conditions.
30	105	Annexure-17 Manufacturer Authorization Form	Note Point	This Format Letter should be on the letterhead of the OEM/OSO/OSD concern and should be signed by an Authorised Signatory of the OEM/OSO/OSD	Q. Who will sign it? Q. Is it a mandatory document, as this tender is a service tender?	The authorized signatory to sign this Annexure. Yes.
31	75	Annexure-9 Scope of Work	1.2. Proficiency in Social Media Tool Utilization	Note:- The Social Media Response Management Tool (ORM Tool) is already available with the Bank.	Q. Which tool is currently being utilized for ORM by Canara Bank?	Bank has a dedicated ORM Tool available. Bank reserves right to share details with selected bidder.
32	83	Annexure-9 Scope of Work	Availability of Onsite Resources	Ensure at least two agents are available at all times to handle any emerging situations.	Is their availability supposed to be 24x7?	The agency resources must Monitor and respond on social media platforms 24x7x365 for any customer queries, bad reviews, negative mentions, positive mentions, questions, complaints raised from any digital & social media channels, content and campaign management as per the requirements of the Bank. Refer Scope of Work for a comprehensive understanding
33	15	SECTION C - DELIVERABLE AND SERVICE LEVEL AGREEMENTS	1. Project Timelines Clause 1.3	Resources alignment with Bank's processes and tool. - 10 Days from the date of acceptance of purchase order.	Request to increase timeline for this since on-site resources will be hired only once the contract is awarded to the agency	Bidder to comply with RFP terms and conditions



Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
34	18	SECTION C - DELIVERABLE AND SERVICE LEVEL AGREEMENTS	3. Penalties & Liquidated damages Clause 3.5	Penalties/liquidated damages for Onsite/Offsite resources: In case the resource goes on leave/absent, replacements having equivalent or more experience and qualification has to be arranged by the selected bidder to ensure that regular functioning of the solution does not hamper. In case replacements are not arranged, Bank shall pay only the proportionate amount of resource charges during the particular month. The Bank shall also impose a penalty of 0.5% of the respective resource charges for that month for each week and part thereof of absence. However, total penalty under this clause will be limited to 10% on the monthly resource charges payable to the selected bidder.	1. Does the temporary replacement resource have to be onsite? Can the replacement work off site for the said period? 2. On-site employees are entitled to paid leave as per company policy - how will that be accommodated for ?	Bidders to comply with RFP terms and conditions
35	59	Annexure-2 Pre-Qualification Criteria	SI NO.6	The Bidder should have an average annual turnover of Rs.40.00 Crores in the last three financial years i.e. (2020-2021, 2021-22, 2022-23). This must be the individual company turnover and not of any group of companies.	Is this clause exempted if the agency is a registered MSME?	Please be guided by relevant clauses mentioned in Section-H of RFP Document.
36	59	Annexure-2 Pre-Qualification Criteria	SI NO.7	The bidder should have positive Net Worth as on 31/03/2023 and also should have not eroded by more than 30% in the last three financial years ending on 31/03/2023.	Is this clause exempted if the agency is a registered MSME?	Bidder to comply with RFP terms & conditions.
37	92	Annexure-11 Technical Evaluation Criteria	Sl.NO.8	Effectiveness of the sample content submitted as part of RFP. Live demonstration /Presentation of the proposed solution and capabilities by the vendor.	Effectiveness of the sample content would be the proposed creative action plan for Canara Bank as part of the presentation. Do we have to focus on any particular products, or challenges that need to be addressed Will this be judged on the basis of the content & the way the presentation is made to the committee?	The agency will be evaluated as per Effectiveness of the sample content demonstrated. You may refer to Bank's Website www.canarabank.com for a better understanding on Bank's Products and Services. Bidders to comply with RFP terms and conditions.
38	75	Annexure-9 Scope of Work	1.2. Proficiency in Social Media Tool Utilization	The Social Media Response Management Tool (ORM Tool) is already available with the Bank.	1. Which tool is the bank currently using? 2. Is this tool linked to the banks complaint management portal? 3. Is this only an ORM tool or an analytics tool as well?	Bank has a dedicated ORM Tool available. Bank reserves the right to share the details with successful bidder.



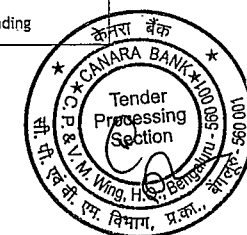
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
39	72	Annexure-9 Scope of Work	1.3. Social Media Agency Reporting	The agency is responsible to set up an exclusive customized Live Dashboard for advanced analytics via Social Media Tool / Application for assessing the Bank's social media response performance, complaints, crisis management, content performance, follower engagement, audience insights, trends, competitor analysis and campaign performance and lead generation.	Is the purpose of the tool to only track data and analytics or also for complaints/crisis? Since there is an existing ORM tool, wouldn't complaints and crisis be tracked using that? Kindly clarify the scope Also, the cost for this live dashboard will form part of which line item in the TCO?	The Bank's available ORM tool shall be utilized by the agency for monitoring and responding to Social Media complaints and preparation of customized reports as per Bank's requirements. The agency should have required proficiency in customising and generating various reports. Since the tool is provided by the Bank, there is no separate line item.
40	74	Annexure-9 Scope of Work	1.4. Content Creation & Posting	Furthermore, the agency is obligated to provide a minimum of 2 on-site resources for content creation. The resources are committed to handling all tasks related to Content design as required by the bank, content scheduling, posting, and associated activities round the clock, 365 days a year, and as per management requirements.	24x7x365 availability of content resources will be onsite or offsite? Will the bank's premises be available for the same?	The scope of work is self explanatory. Bidders to comply with RFP terms and conditions.
41	29	SECTION E - SELECTION OF BIDDER	3.4. Techno Commercial Evaluation process	The Criteria for Technical Evaluation and Commercial Evaluation will have weightage of 30:70.	Is it 30:70 were commercial weightage is 70%? Or is it the other way round?	Bidder to refer clause 3.4.8 in RFP document.
42			Bid Document	Penalty Terms	The penalty terms have not been defined clearly in any of the sections. Kindly share the section or details about the penalty terms.	Bidder to refer RELEVANT CLAUSES IN RFP Document.
43	75	Annexure-9 Scope of Work	1.2. Proficiency in Social Media Tool Utilization	The Social Media Response Management Tool (ORM Tool)	Does the tool allow only ORM or allows Social Media tracking and competition analysis as well?	The agency shall leverage the capability of Bank's ORM Tool that tracks Social Media mentions of Canara Bank and provides a competition analysis report as well.
44	84	Annexure-9 Scope of Work	2.4. Lead Generation		What are the target audience and demographics required for the agency to target lead generation?	Bank defines target audiences from campaign to campaign basis as per requirements
45	78	Annexure-9 Scope of Work	Offsite Service Support Monitoring and Engagement	Sentiment Analysis	Will the cost required to deploy a sentiment analysis tool be reimbursed by the client?	ORM Tool is available with the Bank. No additional cost will be paid by Bank in this regard.
46	74-75	Annexure-9 Scope of Work	1.4. Content Creation & Posting		What all languages translation will be requested by the bank for creatives / blogs / content, etc.	Refer Scope of Work for a comprehensive understanding
47	74-75	Annexure-9 Scope of Work	1.4. Content Creation & Posting	Content Creation & Posting	Will the bank provide media bank or repository for creating the creatives and posts?	Refer Scope of Work for a comprehensive understanding
48	74-75	Annexure-9 Scope of Work	1.4. Content Creation & Posting	Content Creation & Posting	Will the bank provide licenses for image sourcing tools?	No, Refer Scope of Work for more details. Bidders to comply with RFP terms and conditions.



Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
49	72-74	Annexure-9 Scope of Work	Social Media Agency Report	Social Media Agency Reporting	Will the bank provide the license for Social Media reporting?	No separate license will be provided. The ORM Tool is available with the Bank. The agency shall utilize Tool's / Social media platform's reporting capabilities or their resources for creation of customized dashboards / reports as per Bank's requirements
50	72-74	Annexure-9 Scope of Work	Social Media Agency Report	Social Media Agency Reporting	Will the agency be allowed to use the tool for competition scanning and analysis as well?	The agency shall leverage the capability of Bank's ORM Tool / Social Media Platform Analytics that tracks Social Media mentions of Canara Bank and provides a competition analysis report as well.
51		Annexure-9 Scope of Work	Bid Document	Sub Contracting / Joint venture	Is sub-contracting or joint venture allowed ?	Not Allowed. Bidder to comply with RFP terms and Conditions.
52	72-74	Annexure-9 Scope of Work	Social Media Agency Report	Social Media Agency Reporting	The number of deliverables social media platform wise has not been defined. Is there any benchmark or defined volume for all the platforms?	Refer Scope of Work for a comprehensive understanding
53	85-86	Annexure-9 Scope of Work	3. Search Engine Optimization (SEO)	Search Engine Optimization	Which products and services are currently designated as priority items within our scope of focus?	Bank's promotes its products and services as per requirements
54	85-86	Annexure-9 Scope of Work	3. Search Engine Optimization (SEO)	Search Engine Optimization	Are there any upcoming product launches or new categories being introduced into our offerings?	Bank's promotes its products and services as per requirements
55	85-86	Annexure-9 Scope of Work	3. Search Engine Optimization (SEO)	Search Engine Optimization	Please share the list of focus keywords if one is available?	Bank's envisions to optimize keywords for SEO for all its Banking Products and services including long tail and short tail keywords. Refer to the Scope of Work for understanding on SEO requirements
56	85-86	Annexure-9 Scope of Work	3. Search Engine Optimization (SEO)	Search Engine Optimization	Please provide the names and URLs of 4 to 5 competitors.	Refer to the Scope of Work for understanding on SEO requirements
57	85-86	Annexure-9 Scope of Work	3. Search Engine Optimization (SEO)	Search Engine Optimization	What are the challenges you would like us to address through this pitch presentation?	Refer to the Scope of Work to have a comprehensive understanding of Bank's objective
58	85-86	Annexure-9 Scope of Work	3. Search Engine Optimization (SEO)	Search Engine Optimization	Please share last 6-month report in available.	Refer to the Scope of Work for understanding on SEO requirements
59	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Which social media monitoring tool is being used?	Bank has a dedicated ORM Tool available
60	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the tool have the provision to respond in vernacular languages?	Bank has a dedicated ORM Tool available. The agency resources shall be proficient to utilize Tool's capabilities and to respond in vernacular languages as the case may be.



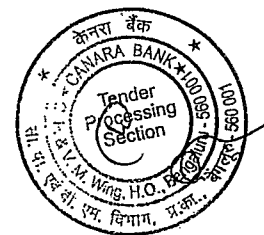
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
61	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Any live dashboard being used? Do share any platform wise report created in the past.	The agency shall utilize the Tool / Social Media Analytics platforms to view real time campaign, performance/social media analytics using dashboards and share customized reports to different users outside of the tool with a built-in delivery system (i.e. Schedule email of dashboard to recipients Daily/Weekly etc.); Refer Scope of Work for a comprehensive understanding
62	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	How many monthly & daily queries do we get?	Average monthly queries received are approx. 3500. However, this is a dynamic count and may vary. The agency must be prepared to handle / respond to all queries / complaints received on Digital & Social Media
63	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	What is the biggest problem statement or pain point area till date? - Any product/service/app issues/ frauds etc.	Refer to the Scope of Work to have a comprehensive understanding of Bank's objective
64	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the tool have social listening also or just response management/ORM?	The agency shall leverage the capability of Bank's ORM Tool that tracks Social Media mentions of Canara Bank.
65	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the tool provide competition analysis? - Define the top competitors	The agency shall leverage the capability of Bank's ORM Tool / Social Media Platforms Analytics that provides a competition analysis report as well.
66	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Can LinkedIn, Threads & App mentions be tracked via the current tool?	The available Tool can be configured to expand integration with any social media channel as applicable. However, the agency is responsible to ensure tracking and responding to every Canara Bank mention across digital & social media channels.
67	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the tool track image mentions?	The agency shall leverage the capability of Bank's ORM Tool that tracks Social Media mentions of Canara Bank.
68	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the current tool measure the share of content that occurs outside social media platforms via online chat or e-mail?	The Bank's tool have capabilities to integrate with Bank's internal systems as applicable. The agency must be proficient in leveraging this feature. Refer Scope of Work for a comprehensive understanding
69	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the current tool provide data based on demographics and user preferences?	The tool shall be customized by the agency for preparing a reporting dashboard using Tool's / Social Media Platform Analytics capabilities. Refer Scope of work for more details
70	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Does the tool provide data on the top influencers (Platform wise)?	The tool shall be customized by the agency for preparing a reporting dashboard using Tool's / Social Media Analytical capabilities / using its resources. Refer Scope for more details
71	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Define the specific products, services & industry keywords for listening. Will also be needing brand keywords, generic keywords (If Any)	Bank's envisions to optimize keywords for all its Banking Products and services.
72	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	How does the brand want the agency to attend the cyberattack related tickets?	Refer Scope of Work for a comprehensive understanding



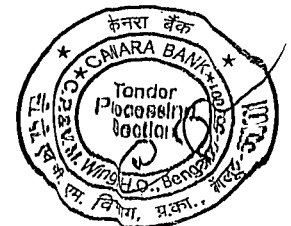
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
73	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Need monthly / weekly / fortnightly ORM & Listening reports for the past month	You may refer to the content available on Official Social Media Handles of Canara Bank for a better understanding
74	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	Need Daily report of queries, response status & aging analysis for the past month.	You may refer to the content available on Official Social Media Handles of Canara Bank for a better understanding
75	69-86	Annexure-9 Scope of Work	Scope of Work	ORM & Social Listening	What should be the FLR for weekends/holidays?	Bidder to comply with RFP terms
76	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Brief for paid media wrt product, category, services along with KPI's/Objective. Are we chasing any numbers be it increase in followers/Engagement/Traffic etc. Just want to understand the requirements.	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
77	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Digital media objectives, Budget, KPIs, deliverables, campaign period?	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
78	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	What are the services you are promoting?- If possible, please provide landing page links so that we can check user journey as well.	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry benchmarks. You may refer to Bank's website www.canarabank.com for a comprehensive understanding
79	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Core TG: Age/Gender/Location/Interest/Job Function/Roles/Designation/Industry/Experience (More information will help us identify the right audience across various digital platforms)	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
80	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Trends & seasonality pertaining to the category.	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
81	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Please share the past 3 months report (daily, weekly, monthly) for the paid campaign.	The agency is required to integrate best practices for planning, development, execution, performance monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
82	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Details of past campaigns, media selection, platforms, KPIs, and reports	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
83	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Names of top competitors in the category.	The agency shall analyze competitor trends and integrate industry best practices, aligning with those of peer competitors
84	82-86	Annexure-9 Scope of Work	2. <u>Digital Marketing</u>	Digital Advertising & Media Buying	Search and Social: To create and do keyword research, evaluate search trends, select social TG, etc., would require a few terms, hooks, or triggers that our intent user would search most often as a query.	The agency shall optimize keywords, assess search trends, and fulfill promotion objectives for banking products and services consistently across campaigns. For a thorough understanding, please refer to our Corporate website.



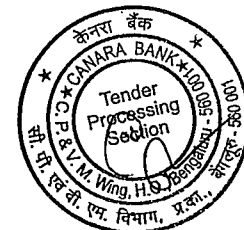
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
85	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What is the positioning & key communication?	The agency is required to integrate best practices for planning, development, execution, performance monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
86	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What is the current challenge the brand is facing to build its online presence?	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
87	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What are the different cohorts the bank wants to engage with?	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
88	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What are the product/brand priorities for the year?	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
89	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What are the business objectives for the year?	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
90	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What are the objectives & KPIs for their online presence? Pls mention specific qualitative & quantitative targets.	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
91	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	What has worked for the brand in the past and what hasn't?	The agency is required to integrate best practices for planning, development, execution, performance monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
92	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	While some banks are focusing on a younger cohort, some on a premium cohort what is our priority currently? And what are the different programs being offered for the cohort?	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards
93	69-71	Annexure-9 Scope of Work	1. <u>Social Media</u>	1.1. <u>Brand Reputation Management</u>	Which platform is performing the best currently? Pls provide us with reports on different platform & communication performance that was run in the last year.	The agency is required to integrate best practices for planning, development, execution, performance monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
94	58	Annexure-2 Pre-Qualification Criteria	Sl.NO.5	The Bidder should have a corporate/ representative office at Bengaluru with required manpower and infrastructure for handling social media management and Digital marketing of the size and stature of our Bank.	We have recently signed with Narayana Health and are in the process of setting up our office in Bangalore. Kindly give us 30 days to provide details as required in this clause	Bidder to comply with RFP terms & conditions.



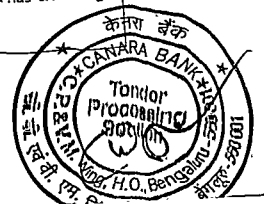
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
95	59	Annexure-2 Pre-Qualification Criteria	S.NO.11	The bidder should be an empaneled Digital Marketing and Social Media agency currently for at least 2 Banks/ Financial institutions.	Please help define Financial Institutions. The bidder is working with a General Insurance Company and a Stock Brokerage firm	Clause is self explanatory. Bidder to comply with RFP Terms and conditions.
96	60	Annexure-2Pre-Qualifica	S.NO.15	Social Media Management Experience: The bidder should have a minimum of Five years of experience as a Social media management agency for at least two BSE/NSE listed corporates. Detailed information about these experiences is required.	The Bidder has accounts which are 3 and 4 years of age respectively. Can this be relaxed to non listed but large companies	Bidders to comply with RFP terms and conditions.
97	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation- Management	SWOT analysis of other competitors in Social Media perspective	1. What is the required number of competitors to be mapped? 2. Is daily social listening of conversations necessary for conducting the SWOT analysis of competition?	The agency shall analyze competitor trends and integrate industry best practices, aligning with those of peer competitors
98	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management	Assessing the bank's reputation in real-time, addressing issues promptly to maintain a positive brand perception	1. What is the specified number of languages for tracking user conversations online? Specify the same 2. In how many languages is response management required?	The agency shall be able to view translation of the comment/respond to a comment/ query in vernacular languages including English, Hindi or respective vernacular language as applicable. Refer to the Scope of Work for a comprehensive understanding
99	16	Section C	3.2 Community Responsiveness	FLR minimum of 95% with reply within 15 minutes	1. How many mentions should be expected across all platforms in a month? 2. How many responses should be expected across all platforms in a month?	Average monthly queries received are approx. 3500. However, this is a dynamic count and may vary. The agency must be prepared to handle / respond to all queries / complaints received on Digital & Social Media
100	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Give us a sense of the current metrics used to map the KPIs achieved on your current social media campaigns.	The agency is required to integrate best practices for planning, development, execution, performance monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
101	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		What is the current spends/budget allocated on your social media campaigns?	Marketing expenditures by the bank adhere to budget allocations determined by Management.
102	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		What is the rationale behind your current campaign "Together We Can"? Is this a long-term communication messaging? If yes, could you please elaborate on the same what is the bank trying to communicate? What are the actions taken to showcase this philosophy	The agency is required to integrate best practices for planning, development, execution, performance-monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
103	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Kindly confirm if our budget includes the tool cost. Or will there be additional budgets allocated for the same	The ORM Tool is available with the Bank



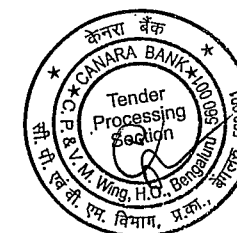
Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
104	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Please confirm if additional budget will be allocated for running media campaigns. If yes, please give us a sense of the scale and tentative budget. What is the budget range for the social media and digital marketing initiatives, and how is it structured? What kind of supporting's need to be submitted as supporting.	Query is not clear with respect to Brand reputation Management. Bidders to comply with RFP terms and conditions.
105	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Can you define three peer banks that you consider as competition? Would like clarity if the bank considers any private bank as their competition	The agency shall analyze competitor trends and integrate industry best practices, aligning with those of peer competitors
106	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Where does the brand want to focus its growth story - Rural/Semi Urban/Urban? Please specify in the order of preference	The bank's objectives are tailored to each campaign, aligning with specific requirements from campaign to campaign. Emphasis is placed on achieving performance metrics that exceed industry standards. You may refer to Bank's website www.canarabank.com for a comprehensive understanding
107	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Please give us a sense of your customer demographic break-up? Who does the bank want to focus their communication on? Gen X & Gen Y?	The agency is required to integrate best practices for planning, development, execution, performance monitoring, and cost optimization into the bank's digital marketing campaign as per industry standards
108	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Wanted to confirm if the EMD amount 35 lakhs, please confirm	Bidders to refer relevant clause in GeM Bid document.
109	69-71	Annexure-9 Scope of Work	1.1 Brand Reputation Management		Kindly confirm if the presentation needs to be uploaded by 13th May or does it needed to be presented in-person	Date for presentation will be duly notified.
110	25 & 53	SECTION B - INTRODUCTION & SECTION HPURCHASE PREFERENCE	6. Earnest Money Deposit (EMD)/ Bank Guarantee in lieu of EMD: Rs. 35,50,000 1. Micro & Small Enterprises (MSEs):	1.2. MSEs are exempted from paying EMD, subject to furnishing of Valid certificate for claiming Exemption.	We have Udyam Registration Certificate and NSIC registration certificate registered under "SMALL CATEGORY" (Valid From 18/07/2023 to 17/07/2025) but as per Turnover of Financial Year 2022-23 we fall under Medium category. Kindly advice whether we	Bidder to refer relevant clause in RFP and applicable GOI guidelines in this regard.
111	58	Annexure-2 Pre-Qualification Criteria	The Bidder should have a corporate/ representative office at Bengaluru with required manpower and infrastructure for handling social media management and Digital marketing of the size and stature of our Bank.	A copy of latest utility bills like phone bill/Electricity bill, Registered rent or lease agreement in the name of the bidder/Agency as the supporting document.	We request you to relax this criteria as it's allowing only local Agencies.	Bidders to comply with RFP terms and conditions.



Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
112	59	Annexure-2 Pre-Qualification Criteria	The Bidder should have an average annual turnover of Rs. 40.00 Crores in the last three financial years i.e. (2020-2021, 2021-22, 2022-23). This must be the individual company turnover and not of any group of companies.	Financial Years, FY 2020-2021, 2021-22, 2022-23, along with certificate from the Company's Chartered Accountant to this effect with Unique Document Identification Number.	Due to Covid Pandemic in FY 2020-21 and 2021-22, we request you to either reduce the criteria of average annual turnover of Rs. 40.00 Crores to Rs. 35.00 Crores in the last three financial years i.e. (2020-2021, 2021-22, 2022-23). Or Any 3 Financial Years out of last 5 Financial Years i.e. 18-19, 19-20, 20-21, 21-22 & 22-23. Or Consider FY 2023-24 provisional turnover.	Bidders to comply with RFP terms and conditions.
113	59	Annexure-2 Pre-Qualification Criteria	The bidder should be an empaneled Digital Marketing and Social Media agency currently for at least 2 Banks/ Financial institutions.	Empanelment Letter & satisfactory letter from the Banks/Financial institutions. (Not older than 1 month)	We have Empanelment Letters and Agreement copies hence we request you to consider that for this criteria. Also allow us to submit letters / Certificates which were issued to us by our BFSI clients earlier than one month.	Kindly refer Corrigendum 1
114	67	Annexure-7 List of Major Customers of the Bidder in Last 3 Years and References	Satisfactory Letter from customer to be Enclosed or Purchase Orders or any artefacts to be enclosed		Please clarify whether only Purchase Orders can be accepted? Do we need to follow this format for all eligibility criteria mentioned above?	Bidders to comply with RFP terms and conditions.
115	60	Annexure-2 Pre-Qualification Criteria	In respect of agencies who are presently empaneled in the Bank and in the past, their dealings with us must be satisfactory.	Satisfactory letter from the concerned wing of the Bank.	Any specific format to submit for this criteria?	There is no specific format
116	60	Annexure-2 Pre-Qualification Criteria	Social Media Management Experience: The bidder should have a minimum of Five years of experience as a Social media management agency for at least two BSE/NSE listed corporates. Detailed information about these experiences is required.	Work Order receipts and certificate from clients not older than 3 months.	We have more than 5 years of Experience in Social media management and Digital Marketing. Kindly clarify whether we can submit Work Order from BSE/NSE listed corporate during last 5 years or in only work executed in 2019- 20 i.e last 5th year?	The clause is self explanatory. Bidder to comply with RFP terms and conditions.
117	75	Annexure-9 Scope of Work	1.2. Proficiency in Social Media Tool Utilization		It is mentioned that the Bank already has a tool in place for response management. Does this tool also have ticket management built in? What is tool being used?	Bank has a dedicated CRM Tool available. The Tool has ticketing management capabilities



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118	75	Annexure-9 Scope of Work	1.2. Proficiency in Social Media Tool Utilization		One of the point says "Monitor, listen and respond on social media platforms 24x7x365 for any ...". What has been the bank's experience so far? How many people would be required for 24x7x365 response management?	Refer to Scope for detailed requirements
119	72-74	Annexure-9 Scope of Work	Social Media Agency Reporting		The clause says "The agency is responsible to set up an exclusive customized Live Dashboard for advanced analytics via Social Media Tool ..." Is this a fresh development to be undertaken? Or, is feature already available in the Social Media Response Management Tool (ORM Tool) present with the bank and we have to customise the dashboard as per the bank's requirements, specified in detail (including AI / ML powered insights) under this clause?	The agency shall utilize the available Tool / Social Media Platform Analytics to view real time campaign performance/social media analytics using dashboards and share customized reports to different users outside of the tool with a built-in delivery system (i.e. Schedule email of dashboard to recipients Daily/Weekly etc.). Refer Scope of Work for a comprehensive understanding
120	74-75	Annexure-9 Scope of Work	1.4. Content Creation & Posting		One of the points say "The agency is obligated to provide a minimum of 2 on-site resources for content creation." Are these resources for coordination with the client and agency team? Content creation requires multiple skill sets and requires a larger team.	The agency may align resources for smooth functioning of the operations with the concurrence of the Bank. Refer Scope of Work for a comprehensive understanding
121	76-77	Annexure-9 Scope of Work	1.6. Service Support & Response Management		"FLR's (First Level Response) to all relevant queries are shared within 15 minutes." Are these automated / templated responses?	Responses are to be given manually by the agency resources while utilizing the tool features / capabilities
122	76-77	Annexure-9 Scope of Work	1.6. Service Support & Response Management		Under On-site support, it is mentioned "Ensure at least two agents are available at all times to handle any emerging situations." The commercial bid is for 5 on-site resources and 2 off-site resources. How can these provide 24x7x365 coverage?	The agency resources must Monitor and respond on social media platforms 24x7x365 for any customer queries, bad reviews, negative mentions, positive mentions, questions, complaints raised from any social media channels, content and campaign management as per the requirements of the Bank. The agency may align resources in shifts for smooth functioning of the operations with the concurrence of the Bank. Refer Scope of Work for a comprehensive understanding
123	100	Annexure 16 Bill of Material	Table D	Charges for Social Media & Digital Advertising for 3 years (on various Online advertising platforms including Web, App, OTT etc	How to estimate the cost of one digital media campaign? Since the cost would depend on the objectives, platform, etc. Is there a brief that we can use for the estimate?	Marketing expenditures by the bank adhere to budget allocations determined by management.
124	65	Annexure 5	Make in India certificate		As a services company, is this still valid? Are we a Class 1 or Class II supplier?	Bidder to comply with RFP terms and conditions



Sl. No.	Page No.	Section/ Annexure/ Appendix	RFP Clause	Sub-Clause/ Technical Specification	Bidder's Query	Bank's Response
125	59	Annexure-2 - Pre-Qualification Criteria	SI.NO.6	The Bidder should have an average annual turnover of Rs.40.00 Crores in the last three financial years i.e. (2020-2021, 2021-22, 2022-23). This must be the individual company turnover and not of any group of companies.	Request reducing the average annual turnover to Rs.10 crore for wider participation.	Bidder to comply with RFP terms and conditions
126	59	Annexure-2 - Pre-Qualification Criteria	SI.NO.8	The Agency must have a minimum of 5 years of experience in social media management, with a preference for experience in the BFSI sector. This should encompass various aspects such as Social media planning & Advertising, Social Channel Optimization, Content creation, Analytics, executing campaigns, social listening, Response management, coverage of on-ground activities and other areas of Social Media Marketing. Campaign should at least be for a value of Rs.50 Lakhs.	Request reducing the campaign value to Rs.15 Lakh.	Bidder to comply with RFP terms and conditions
127	60	Annexure-2 - Pre-Qualification Criteria	SI.NO. 15	Social Media Management Experience: The bidder should have a minimum of Five years of experience as a Social media management agency for at least two BSE/NSE listed corporates. Detailed information about these experiences is required.	Request considering experience of reputed private sector companies (non-listed).	Bidder to comply with RFP terms and conditions

Date: 09-05-2024
Place Bengaluru

[Signature]
Deputy General Manager

