



RFP for Empanelment of Digital Marketing Agencies

RFP NO: CO: BOBCARD LTD/ MKTG RFP/ 2023-24 /01

Sr. No.	Pg No	Point No	Tender Original Clause	Clarification	Request for Change / Modification / Addition / Deletion	Responses
1	6	1.7 Important Details (Schedule of Events, contact & communication details etc.)	13. Online submission : Kindly submit documents thru https://eauction.auctiontiger.net/EPROC/ For any queries while submitting kindly Connect with Mr. Fawad on 9904406300 / 9510812960 fahad@eptl.in	The mentioned tender is not live in the portal.	Kindly live the tender in the portal for Online submission.	It is Live
2	21	6.7. Submission of Bids	1. Bids must be submitted Online through Procure Tiger. 2. No Hardcopy bids will be allowed.	Kindly clarify we have to submit the bid in Offline Mode or not	Kindly Delete or modify the clause	Its online through e-auction tiger only.
3	21	6.7. Submission of Bids	Part I - Eligibility Bid:The Eligibility Bid containing the response to eligibility requirements for the solutions and other applications is to be sealed in a separate Envelope superscripted on the top of the cover as "ELIGIBILITY BID for Empanelment of Service Provider [Digital Marketing Agency]". No Envelope to be provided. Part II - Technical Bid: The Technical Bid containing the response to both technical and functional requirements for the Solution is to be sealed in a separate Envelope superscripted on the top of the cover as "TECHNICAL BID FOR Selection of Service Provider for Empanelment of Digital Marketing Agencies ".	Kindly clarify we have to submit the bid in Offline Mode or not	Kindly Delete or modify the clause	Its online through e-auction tiger only.
4	9,10,11,12	3.1	Scope of Work/Project Objective	What are your primary goals or objectives?		Most affordable and reliable card issuer for Bharat, we have card/ products for all
5	9,10,11,12	3.1	Scope of Work/Project Objective	Who are your target audiences?		Mass affluent / salaried person
6	9,10,11,12	3.1	Scope of Work/Project Objective	Products in Focus - Do we have to focus on any specific product (flagships) or all products		All product
7	9,10,11,12	3.1	Scope of Work/Project Objective	Who are your primary competitors?		SBI, ICAI, AXIS, HDFC
8	9,10,11,12	3.1	Scope of Work/Project Objective	What was the brand position in the past & and what all activities brand was doing?		Please visit our digital assets
9	9,10,11,12	3.1	Scope of Work/Project Objective	Previous data available and what we did previously?		Can provide such details, basis brief, TG and goal we are expecting you to present your plan / thoughts
10	9,10,11,12	3.1	Scope of Work/Project Objective	Do we have to focus on both web & app		Refer brief
11	9,10,11,12	3.1	Scope of Work/Project Objective	What is the objective (branding, performance, etc.)?		Explained on our pre bid call

12	9,10,11,12	3.1	Scope of Work/Project Objective	Are there any specific pain points or negative associations with the current positioning that we should be aware of?		NA
13	9,10,11,12	3.1	Scope of Work/Project Objective	Can you elaborate on the elements of the brand's legacy that should be preserved in the rebranding stint?		NA
14	9,10,11,12	3.1	Scope of Work/Project Objective	Are there any particular USPs/ product offerings/ Benefits that we should specifically focus on?		Please research
15	9,10,11,12	3.1	Scope of Work/Project Objective	Website Confirmation? https://www.bobfinancial.com/		Yes
16	9,10,11,12	3.1	Scope of Work/Project Objective	The current website lacks blog content; if we create one, what kind of content do you prefer?		This is not part of this RFP
17	9,10,11,12	3.1	Scope of Work/Project Objective	Is there any additional information or specific concerns you would like to address regarding your website's SEO?		This is not part of this RFP
18	9,10,11,12	3.1	Scope of Work/Project Objective	What will be the objective leads or acquisition		Both
19	9,10,11,12	3.1	Scope of Work/Project Objective	Was there any specific paid activity in the previous year?		Not relavent
20	9,10,11,12	3.1	Scope of Work/Project Objective	Is there a particular product or service that needs to be given priority?		All retail products
21	9,10,11,12	3.1	Scope of Work/Project Objective	How will the user journey landing page?		Need your suggestion
22	9,10,11,12	3.1	Scope of Work/Project Objective	which platform where used last year and what was the spend ratio?		Good
23	9,10,11,12	3.1	Scope of Work/Project Objective	Any brand assets (creative communication collaterals) which are available with brand (Such as Video, statics, etc.)?		Avaleble on our social assets and website
24	6	1.7 Important Details (Schedule of Events, contact & communication details etc.)	13. Online submission : Kindly submit documents thru https://eauction.auctiontiger.net/EPROC/ For any queries while submitting kindly Connect with Mr. Fawad on 9904406300 / 9510812960 fahad@eptl.in	The mentioned tender is not live in the portal.	Kindly live the tender in the portal for Online submission.	It is Live
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27	rebranding	2nd line	Attached is the logo file and our rebranding approach.	Attachment of the logo is missing or is the logo in the document is the new logo? If not, do we have to design the logo?	Information	logo in document is our new logo
28				Are the features, benefits and reasons to believe the same as earlier? or With the rebranding something on the product level has changed as well?	Information	Same
29				Whether Technical Presentation required at the time of bid submission or it can be submitted after the actual presentation?	Information	Yes
30	21	6.6	All the successful bidder will be required to enter into an integrity pact with the Company as per the CVC guidelines. Please refer Appendix 06	Do we need to submit the integrity pact now or it is something which is required after the empanelment?	Information	At the time of Bids submission only.
31	valuation	5	Experience in managing and developing website/ SEO	There can be an issue with this as sometimes clients only take Website development or SEO, In that case can we submit separate POs to showcase?	Information	Yes
32	valuation parameters			What are the documents you are looking for showcasing 7 clients or more under Technical Evaluation Parameters		Engagement Letters, Purchase order, etc.
33	23	8	Payment Terms	Kindly help us with clarity on what will be payment terms and when & how will they be decided.		Will be discuss with shortlisted bidders only.
34	9	3	<p>Expectations from the pitch presentation: The agency will present on the topics below:</p> <ul style="list-style-type: none"> • Agency credentials • Team which will be handling the BOBCARD LTD account & their credentials • BOBCARD LTD competition analysis • SEO annual strategy • Social annual strategy (should include atleast 2 ideas which will create a big impact on increasing engagement with existing set of customers and new brand launch strategy, refer Annexure 02) • Paid media annual strategy for acquisition of cards 	<p>The pitch presentation requires the vendor to submit the following:</p> <ul style="list-style-type: none"> - Agency credentials - Team which will be handling the BOBCARD LTD account & their credentials - BOBCARD LTD competition analysis - SEO annual strategy - Social annual strategy (should include at least 2 ideas which will create a big impact on increasing engagement with existing set of customers and new brand launch strategy, refer Annexure 02) - Paid media annual strategy for acquisition of cards <p>However, the scope of work requires a strategy for overall digital marketing. Therefore, submitting only the requirements will suffice, or does the vendor need to submit all the things under the scope of work?</p>	Please Clarify	Please submit all

35	9	3	Social annual strategy (should include atleast 2 ideas which will create a big impact on increasing engagement	Do the agency/bidder need to follow the brand brief in annexure 02 only or present a strategy independent of the brief also?	Please Clarify	You can present independent strategy as well
36	9	3	Social annual strategy (should include atleast 2 ideas which will create a big impact on increasing engagement	Is there any mainline campaign currently running, either based on the brand brief in annexure 02 or otherwise? If yes, do the bidder/agency need to take the campaign forward?	Please Clarify	Better follow the brief but if you find any campaign you want to take forward you can do that as well
37	9	3	Social annual strategy (should include atleast 2 ideas which will create a big impact on increasing engagement	Does the brand brief in annexure 02 adhere to any budget, or is it not applicable at this stage?	Please Clarify	We need 360 dig strategy as concept
38	10	3	3	Business objectives		Brand launch and handling social media and digital marketing to help us to be among the top 5 credit card issuers in India
39				Marketing budget		NA
40				USPS of card / product features		Refer our website
41				Who are your top competitors? (apart from SBI)		SBI, HDFC, ICICI, AXIS
42				How are your products different from your competitors?		Please research
43				Who are your stakeholders?		Mention above
44				Who is your Target Audience and the socio-economic classification for your products?		Mention above
45				What regional/geographical markets are we tapping into?		Mention above
46				What are the customer pain points you are trying to tap into?		Mention above
47				What are your brand values and guidelines		Mention above
48				Mention above		
49				Mention above		
50	10	2		Who is our target market?		Mention above
51				Which are the geographics you would like to focus on?		Mention above
52				Who are the top competitors?		Mention above
53				What are the end goals from Performance Marketing?		Mention above
54				Any challenges currently faced by the brand?		Mention above
55				What are the current Ad Spends?		Not relavent
56				What are the basic numbers i.e. CPL, CTR, Conv Rate, & CPC?		Not relavent
57				What is the lead rate and lead to conversion rate?		Not relavent
58				What is the average ticket size?		Not relavent
59				What is the current CAC?		Not relavent
60				What are the platforms you would like to run campaigns on?	Not relavent	
61				Marketing		Marketing
62	10	1		What are the end goals from SEO?		come in top 5
63				What are the end goals from SEO?		come in top 5
64				What are the objectives from SEO? (Website traffic, Ranking higher on SERP, Organic leads)?		All
65				Do you have a technical support team internally to implement the recommendations we will give for SEO		Yes
66						Marketing
67	11	7			Are there any tools you are using for ORM currently?	

68	6	1.7 (13)	Online submission Kindly submit documents thru https://eauction.auctiontiger.net/EPROC/	We have completed online registration formalities on the said portal but we are not able to find out Digital Marketing Agencies on the same. We tried to contact Mr. Fahad whose number is provided in the Tender Documents i.e. 9904406300 / 9510812960 but number is not working	We request you to provide valid contact number so that we can	fahad@eptl.in Phone: 6352631766, 6352632098, 7859800621, 9265562819, 6352631968
69	21	6.7 & 6.7 (7)	1. Bids must be submitted Online through Procure Tiger. 2. No Hardcopy bids will be allowed. & The Eligibility Bid containing the response to eligibility requirements for the solutions and other applications is to be sealed in a separate Envelope superscripted on the top of the cover as "ELIGIBILITY BID for Empanelment of Service Provider [Digital Marketing Agency]". No Envelope to be provided.	Please clarify whether this is complete Online tender or offline tender	Just need clarification	Its online through e-auction tiger only.
70	2	7	(B) Eligibility Criteria: Point 7 - The Bidder should have an annual financial turnover of INR 5cr or above in average of the last three financial years from operations in India	Is there an turnover exemption for registered MSME firm who fulfill other criterias like years of experience and have worked for client from BFSI segment.	Request to exempt agencies registered under MSME for the turnover criteria in the eligibilty for us to pitch and showcase our quality of work for similar clients	Yes, exemption on providing MSME certificate.