

REQUEST FOR PROPOSAL FOR SELECTION OF PUBLIC RELATIONS (PR) AGENCY

Ref: HO/P&PR/PD/2025-26/169

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Issued By: Bank of India, Publicity & PR Department, Star House II, C-5, G Block BKC,
Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400051.
022-61319847 / 022-61319865

Email ID: Headoffice.Publicity@bankofindia.co.in

Website: www.bankofindia.co.in

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The information contained in this Request for Proposal (RFP)/ Notice Inviting e-Tender (NIT) document or information provided subsequently to the bidder(s) or applicants whether verbally or in documentary form by or on behalf of Bank of India (Bank), is provided to the bidder(s) on the terms and conditions set out in this RFP/NIT document and all other terms and conditions subject to which such information is provided.

This RFP/ NIT is neither an agreement nor an offer and is only an invitation by the Bank to the interested parties for submission of bids. The purpose of this RFP/ NIT is to provide the bidder(s) with information to assist the formulation of their proposals. This RFP/ NIT does not claim to contain all the information each bidder may require. Each bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP/ NIT and where necessary obtain independent advice. Bank makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP/ NIT. Bank may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP/ NIT.

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PART: 1. INVITATION TO BID

RFP / NIT details in brief:

Bank of India, a corporate body, established under the Banking Companies (Acquisition and Transfer of Undertakings) Act 1970, having its Head Office at Bank of India, Star House, C-5, 'G' Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051, India, invites bids for selection of Public relation (PR) agency.

Bank of India invites e-bid from service providers for selection of public relations agency for a period of three years subject to annual review. The methodology for submission of the bids is enumerated in Part 2 Instruction for bidders. Terms and Conditions of Contract (TCC) are given in Part 3.

The Bank reserves the right to accept or reject, in part or full, any or all the Bids, without assigning any reasons therefore.

The brief details of the scope of this NIT are as follows:

- 1) The e-tender is only for onboarding of **public relations (PR) agency**.
- 2) The bidder should ensure that they satisfy the eligibility criteria as per Para 2.3.
- 3) The interested bidders are requested to submit their Technical and Price/ Commercial/ Financial bids as per the enclosed formats **on GeM portal**.
- 4) Interested Bidders are requested to visit GeM (Government e-Marketplace) portal (<https://gem.gov.in/>) to participate in the e-tender. The interested bidders can download the NIT/ bidding document /corrigendum/ clarifications from GeM (Government e-Marketplace) portal (<https://gem.gov.in/>) or from Bank's website www.bankofindia.co.in under the Tender section.
- 5) **Tender Fee:** The bidder shall have to deposit Rs.10,000/- (Rupees Ten Thousand Only) as Tender Fee (non-refundable) through NEFT in Bank's following Account:
 - Account No. : 01220SUNCR701
 - Name of the Bank: Bank of India
 - Branch: Bandra Kurla Complex Branch, Mumbai
 - IFSC Code: BKID0000122,
 - Title of the account: "ESTATE DEPT MISC. RECEIPT"

The bidders classified under MSE category and Start-ups participate directly in tendering process and recognised by DPIIT under the Start-up India program and has obtained Udyam registration are exempt from depositing the Tender Fee of Rs.10,000/- (Rupees Ten Thousand only) subject to submission of valid and authorized copy of registration certificate and exemption certificate (if applicable) from relevant authorities they are registered with. The MSE registration certificate submitted must be issued for relevant services and should be valid as on bid submission date.

- 6) **Earnest Money Deposit (EMD):** Bidders will have to submit EMD of Rs.2,50,000/- (Rupees Two Lakh Fifty Thousand only). EMD can be deposited through RTGS in bank's account given below. No interest shall be paid on the EMD. Bids without EMD are liable for rejection. The bidders classified under MSE category alone are exempt from submitting the EMD subject to the submission of valid and authorized copy of registration certificate and exemption certificate (if applicable) from relevant authorities they are registered with. The MSE registration certificate submitted must be issued for relevant services and should be valid as on bid submission date. Start-ups which participate directly in tendering process and recognised by DPIIT under the Start-up India program and has obtained Udyam registration & CSPO/NSIC registration as MSE

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are also exempt from submission of EMD amount.

- Account No. : 01220SUNCR822
- Name of the Bank: Bank of India
- Branch: Bandra Kurla Complex Branch, Mumbai
- IFSC Code: BKID0000122,
- Title of the account: “ESTATE DEPTT. COLLECTION ACCOUNT”

- 7) Tendering process will be a two stage cover system bid e-tender procedure (Technical Bid and Price/ Commercial/ Financial Bid). The technically complete and commercially competitive bids shall be submitted in two parts through GeM e-tender portal.
- 8) The Bids should be submitted through GeM on or before the stipulated time and date. If the last day of submission of bid is a declared holiday under Negotiable Instruments Act by the Government of Maharashtra subsequent to the issuance of NIT, the next working day will be deemed to be the last date of submission of the Bid. Bids received after the above-mentioned date and time, are liable to be rejected.
- 9) For participation in e-tendering process, one time registration is to be made in the GeM portal, if the bidder is not already registered.

10) Activities Details:

SN.	Activity	Date & Time
1.	Date of Issue / Publication	05 th August, 2025
2.	Bid submission starts	05 th August, 2025
3.	Last date of bid submission	25 th August, 2025 upto 5:00 PM
4.	Last date and time for submission of query/ies related to the bid can be raised on the below email ID: Headoffice.publicity@bankofindia.co.in	11 th August 2025
5.	Date for pre bid meeting for clarification/reply to the queries raised by the agency through WebEx/Email	14 th August 2025 (03.00 PM)
6.	Last Date for uploading of EMD/ MSME certificate and other required documents	25 th August, 2025
7.	Technical Bid Opening Date	25 th August 2025
8.	Opening of Price/Commercial/Financial bids	Will be notified on mail to technically qualified agencies

**The final date of opening of Price/ Commercial/ Financial bid shall be advised through email/ telephone to the eligible vendors who qualifies in the technical bid criteria.*

- 11) Availability of Tender Documents: Tender document will be available at gem.gov.in and also under TENDER section of Bank's website www.bankofindia.co.in.
- 12) Place of opening tenders:
Bank of India, Head Office, Publicity & PR Department, Star House-II, 7th Floor, C-5, G Block, Bandra Kurla Complex, Bandra (East), Mumbai- 400051.
- 13) **Validity of offer:** 90 days from date of opening of the Price/ Commercial/ Financial bid.
- 14) **Integrity Pact:** Vendors/bidders, only those who commit themselves to Integrity Pact (IP) (in Format Pre-Contract Integrity Pact Annexure M) with the Bank, would be considered competent to participate in the bidding process. In other words, entering into this pact would be the

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preliminary qualification. In case of bids not accompanied with signed IP by the bidders along with the technical bid, the offers shall be summarily rejected. IP shall cover all phases of contract i.e. from the stage of Notice Inviting Tender (NIT) till the conclusion of the contract. Format of Integrity Pact is attached as Annexure M for strict compliance and mandatory submission with the bid document by the bidder. The Integrity Pact shall be executed on applicable stamp paper (i.e Rs.1000/-) and charges of the same shall be incurred by the bidders.

Integrity Pact would be implemented through a panel of Independent External Monitors (IEMs) nominated by Central Vigilance Commission (CVC) for the Bank. Following persons are presently nominated as IEMs for the Bank. On expiry of the present term of the IEMs, CVC may nominate new IEMs for the Bank.

	IEM-1	IEM-2
Name	Dr. Rajendra Kumar Tiwari, IAS (Retired)	Lt. Gen. N. K. Khanduri (Retired)
	rajendratiwari@rediffmail.com	navkkhanduri@yahoo.co.in

- 15) All updates/ corrigendum/ amendment will be uploaded at Bank's Website and GeM e-tender portal and it is the sole responsibility of the applicant to keep checking for the same till the last date of submission of the tender in website.
- 16) For any clarification, the contact persons are as under :
 - a) Shri Pankaj Deshmukh, Chief Manager-Publicity & PR Department
Tel. No: 022-6131 9847; Email-id Headoffice.Publicity@bankofindia.co.in
 - b) Shri Pankaj Basumatary, Manager, Publicity & PR Department
Tel. No: 022-6131 9865; Email-id Headoffice.Publicity@bankofindia.co.in

PART: 2. INSTRUCTIONS FOR BIDDERS (IFB)

A. Introduction

2. 1. General

Bank intends to engage an experienced and qualified PR agency for its Public Relation activity (also referred to as "Bidder") and to support BOI with necessary work mentioned in Scope of work and also comply with industry standards & guidelines of various Regulatory bodies including Reserve Bank of India, Ministry of Finance (GOI), SEBI, IBA, IRDAI, etc.

In its continuous efforts to raise the profile of the Bank & its leadership, build credibility & trust amongst the Bank's key stakeholders and protect & enhance the company's reputation, the Bank aspires to give a further impetus to its PR efforts and is looking to appoint a qualified PR Agency with the appropriate/suitable expertise, capabilities, and team strength to manage the Bank's PR mandate.

2. 2. Period of Contract

Bank proposes to appoint the PR agency for a period of **three** years, subject to annual review. The initial appointment shall be for a period of 3 years, however, it can be extended for a further period of 2 years, with mutual consent of both the bank and the agency and subject to satisfactory performance review of the Agency/entity during the contract period of 3 years and upon annual review thereafter.

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2. 3. Eligibility Criteria

Reputed agencies/ entities meeting the following minimum criteria as on the date of RFP are eligible to apply and are required to submit documents as per **Form – C**. The bidder has to submit **Integrity Pact (IP)** signed by authorized signatory/ies in the prescribed format mentioned in **Annexure M** in advance (not prior to issuance of RFP/ NIT) or at the time of bid submission. **Bid shall be liable for rejection in case of non-submission of the same.** Agencies not meeting the necessary eligibility criteria will not be considered for further evaluations.

S. No.	Criteria	Documents required
1.	The bidder must be a Company/LLP/Partnership Firm incorporated in India and registered under the Companies Act 1956/2013 or Limited Liability Partnership Act 2008 or Partnership Act 1932 as applicable and must have a full-fledged office in Mumbai.	Copy of Certificate of Incorporation / Registration along with Memorandum & Articles of Association and full address of the registered office & Local address details. [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.]
2.	<ul style="list-style-type: none"> The bidder's Gross Annual Turnover (average of last 3 financial years i.e., FY2021-22, FY2022-23 and FY2023-24) should be at least Rs. 5 Crores as per audited financials. Minimum annual turnover criteria of MSME firms is Rs. 3 Crore. There is no minimum criteria of Gross Annual Turnover for Start Ups. Only Standalone Turnover of the company applying for the selection will be reckoned, not of the Group Company or subsidiaries. 	Statutory Auditor/ CA Certificate with Registration Number / Seal along with Certified copy of audited accounts (Balance Sheet along with Profit and Loss statement) as supporting documents.
3.	Net Worth <ul style="list-style-type: none"> The bidder should have minimum Net-Worth of Rs. 3 crores. The bidder should be a profit making company during any 2 out of the immediately preceding three consecutive financial years (FY2021-22, FY2022-23 and FY2023-24). There is no minimum criteria of Net worth for Start Ups. 	Statutory Auditor/ CA Certificate with UDIN / Seal along with Certified copy of audited accounts (Balance Sheet along with Profit and Loss statement) as supporting documents.
4.	Experience <ul style="list-style-type: none"> The agency should have been in existence in India for a minimum period of 5 years with a full-fledged office in Mumbai with state-of-the-art infrastructure and qualified manpower to provide quality and timely PR services within the scope of work. 	Copy of the certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office. In case of proprietorship/ partnership firms, please submit copy of trade

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S. No.	Criteria	Documents required
	<ul style="list-style-type: none"> There is no minimum criteria for Experience for Start Ups. 	<p>license and GST certificate/partnership deed.</p> <p>Work Order / Empanelment Letters – at least one each for the last 7 FYs. 2017-18,2018-19, 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24 or earlier indicating that the Agency has been providing PR services for at least 7 years.</p>
5.	<p>The Bidder should have provided PR services to at least 5 large companies in the BFSI sector with an annual turnover of Rs.500 crore & above on a retainership basis for at least any 2 of the last 3 financial years - 2021-22, 2022-23 and 2023-24</p> <p>Start-up should have provided PR services to minimum 1 company during last 3 financial years.</p>	<p>Undertaking from clients on their letterhead or Work Order / Empanelment Letter with following details for each reference to be provided:</p> <ol style="list-style-type: none"> 1. Name of the Organization 2. Name of the Official 3. Contact number of Official 4. E-mail Id of Official 5. Work executed clearly mentioning PR Services.
6.	<p>The agency is required to furnish the list of personnel/dedicated client servicing team comprising a minimum of 6 team members (separate from any other BFSI the agency may be managing) who will be assigned to service Bank of India, the team structure, along with a brief career profile of the team, including their designations, roles and BFSI experience.</p> <p>In addition to the client servicing team, the agency is required to share details of the other senior team members at the agency handling strategy, media relations, content writing and crisis communications who will work for Bank of India from time to time as required.</p>	<p>Letter from the authorized signatory giving details of the proposed Team, including designations & profile, for Bank of India.</p> <p>Letter from the authorized signatory giving details of the other senior team members, including designations & profile.</p>
7.	<p>The Agency should have a proprietary tool/preferred partnership for Media Monitoring, Reporting and Analysis & Measurement (Please see details in the Scope of Work)</p>	<p>Copy of the order or Certificate of such proprietary tool or proof of partnership</p>
8.	<p>The bidder preferably have their own full-fledged office in Mumbai with the proposed client servicing team based in Mumbai. (Please see details in the Scope of Work)</p> <p>Preference will be given to agencies that have the most extensive network of their own offices.</p>	<p>A self-declaration on the agency's letterhead to be submitted</p>

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S. No.	Criteria	Documents required
	The local office/affiliate/resource should have the requisite skills including strong media relationships with local media/ publications and the ability to organize and coordinate local events.	
9.	The Agency should have the experience and capabilities to offer the full range of PR services, including, but not limited to, providing strategic PR counsel, media/stakeholder relations, content writing, reputational crisis management etc.	A self-declaration on the agency's letterhead to be submitted
10.	The Agency should not have been black listed/debarred by any Central/State Government/ Public or Private Sector Undertakings/Banks or any related bodies of the media industry and should not have been/be involved in any major litigation that may affect or compromise the delivery of services required. No complaint should be pending with Government or its agencies.	A self-declaration on the agency's letterhead to be submitted with signature from authorized signatory.
11.	Testimonials from clients during the last 5 years of operation, if provided, would be an added advantage.	Testimonials on the clients' letterhead to be submitted with signature from authorized signatory.
12.	The signatory signing the bid on behalf of the bidder should be duly authorized by the Board of Directors / Partners of the bidder to sign the bid on their behalf.	A self-certificate letter / Board Resolution to be submitted with signature from authorized signatory.
13.	Scanned copy of this tender document, Addendum / corrigendum/ clarification (if any) issued by the Bank, duly signed and stamped on each page by the authorized signatory of the Agency as a mark of acceptance of all conditions of this RFP.	Scanned Copy to be submitted with signature from authorized signatory.

Note: Self attested copies of documents/ certificates in support of the foregoing clauses should be uploaded along with the Technical bid. Failure to comply with any of these conditions may result in rejection of the bid. Bank reserves the right to verify/evaluate the claims made by the Bidder by asking for the originals of documents or from others independently. Any decision of the Bank in this regard shall be final, conclusive and binding upon the bidder. The Bank may accept or reject an offer without assigning any reason, whatsoever.

2. 4. Scope of Work

Bank of India requires the services of a PR Agency for the below mentioned scope of work. However, BOI is not obliged to employ all activities or be limited only to the activities mentioned below. Bank has the discretion to change the scope of activities without having any commercial implication. The activities to be engaged will be based on the Bank's discretion and payment will be made only for the activities, the agency carries out. The scope of work includes but is not limited to the following:

I. Long-Term PR Strategy

- Review and assess the Bank's current PR Plan and Positioning and provide a comprehensive and long-term PR Strategy with specific, actionable and measurable initiatives that will be reviewed periodically as per the Bank's requirement.
- The overall objective is to increase positive brand sentiment, enhance the profile, recall & reach of the Bank & its key leadership team and shape perceptions amongst key stakeholders - customers, employees, media, investors/analysts, Government, and the public at large. Further, managing crisis and issues and protecting the Bank's reputation is critical.

II. Target Audience

- National media including financial publications, magazines, regional publications, electronic channels and social/digital media.
- Financial community.
- Shareholder/Potential shareholders.
- Other stake holders (employees & customers).

III. Opportunity Analysis and Consultancy

- Conduct ongoing research, both internally and externally, to identify communications opportunities and issues.
- Provide consultancy on all aspects of the Bank's communication needs, all issues that impact corporate reputation.
- Develop a PR event calendar to include predictable events which represent PR opportunities.
- Interact with BOI officials to create a communication calendar based on internal and external communication opportunities.

IV. Media & Influencer Relations

- Define the target media universe relevant to the PR programme.
- Pitch stories/ interviews with relevant media. Identify the right journalist/s and publication/s, develop the interview/story pitch, prepare a briefing document, organize/coordinate the interaction, post-interaction coordination and coverage monitoring.
- Identify and maintain lists of media professionals relevant to the Bank.
- Assist in managing media events such as press conferences and select briefings to disseminate information nationally /locally in various media i.e. print, electronic, digital and other emerging media.
- Organize relationship building meetings with editors/ chief of bureaus/ correspondents of publications across cities for spokespersons.

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- Identifying media coverage opportunities in industry stories. Monitoring the media for placing appropriate PR messages in industry features continuously.
- Ensuring maximum participation of media personnel at such conferences so as to reap maximum mileage for bank.
- Disseminating information on national basis or locally (as per business requirements) through press releases and other mode of communications.
- Arranging investors meet, analysts meet and conference calls.
- Assisting BOI for its positive coverage in Digital, Social and any other emerging media.
- Preparing impact report of such initiatives.
- Assisting and managing one-on-one interviews of authorized spokespersons of the Bank with identified media professionals/channels/houses relevant to the Bank in addition to organizing media events.

V. Media Monitoring and continuous media activities

- Provide details of the media coverage related to the Bank from the markets covered under this Agreement.
- **National:** Track mainline, business, regional and trade publications in English, Hindi and other regional languages across wires, print, online/digital and electronic/television media to monitor media coverage about the Bank, key competitors, the BFSI industry and the larger economy on a day-to-day basis. It is desirable that the tool provides a wide coverage of publications.
- Prepare and submit reports on daily basis (soft copy and hard copy) covering news on BOI in particular and Banking related news (Banking and Financial services) in general.
- The monitoring should cover print media from all/as many of the Zones that the Bank is present in, as possible. The media monitoring tool should preferably also have the capability to integrate coverage that originates from outside the cities monitored into the platform.
- For online news the tool must have unlimited keywords, ad-hoc searches and mentions. Bank should be able to browse unlimited topics/competitors or industry related searches for online news on the tool.
- The service provider should subscribe to all the leading newspapers/news websites that have paid content.
- **International:** Track international digital/online publications (mainline, business, regional & trade publication) to monitor media coverage about the Bank on a day-to-day basis. All such news to be included in the daily report.
- **Regional Television:** Have the capability to monitor all regional channels.
- Assist in managing one to one relationships of the management with all identified media professionals/houses/channels.
- Continuously monitor the media for placing PR messages in industry stories.
- Undertake quarterly and annual review to monitor progress and effectiveness of the PR initiatives.
- Provide Smart tools such as mobile-friendly alerts, 24x7 access to a subscriber-based news portal, 24X7 monitoring capability, Mobile App for Android/ iOS, WhatsApp alerts and Smart Dashboards.

VI. Media Reporting

- Provide a monthly report of PR activities conducted and the results thereof.

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- Submit a comprehensive monitoring report/custom newsletter on a daily basis every morning by 11 AM covering news on the Bank, peer banks and the Banking, Financial Services and Insurance (BFSI) Industry and the overall economy. The format of the report/newsletter to be mutually agreed upon by the Bank and the agency.
- Share real-time news alerts from wires/print/online/electronic/social media for any adverse news coverage, track & receive alerts on emerging crises, critical issues and/or threats.
- Submit a comprehensive “Share of Voice” report at the end of every month giving detailed coverage of the Bank and analysis of the same in print, electronic and digital media vis-a-vis its major competitors.
- Develop and maintain annual PR calendar & Economic event Calendar to include predictable events and planned responses which enhance Bank’s image.
- Provide consultancy on all aspects of the Bank’s communication needs, especially on the issues that impact corporate reputation.
- WhatsApp Updates: Share daily news updates (wires, print, online and TV) on the Bank in addition to key news on competition and industry. Real-time news updates to be provided throughout the day.
- Coverage Dossiers: A comprehensive and complete coverage dossier in a mutually agreed format to be prepared and submitted for every media release issued within a month after issuance. The Dossier to include coverage received in Wires, Print, Online, and Television and Social Media platforms.

VII. Media Analysis & Measurement

- Prepare and submit a comprehensive PR Review report on a monthly, quarterly, and annual basis. The report should cover quantitative and qualitative analysis & measurement of the coverage received (of Bank of India and its key competitors) across print, online/digital and electronic/TV media, including share of voice, key announcements/ initiatives/interviews undertaken during the period under consideration, industry events participated in, issues management (if any), competition updates, the key takeaways and recommendations to enhance the Bank’s PR positioning and sentiment towards the Bank. To gain meaningful and actionable PR insights and to analyse effectiveness of the PR strategy, the qualitative analysis should provide high-level dashboards as MIS on the brand & its peers, including the following:
- Benchmarking Score - Based on an aggregate of Total mentions, potential reach and net tonality score.
- Visibility/Share of Voice/Reach/Engagement – Benchmark against competition, Breakup by print, online and television
- Sentiment Analysis across print, online and television: positive / negative/ neutral, understand what is driving brand sentiment.
- Competition Analysis
- Participation in industry stories – comparison with competitors
- Exclusive vs industry stories for each brand
- Analysis of Publications/Journalists in various Geographies/Cities
- Benchmark Spokespersons/CEO analysis – visibility, prominence, who are they talking to, what are they talking about.
- Missed opportunities.
- Executive Summary - with key highlights and key takeaways

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- The quantitative analysis should cover print coverage from all/as many of the Zones that the Bank is present in, as possible. The Qualitative Analysis should cover print coverage from the Top 8 metros.

VIII. Crisis Communication and reputation management

- Prepare a proactive strategy for crisis communication and chalk out the key messages, communication plan and ensure effective implementation of the plan to minimize/contain adverse news coverage across media platforms.
- Ensure timely intimation to the Bank about any coverage that is detrimental to the interest of the Bank and advisory thereof to minimize/avoid any detrimental impact on the Bank/brand within circumstantial timelines.
- Proactive strategy for handling crisis situation.
- Ongoing tracking of mainline, business, regional and trade publications across wires, print, online/digital and electronic/TV media to monitor specific coverage and perceptions about the Bank on a day-to-day basis.
- During a crisis situation, the Agency to ensure that the leadership team, senior members and/or crisis communication specialists of the Agency are available 24/7 to provide insightful counselling to effectively manage the crisis expeditiously.
- Identification of reports/journalists across media for instant delivery of communication.
- Chalking out the key message to be delivered instantly
- Design the communication plan.
- Ensure effective implementation of the plan for the desired results.
- Social Media Crisis management.

IX. Corporate communications: Internal & External

- **Internal:** Design an annual communications plan based on long-term and short-term objectives, along with month-wise/quarter-wise break-up of initiatives/activities, key messaging etc.
- Develop and maintain annual PR & Events Calendar that will include scheduled economic, banking & other events that the Bank can participate in.
- Prepare a resource bank comprising spokespersons profiles, key messages & talking points, FAQs, photographs etc.
- The Agency to prepare a monthly update on the initiatives and activities undertaken during the month, as per the format shared by the Bank. The monthly update is to be shared by the 5th day of the following month.
- A Performance Appraisal to be undertaken by us every quarter and on an annual basis. The Agency to share an appraisal format at the beginning of the engagement, which will be finalized in coordination with the Bank.
- Media audit/perception study to be conducted once a year nationally.
- Assist the Bank on a need basis in publishing House Journals/Magazines and other modes of internal communication.
- To devise methods and communication strategy for better investor and analyst relations.
- **External:** To generate adequate coverage across media platforms for any strategic initiatives, announcements and new product launches. Drafting all external communication matters including Articles / Speeches / Press Releases.
- **Media Training:** Provide media training programs for authorized spokespersons of the Bank at regular intervals.
- Assist BOI in creating internal communication literature at regular interval.

X. Investor Relation

- Prepare and execute a communication strategy for analysts and investors.
- To organize a media meet and analysts' meet to announce the Bank's Financial Results every quarter in a physical/ virtual format.
- The agency to procure the services of a third-party vendor to provide event management services, schedule the Zoom meetings, provide audio & video recordings, seamless live streaming services, transcription services and technical support and ensure the smooth conduct of the media and analyst meets. The Agency will be responsible for end-to-end coordination with the vendors for such events.
- To help the Bank organize and conduct press conferences for any strategic announcements, product launches, corporate road shows, etc.
- To arrange a moderator for both physical and virtual at such events without additional cost.

XI. Digital PR

- Dissemination of Bank related information including press communications in digital space.
- Assist Bank on presence in social media.
- Preparation of monthly reports on Bank related observations in digital space.
- Create a coordinated and comprehensive brand strategy.
- Facilitate distribution of all press releases, media announcements, etc. to target online media.
- Building and maintaining relationships with key content writers and emerging online/digital journalists to gain 'press hits' and citations.
- To engage with influencers/bloggers at regular intervals to garner positive conversation about the Bank and its products and services.
- Help in creating two-way conversations and authentic dialogue with readers, generating opportunities for brand interaction and customer engagement.

XII. Digital Online Reputation Management

- Tracking and listening
- Analysis of clutter: Intelligent reporting
- Response and Redressal
- Crisis Mitigation: Positive content seeding

XIII. Content Writing

- Research and develop PR content as per the brief shared by the Bank such as media releases, authored articles/contributory articles, features, emailers, award nominations etc.
- Provide translations of media releases, write-ups, articles in various languages as required.
- Draft expected questions, key messages, talking points, speeches etc.
- Define PR content strategy based on internal milestones & accomplishments, launches etc. and external and internal events.
- Work on storylines/narratives on transformational journeys undertaken by the bank, evolving themes such as ESG/ Sustainability, Data Analytics, Financial Inclusion, CSR, Diversity/ HR Initiatives, Security, Digital Transformation etc.

XIV. Speaking Opportunities

- Identify and pitch speaking opportunities at prominent industry forums for Bank's spokespersons/senior leaders.

XV. Award Nominations

- Identify and share details on relevant & prominent award platforms in which the Bank can participate.
- Assist in preparing the content for the award nominations.

XVI. Geographic Presence for Public Relations activities

- Bank of India has its Corporate Office at G-Block, Bandra Kurla Complex, Bandra (E), Mumbai, which is the main controlling point for all its business units/ Establishments within India/Abroad. Bank of India has pan India presence through more than 5300 branches covering states and UTs in India as mentioned below:

a. States

Andhra Pradesh	Haryana	Manipur	Sikkim
Arunachal Pradesh	Himachal Pradesh	Meghalaya	Tamil Nadu
Assam	Jharkhand	Mizoram	Telangana
Bihar	Karnataka	Nagaland	Tripura
Chhattisgarh	Kerala	Odisha	Uttarakhand
Goa	Madhya Pradesh	Punjab	Uttar Pradesh
Gujarat	Maharashtra	Rajasthan	West Bengal

b. Union Territories

Andaman and Nicobar Islands	Chandigarh	Delhi	Daman & Diu
Dadra and Nagar Haveli	Jammu & Kashmir	Puducherry	Ladakh

The Agency preferably have a full-fledged office in Mumbai where the Bank's Corporate Office is located. Further, the Agency must have a strong presence at the Bank's 69 other Zonal locations situated across the country preferably through their own offices or through representatives. Preference will be given to agencies with the most extensive office network. The agency should preferably have access to/ offices at overseas locations such as Tokyo, London, Paris and New York. (A self-declaration on Agency's letter head to be submitted)

XVII. Key Deliverables

- Achieve positive earned media coverage for various business units of Bank of India proactively.
- Minimize/contain adverse news coverage across media platforms.
- Provide consultancy on all aspects of the Bank's communication needs, with a special emphasis on issues that impact corporate reputation.
- Drafting all external communication matters including articles /speeches
- Media audit/perception study and media planning once in a year.
- Provide consultancy on all aspects of the Bank's communication needs with a special emphasis on issues that impact corporate reputation.

Above mentioned scope of work/ PR activities which are to be rendered by PR agency are indicative only. The scope of services mentioned above shall include the entire gamut of PR related activities which Bank undertakes from time to time and such additional services as may be informed by the Bank.

2. 5. Cost of Bidding

The Bidder shall bear all costs associated with the preparation and submission of its Bid, and the Bank will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the Bidding process.

B. Bidding Documents

2. 6. Content of E-Bidding Documents

2. 6. 1. The products required, bidding procedures, and contract terms are prescribed in this RFP.
2. 6. 2. The bidder shall ensure to examine all instructions, forms, terms and specifications in the Bidding Document. Failure to furnish all information required by the Bidding Document or to submit a Bid not substantially responsive to the Bidding Document in every respect will be at the bidder's risk and may result in the rejection of the Bid.

2. 7. Clarification of Bidding Documents

2. 7. 1. The bidder requiring any clarification of the Bidding Document may submit the query in GeM portal within the timeline given by GeM. Query sent in any other way will not be answered.
2. 7. 2. Reply to all queries will be addressed by 19th August 2025. Relaxation in any of the terms contained in the Bid, in general, will not be permitted, but if granted, the same will be put up on the GeM portal and Banks website.

2. 8. Amendment of E-Bidding Documents

2. 8. 1. At any time prior to the deadline for submission of Bids, the Bank, for any reason, whether, at its own initiative or in response to a clarification requested by a prospective bidder, may modify the Tender Document, by amendment.
2. 8. 2. Notification of amendments will be published on the GeM portal and will be binding on all the bidders.
2. 8. 3. In order to allow prospective bidders reasonable time to consider the amendment in preparing their Bids, the Bank, at its discretion, may extend the deadline for a reasonable period as decided by the Bank for the submission of Bids.

C. Preparation of Bid

2. 9. Language of Bid

The Bid prepared by the bidder, as well as all correspondence, documents relating to the Bid exchanged by the bidder and the Bank, supporting documents, and printed literature shall be written in English.

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2. 10. Documents Comprising the Bid (to be uploaded on GeM portal)

2. 10. 1. Documents comprising the Pre-Qualifying Bid should contain the following
 - a. EMD and Bid Security declaration as mentioned in the RFP or Valid Certification for waiver of EMD for Micro and Small Enterprises.
 - b. Conformity to Eligibility Criteria as per Format (all related letters, references undertaking must be attached in original to avoid disqualification of the bid).
 - c. Non-Disclosure Agreement as per **Annexure I**
 - d. Pre-Integrity Pact on as per **Annexure M**
2. 10. 2. **Documents comprising the Technical Bid should** contain Form A, Form B and all enclosures as tabulated under Form C.

2. 11. Bid Currencies

Bids are to be quoted in Indian Rupees (INR) only.

2. 12. Documents establishing the bidder's Eligibility and Qualifications

2. 12. 1. The bidder shall furnish, as part of its Bid, documents establishing its eligibility to bid and its qualifications to perform the contract, if its Bid is accepted.
2. 12. 2. The documentary evidence of the bidder's qualifications to perform the Contract if its Bid is accepted, should be as per Bank's satisfaction:

2. 13. Bid Security

2. 13. 1. EMD of Rs.2,50,000/- is applicable in this bid.
2. 13. 2. The Bidder shall furnish, as part of its Bid, a Bid Security (EMD) as per **Annexure L**.
2. 13. 3. The Bid security/ Bid security declaration is required to protect the Bank against the risk of the Bidder's conduct, which would warrant the security's forfeiture.
2. 13. 4. The Bid security shall be denominated in Indian Rupees and shall be:

a bank guarantee issued by a nationalized public sector/Private bank in India (other than Bank of India), acceptable to the Bank, valid for 1 year.

OR

Account payee Demand Draft /Pay Orders from any of the Scheduled Commercial / Nationalized banks in India (other than "Bank of India") in an acceptable form favoring "Bank of India" payable at Mumbai.

Or

Online by way of RTGS/NEFT in bank's designated account i.e. "Account No. "01220SUNCR822 Account Name – "Estate Deptt. Collection Account" having IFSC- BKID0000122 (Bank of India, Bandra Kurla Complex Branch).

The bidder is required to pay the amount as shown on GeM Portal.
2. 13. 5. Any Bid not secured, as above, will be rejected by the Bank, as non-responsive.
2. 13. 6. Bid security / bid security declaration will be returned to unsuccessful bidders as promptly as possible within sixty (60) days after awarding the contract.
2. 13. 7. The bid security / bid security declaration of successful Bidder will be discharged upon furnishing the Performance Bank Guarantee in format as per Annexure J.
2. 13. 8. The Bid security may be forfeited:
 - a) If the Bidder withdraws its Bid during the period of Bid validity as specified in the Bid Form; or
 - b) If the Bidder makes any statement or encloses any form which turns out to be false / incorrect

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- at any time prior to signing of Contract; or
- c) In the case of a successful the Bidder, if the Bidder fails;
 - i) To sign the Contract; or
 - ii) To furnish Performance Bank Guarantee, or
 - iii) To accept Work Order(s) issued for the items as mentioned in this RFP.

2. 14. Period of Validity of Bids

- 2. 14. 1. Bids shall remain valid for a minimum period of 90 days from the date of opening of the price bid. A Bid valid for a shorter period shall be rejected by the Bank as non-responsive.
- 2. 14. 2. In exceptional circumstances, the Bank may solicit the bidders' consent to an extension of the period of validity. The Bid security declaration provided shall also be suitably extended. The bidder may refuse the request without forfeiting its Bid security declaration.

D. Submission of Bids

2. 15. Uploading of Bids

- 2. 15. 1. The Technical part should be complete in all respects and contain all information asked for, except prices. The documentary proof in support of all Eligibility Criteria should be uploaded along with the proof of eligibility and technical bid.
- 2. 15. 2. Tender Fee, bid security declaration, Non-Disclosure Agreement and Pre-Contract Integrity Pact should invariably be uploaded as part of Eligibility. The MSE (Micro and Small Enterprises) Bidder should keep valid MSE (Micro and Small Enterprises) Certificates for relaxation in Bid security declaration as per Government Guidelines.
- 2. 15. 3. The original Pre contract Integrity Pact and original Non-Disclosure Agreement should reach us before the last date of bid submission.
- 2. 15. 4. Canvassing of any kind or Bid submitted with false information will be a disqualification.
- 2. 15. 5. Any form of canvassing/lobbying/influence/query regarding short listing, status etc. will be a disqualification.
- 2. 15. 6. The bidder is required to guarantee that exchange rate fluctuations, changes in import duty and other taxes will not affect the Rupee value of the commercial bid during the price validity period.
- 2. 15. 7. Prices quoted by the Bidder shall be in Indian Rupees, firm and not subject to any price escalation, if the order is placed within the price validity period.

2. 16. Deadline for Submission of Bids

- 2. 16. 1. Bids must be uploaded at GeM, not later than the date and time specified in the Invitation to Bid.
- 2. 16. 2. The Bank may, at its discretion, extend this deadline for the submission of Bids by amending the Bid Documents, in which case, all rights and obligations of the Bank and the bidders, subject to the previous deadline, will thereafter be subject to the deadline as extended.

2. 17. Modification and Withdrawal of Bids

- 2. 17. 1. No Bid may be modified after the deadline for submission of Bids.
- 2. 17. 2. No Bid may be withdrawn during the interval between the deadline for submission of Bids and the expiration of the period of Bid validity specified by the bidder on the Bid Form. Withdrawal of a Bid during this interval may result in the Bidder's forfeiture of its Bid security.

E. Bid evaluation

2. 18. Evaluation of Bids by the Bank

The bids can be uploaded till the last day of bid submission. After bid submission time, no bids will be entertained. Evaluation process for bids uploaded will be carried out after submission end date. Needful information/communication with bidders regarding any clarification will be done through GeM portal/email.

2. 19. Clarification of Bids

During evaluation of the Bids, the Bank, at its discretion, may ask the bidder for clarification of its Bid. The request for clarification and the response shall be in writing, and no change in the prices or substance of the Bid shall be sought, offered, or permitted.

2. 20. Evaluation process

2. 20. 1. The Bank will examine the Bids to determine whether they are complete, required formats have been furnished, the documents have been properly signed, and the Bids are otherwise in order.
2. 20. 2. The Bank may, at its discretion, waive any minor infirmity, non-conformity, or irregularity in a Bid, which does not constitute a material deviation.
2. 20. 3. The Bank will first examine whether the bid and the bidder are eligible as per the criteria detailed in RFP.
2. 20. 4. Prior to the detailed evaluation, the Bank will determine the substantial responsiveness of each Bid to the Bidding Document. For the purpose of these clauses, a substantially responsive Bid is one, which conforms to all the terms and conditions of the Bidding Document, without any material deviations. Deviations from, or objections or reservations to critical provisions, such as those concerning Bid Security, Applicable Law, Performance Bank Guarantee, Qualification Criteria, Insurance, AMC/ATS and Force Majeure will be deemed to be a material deviation. The Bank's determination of a Bid's responsiveness is to be based on the contents of the Bid itself, without recourse to extrinsic evidence.
2. 20. 5. If a Bid is not substantially responsive, it will be rejected by the Bank and may not subsequently be made responsive by the bidder by correction of the non-conformity. The technical evaluation will take into account the capability of the bidder to implement the proposed solution.
2. 20. 6. Only those bidders whose Technical bids have been found substantially responsive would be intimated by the Bank about their responsiveness and about the revised / updated Technical & Technical Specification (if any) arising out of normalization (if any).

2. 21. Technical Evaluation

2. 21. 1. Only those bidders and Bids who have been found to be in conformity of the eligibility terms and conditions during the preliminary evaluation, would be taken up by the Bank for further detailed evaluation. Those Bids, which do not qualify the eligibility criteria and terms during preliminary examination, will not be taken up for further evaluation.
2. 21. 2. The Bank may use the services of external consultants for technical evaluation.
2. 21. 3. The Bank reserves the right to evaluate the bids on technical and functional parameters, including visit to inspect live site/s of the bidder and witness demos of the system and verify functionalities, response times, etc. in which all the travelling/lodging, etc. expenses will be borne by the bidder.
2. 21. 4. Bank reserves the right to waive any of the Technical and Functional Specifications during technical evaluation, if in the Bank's opinion it is found to be a minor deviation or acceptable deviation.

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2. 21. 5. During evaluation of the Bids the Bank, may at its discretion, ask the bidder for clarification of its Bid. The request for clarification and the response shall be in writing, and no change in the prices or substance of the Bid shall be sought, offered or permitted.
2. 21. 6. Bank reserves the right to accept or reject any tender in whole or in parts without assigning any reason thereof. The decision of the Bank shall be final and binding on all the Bidders to this document and bank will not entertain any correspondence in this regard.
2. 21. 7. Bidder needs to achieve a cutoff technical score of 70% marks i.e. 70 out of 100 during technical evaluation stage to qualify for commercial bid opening. Only those Bidders who achieve the specified cutoff scores would be short-listed for Commercial Bid Evaluation.
2. 21. 8. Technical Proposal will be evaluated for technical suitability, competence and proposal to meet bank's specified requirements.
2. 21. 9. In case there is only one Bidder having technical score of 70% marks i.e. 70 out of 100 or more, the Bank may, at its sole discretion, also consider the next highest technical score and allow such bidder to qualify.
2. 21. 10. In case, none of the participating Bidders qualify on technical criteria and reach or exceed the cut-off score of 70% marks, then the Bank, at its sole discretion, may qualify two Bidders on the basis of the top 2 scorers.
2. 21. 11. However, the Bank may at its sole discretion reject the proposal of the Bidder or will not consider Bidder below cutoff marks by relaxing as mentioned above, if in the Bank's opinion the Bidder could not present or demonstrate the proposed solution as described in the proposal or in case the responses received from the site visited are negative or the solution does not meet Bank's technical / functional requirement.

2. 22. Commercial Bid Evaluation

Only those bidders whose Technical bids have been found substantially responsive would be intimated by the Bank about their responsiveness and about the revised / updated Technical & Technical Specification (if any) arising out of normalization (if any).

In case of normalization and/or revision, they would also be advised to submit fresh "Price Bid" which should either be equal to or less than the prices quoted in the Original Price Bid. The Original and revised price bids as above would then be opened in the presence of the bidder's representatives on a specified date and time to be intimated to the respective bidders. The lower of the two prices quoted by the bidders shall only be reckoned for the purpose of price evaluation.

The commercial proposals of short listed bidders shall then be opened and evaluated for completeness. If the commercial quote is incomplete for not providing quote for all required services, it shall be presumed that the services shall be provided without any additional cost to the Bank. However, bank in its absolute discretion disqualify a bidder whose commercial quote is found to be incomplete. Commercial bids submitted by Bidders will be evaluated based on Total Cost of Ownership (TCO). The key considerations of TCO would be the total payouts by Bank for entire project through the contract period.

2. 23. Selection Criteria

A. The following weightage system shall be incorporated for final selection for Techno Commercial:

- Technical Evaluation will be allotted weightage of 70%
- Commercial Evaluation will be allotted weightage of 30%.

Quality and Cost Based Selection (QCBS) Method of Selection of Bidder – (Highest Marks basis (H1)): On the basis of the combined weightage score for the Technical Evaluation and Commercial Evaluation, the bidder obtaining the Highest Final Score (H1) in evaluation process shall be considered as successful bidder.

A Final Score will be calculated for all the qualified respondents using formula given below:

Formula and Calculation:

Financial bid of the shortlisted bidder quoting the lowest amount of price bid will be given a financial score of 100 and other bids will be given financial score that are inversely proportional to their quoted price bid. Similarly, technical bid of the bidders having obtained highest marks will be given technical score of 100 and other bids will be given technical score inversely proportional to the marks obtained by them.

The total score, both technical and financial, shall be obtained by weighing the quality (technical) and cost (price) scores and adding them up. On the basis of the combined weightage score for quality and cost, the bidders shall be ranked in terms of the total score obtained.

The bidder obtaining the highest total combined score in evaluation of cost and quality will be ranked as H1 followed by the bidders securing lesser marks as H2, H3 etc. The bidder securing the highest combined score and ranked as H1 will be selected and appointed at the price bid quoted by them.

The formula for working out the combined score will be as under:

$$\text{Total scores} = T(w) \times T(s) + F(w) \times F(s)$$

T (w) stands for weightage for Technical score i.e 0.7

T-(s)-stands for Technical score evaluated-as mentioned above

F (w) stands for weightage for Financial score i.e 0.3

F(s) stands for financial score evaluated as mentioned above

Example:

An example to clarify the matter is produced below. Suppose, there are three bidders (A, B & C) who qualify based on the marks received on technical parameters and percentage of fees quoted by them are as under–

Bidder Name	Marks obtained in Technical Bid	Price Bid Amount
A	80	6
B	70	2
C	75	3

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For the purpose of evaluation, the three Architects/Consultants bidders will be given scores as under

Bidder Name	Technical Score	Financial Score
A	100	33.33
B	87.5	100
C	93.75	66.67

Total Score of the bidder will be as under:

$$A = 0.7 \times 100 + 0.3 \times 33.33 = 79.99 \text{ (H3)}$$

$$B = 0.7 \times 87.5 + 0.3 \times 100 = 91.25 \text{ (H1)}$$

$$C = 0.7 \times 93.75 + 0.3 \times 66.67 = 85.62 \text{ (H2)}$$

Thus, Bidder 'B' will be the successful bidder in this case

Note: Decimal up to two places to be considered for marks.

B. Bidders Capability/Marking Methodology: Max Marks – 100

PART A

S. No	Criteria	Max.	Scoring Methodology
1.	Years of Experience in providing PR Services as on 31.03.2025	10	<ul style="list-style-type: none"> Full Marks (10 marks) – If experience more than 10 Years 7 Marks – If experience 7 to 10 Years. 5 Marks – If experience 5 to 7 Years
2.	Total No. of Clients in the BFSI segment to whom the Bidder has provided PR services on a retainer basis in the previous three years – FY 2022-23, 2023-24 and 2024-25	5	<ul style="list-style-type: none"> Full Marks (5 marks) - if number of BFSI clients serviced is more than 7 3 marks if number of BFSI clients serviced is 5-7 2 marks if number of BFSI clients serviced is 3–5
3.	No. of Clients in the BFSI segment that have been retained by the Bidder in the previous three years – FY2022-23, 2023-24 and 2024-25.	5	<ul style="list-style-type: none"> Full Marks (5 Marks) – if 5 Clients retained for more than 3 years (4 Marks) – if 4 Clients retained for > 3 years (3 Marks) – if 3 Clients retained for > 3 years (2 Marks) – if 2 Clients retained for > 3 years (1 Mark) – if 1 Client retained for > 3 years
4.	Average Annual Turnover from PR Services (in Rs.) for the last 3 years - 2021-22, 2022-23 and 2023-24.	10	<ul style="list-style-type: none"> Full Marks (10 marks) – if average annual turnover Rs.10.00 crore & above 7 Marks – if average annual turnover is Rs.8.00 to less than Rs 10.00 crore 5 Marks – if average annual turnover is Rs. 6.00 crore to less than Rs.8.00 crore
5.	Network strength in India – Offices in cities where Bank of India has its FGMs and Zones in India	20	<ul style="list-style-type: none"> Full Marks (20) having offices in all 13 cities where Bank of India has its FGM Offices and all metro cities 12 marks: Having offices at 8 metro centers (Mumbai, New Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad & Pune), and

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			Covering 2 FGMO office other than covered in metro cities. • 8 marks: Having offices at 8 metro centres (Mumbai, New Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, and Pune).
6.	Total (A)	50	

PART B

Sr	Criteria	Description	Max. Marks	Scoring Methodology
1	Past Performance & Credentials	<ul style="list-style-type: none"> Credentials of the Agency Past Performance: Case studies of past assignments for any two BFSI clients that involved innovative PR campaigns/ ideas/ execution and reputation & crisis management 	10	Subjective Evaluation and Presentation
2	Strategy Presentation for Bank of India	<ul style="list-style-type: none"> SWOT Analysis of the Bank's current PR efforts. Strategy, Approach & Action Plan proposed for the Bank to enhance its PR presence & leveraging the same for business. 	20	
		Details of the Client Servicing & Media Team that will service the Bank of India account.		
	In addition, share details on the larger team (with experience more than 5 years in PR for BFSI) at the agency handling strategy, media relations, content writing and crisis communications.		10	
	Details of the Media Monitoring, Reporting & Analysis Tool/Platform Proposed		10	
	Total (B)		50	
	TOTAL TECHNICAL MARKS = GRAND TOTAL (PART A+ PART B)		100	

Note – All the activities i.e. Technical Presentation and Demonstration to be completed by bidder within 7 days of written communication from bank.

In this regard, the bidder is advised to have readiness in advance for all these activities. An additional time period of maximum 1 week (post 1 week mentioned above), will be provided to the bidder who requests for additional time for completion of all these activities. No further additional time will be provided by the bank for completion of all these activities.

2. 24. Quoting of Prices for all Items:

The bidder should quote for complete consignment of items proposed / listed in this Bid. Incomplete bids will be summarily rejected. The Price Schedule must cover the complete cost of entire services as per scope mentioned in this RFP.

In case, prices are not quoted by any of the bidder for any specific item / product / service for the purpose of evaluation, the highest of the price quoted by other the bidders, participating in the bidding process, will be reckoned as the notional price for that product / service, for that the bidder. However, if selected, at the time of award of Contract, the lowest of the price(s) quoted by other the bidders (whose Price Bids are also opened) for that product / service will be reckoned. This shall be binding on all the bidders. However, the Bank reserves the right to reject all such incomplete bids.

2. 25. Taxes and Duties under the price composition

- a) The prices should be inclusive of all applicable charges including GST (CGST/SGST/IGST), which will be payable at actual. Any upward / downward change in GST, if any, will be to the account of Bank. Bidder has to submit the bifurcation/details of applicable GST (CGST/SGST/IGST) in every invoice.
- b) Income / Corporate Taxes in India: The Bidder/supplier shall be liable to pay all corporate taxes and income tax that shall be levied according to the laws and regulations applicable from time to time in India and the Price/Commercial/Financial bid by the Bidder/supplier shall include all such taxes in the contract rate.
- c) **Tax deduction at Source:** Wherever the laws and regulations require deduction of such taxes at the source of payment, the Bank shall effect such deductions from the payment due to the Bidder/supplier. The remittance of amounts so deducted and issuance of certificate for such deductions shall be made by the Bank as per the laws and regulations in force. Nothing in the Contract shall relieve the Bidder/supplier from his responsibility to pay any tax that may be levied in India on income and profits made by the Bidder/supplier in respect of this contract.
- d) The supplier/Bidder shall comply with all the statutory obligations of the Government of India / State Governments/ labour laws and local authorities as applicable and the Bank shall not be liable for action, if any under the statutes applicable due to non-fulfilment of statutory obligations by the Supplier / Bidder.
- e) The successful bidder will have to execute a Service Level Agreement (SLA) upon selection. The Agreement shall be executed at the Head Office, Bank of India and the stamp duty shall be payable under the laws of respective states, where agreement is executed. All the expenses towards execution of Agreement and stamp duty shall be borne by the bidder.

2. 26. Contacting the Bank

2. 26. 1. No bidder shall contact the Bank on any matter relating to its Bid, from the time of opening of Bid, to the time the Contract is awarded.
2. 26. 2. Any effort by a bidder to influence the Bank in its decisions on Bid evaluation, bid comparison or contract award, may result in the rejection of the bidder's Bid.

2. 27. Opening of Price Bids

2. 27. 1. Each Recipient acknowledges and accepts that the Bank may, in its sole and absolute discretion, apply whatever criteria it deems appropriate in the selection of the bidder, not limited to those selection criteria set out in this RFP document. The issuance of RFP document is merely an invitation to offer and must not be construed as any agreement, contract, or arrangement nor would it be construed as any investigation or review carried out by a Recipient. The Recipient unconditionally acknowledges by submitting its response to this RFP document that it has not relied on any idea, information, statement, representation, or warranty given in this RFP document.
2. 27. 2. Only those bidders whose bids are found to be technically responsive will be informed of the date / time / venue of opening of price bids. The Technical Bids will be evaluated as per eligibility criteria. Thereafter the Bank reserves the right of selection of bidder by opening of Commercial Bids (who are found eligible after evaluation of Technical Bids).
2. 27. 3. After opening of price bids and declaring the prices, the Bank will evaluate and compare the Price Bids. Alternatively, the Bank may shortlist the bidders, who were found eligible after evaluation of Technical Bids, for participating in the opening of the price bids.

F. Award of Contract**2. 28. Post-qualification**

- i. All the bids, after their evaluation on the parameters mentioned above, would be arranged in ascending order and the H1 bidder would be identified as one successful bidder.
- ii. If H1 Bidder fails to execute the order, the Bank will be free to award the contract to H2 Bidder on the same terms at which the contract was awarded to H1 bidder.
- iii. In case, H2 bidder is not able to match H1 price, the next highest bidder(H3) will be invited to match H1 price. This process will continue until a bidder is finalized by the bank.

2. 29. Bank's Right to Accept Any Bid and to Reject Any or All Bids

- i. The Bank reserves the right to accept or reject any Bid, and to annul the bidding process and reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected bidder or bidders, or any obligation to inform the affected bidder or the bidders of the grounds for the Bank's action.
- ii. After identification of H1 bidder, the Bank will follow the internal procedure for necessary approvals and thereafter proceed with notification of award to H1.

2. 30. Award Criteria

The Bank will award the Contract to the successful bidder who has been determined to qualify to perform the Contract satisfactorily, and whose Bid has been determined to be responsive, and is the highest qualifying bidder as per Evaluation Criteria (Techno-commercial criteria).

2. 31. Notification of Award

- i. Prior to expiration of the period of bid validity, the Bank will notify the successful bidder in writing or on GeM portal, that its Bid has been accepted.
- ii. The notification of award in writing or on GeM portal will constitute the initiation of the Contract.
- iii. Upon the successful bidder furnishing of Performance Bank Guarantee, the Bank will

promptly notify each unsuccessful bidder and will discharge its Bid security at their request.

2. 32. Signing of Contract

At the time when the Bank notifies the successful bidder that its Bid has been accepted, the Bank will provide the SLA format to the bidder, incorporating all agreements/ terms and clauses between the parties. The Bank reserves the right to incorporate additional clauses as per legal and regulatory requirements of the Bank.

The successful bidder shall execute Service Level Agreement (SLA), which must include all the services and terms and conditions of the services to be extended as detailed herein, and as may be prescribed or recommended by the Bank. The successful bidder shall execute the SLA within 30 days from the date of acceptance of Purchase Order.

All the expenses related to execution of the document such as the applicable stamp duty and registration charges if any shall be borne by the vendor.

2. 33. Adherence to the Cyber Security Policy

- i. The bidder should be aware about Bank's IT/IS/Cyber security policy and have to maintain the secrecy & confidentiality of the Bank's data including processes undertaken at the Bank premises.
- ii. The bidder shall comply with the legal and regulatory requirements, including data protection, intellectual property rights, copy right and all the relevant regulations.
- iii. All information /resources (online/in-person) of the bidder and its partners/sub-contractor/agent shall be made accessible to Reserve Bank of India as and when sought.
- iv. The Bank will evaluate, assess, approve, review, control and monitor the risks and materiality of bidder/outsourcing activities and the bidder shall ensure to support baseline system security configuration standards.

2. 34. Information Security

The bidder shall comply with all the present and future provisions of the Information and Cyber Security Guidelines 2023 and the Digital Personal Data Protection Act 2023 as amended from time to time and the Bank guidelines in this regard. The services may be audited by RBI/any other Regulatory Authority and any observation pointed out by these bodies has to be complied by the bidder within the timelines stipulated by the regulatory agencies, without any additional cost to the Bank. Any financial loss to the Bank, because of security breach, negligence or any reason attributable to the Bidder will be recovered from the Bidder.

The bidder shall have to comply with Bank's Corporate Information Security policy in key concern areas relevant to the project and the bidder shall ensure that during various phases of implementation and performance, security is not compromised. Some of the key areas are as under:

- i. Responsibilities for data and its privacy and confidentiality.
- ii. Responsibilities on access control and administration.
- iii. Custodial responsibilities for data, information and other assets of Bank being managed by or assigned to the bidder.

- iv. Incident response and reporting procedures
- v. In general, confidentiality, integrity and availability, non-repudiation, authenticity, privacy of data/information must be ensured.
- vi. Responsibilities in carrying out background verification.

PART: 3. TERMS AND CONDITIONS OF CONTRACT (TCC)

3. 1. Definitions

In this Contract, the following terms shall be interpreted as indicated:

- 1) “Agency” is the successful Bidder who has been determined to qualify to perform the Contract satisfactorily, and whose Bid has been determined to be substantially responsive, and is the highest evaluated Bid.
- 2) “The Contract” means the agreement entered into between the Bank and the Bidder as recorded in the Contract Form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein;
- 3) “The Contract Price” means the price payable to the agency under the Contract for the full and proper performance of its contractual obligations;
- 4) “The Services” means those services of the services of the PR Agency covered under the Contract;
- 5) “TCC” means the Terms and Conditions of Contract contained in this section;
- 6) “Agency”, “Firm”, “Company”, “Bidder” means any entity or person or associations of persons who submit their proposals for providing Services to Bank of India in accordance with this RFP.
- 7) “Assignment / job” means the work to be performed by selected PR Agency pursuant to the Contract.
- 8) ‘Bank’ means ‘Bank of India’.
- 9) “RFP” means this Request for Proposal issued by Bank for the appointment of PR Agency
- 10) Proposal or Bid means the bidder’s written reply or submission in response to this RFP.

In case of a difference of opinion on the part of the Bidder in comprehending and/or interpreting any Clause / Provision of the Bid Document after submission of the Bid, the interpretation by the Bank shall be binding and final on the Bidder.

3. 2. Performance Security / Performance Bank Guarantee

3. 2. 1. The Selected bidder shall furnish an unconditional and irrevocable Bank Guarantee of 5% of the total value of contract (LOI value), in favor of the Bank, from a scheduled Commercial Bank / Nationalized bank of India, other than Bank of India, towards **performance of the contract** in accordance with the specification and conditions of the bid document as agreed upon on final bid evaluation. The bidder shall submit the above guarantee within 21 days from the Purchase Order date. The Contract Performance guarantee shall be kept valid up to the end of the contract period i.e. for three (03) years. The guarantee shall contain a claim period of at least twelve months from the last date of validity.
3. 2. 2. The proceeds of the Performance Security shall be payable to the Bank as compensation for any loss resulting from the Service Provider/Integrator’s failure to complete its

obligations under the Contract.

3. 2. 3. The Performance Security shall be denominated in Indian Rupees and shall be by way of Bank Guarantee issued by a Public Sector Bank in India (Other than Bank of India). Bank has full right to add further details in the above mentioned performance security format for protecting the bank's interest.
3. 2. 4. The Performance Security will be discharged by the Bank and returned to the Service Provider within 12 months after the claim period, following the date of completion of the Service Provider's performance and other obligations under the Contract.
3. 2. 5. In the event of any contract amendment, the Service Provider shall furnish the amendment to the Performance security within 21 days after receipt of such amendment, rendering the same valid for the duration of the Contract. In the event of any correction of defects or replacement of defective systems during the maintenance period, the performance guarantee for a proportionate value shall be extended for affected duration.
3. 2. 6. The Bank reserves the right to recover any dues payable by the selected bidder from any amount outstanding to the credit of the selected the bidder, including the pending bills and/or invoking Performance Guarantee, if any, under this contract.
3. 2. 7. In case of any change in contract period, Performance Bank Guarantee period to be amended accordingly.

3. 3. Acceptance of terms

Any recipient will, by responding to the Bank's RFP document, be deemed to have accepted the terms as stated in this RFP document.

3. 4. Contract Amendments

No variation or modification of the terms of the Contract shall be made, except by written amendment, signed by both the parties.

3. 5. Training

1. The selected agency shall provide training for the media monitoring tool and PR strategies to staff members of the Bank free of cost wherever required by the Bank.
2. The agency, in coordination with the Bank, on request from the Bank, from time to time shall specify the number of trainees, quantum of proposed training, pre- training qualifications required from the trainees and duration of the proposed training.
3. The agency shall provide all training material and documents. The conduct of training of Bank's personnel shall be at the Corporate Office or anywhere as may be desired by the Bank at agency's cost.
4. The successful bidder will provide proper documentation / softcopy of presentation, training materials like videos, eBooks, pdfs etc.

3. 6. Payment

- 1) Payment shall be made in Indian Rupees for delivering, installing and commissioning the Services from the Bidder on monthly basis providing satisfactory services as per the contract and providing documentary proof of the services rendered.

3. 7. Termination for Insolvency

The Bank may, at any time, terminate the Contract by giving written notice to the agency if the agency becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the agency, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Bank.

3. 8. Termination for Convenience

The Bank may terminate the contract in whole or in part at any time for its convenience, by serving one month notice, in writing to the agency. The notice of the termination shall specify among others, that termination is for the Bank's convenience, the extent to which performance of the service provider under the Contract is terminated, and the date upon which such termination becomes effective.

3. 9. Termination for non-performance and not meeting SLA

The bank will review the performance of agency on quarterly basis and bank may exit from contract if bidder does not provide satisfactory services as per SLA and uptime as per the contract. The Bank's decision in this regard will be final. Bank will not bear any compensation for these exits as they are due to non-performance of agency and for site-wise it will be 30 days advance notice. The deficiency in service will be monitored based on the scope of work and terms and conditions mentioned in the SLA. The monitoring of the same will be on monthly basis.

3. 10. Exit from Contract

The performance of bidder will be continuously reviewed by the Bank to maintain the terms & conditions as specified in this document. Based on the review, if the selected bidder fails to satisfy, maintain their commitment with respect to Uptime, Performance, Timely implementation of the project etc. the contract may be terminated by giving 3 months' notice period. Bank's decision in this regard will be final. In case of termination of this contract, the Bank shall have the right to avail services of any other bidder / agency to continue the project without any let or hindrance from bidder and the bidder has to provide necessary help for smooth switch over. Bank will not pay any charges to the bidder towards any of the cost etc., for the equipment at the time of termination/completion of the contract. In addition to the cancellation of purchase order, Bank reserves the right to appropriate the bid security / performance Bank guarantee given by the vendor.

3. 11. Powers to Vary or Omit Work

- 1) No alterations, amendments, omissions, additions, suspensions or variations of the work (hereinafter referred to as variation) under the contract shall be made by the successful bidder except as directed in writing by Bank.
- 2) The Bank shall have full powers, subject to the provision herein after contained, from time to time during the execution of the contract, by notice in writing to instruct the successful bidder to make any variation without prejudice to the contract. The bidder selected finally shall carryout any such variation and be bound by the same conditions as far as applicable

as though the said variations occurred in the contract documents. Any suggested variations if implemented, would, in the opinion of the finally selected bidder, prevent them from fulfilling any of his obligations under the contract, the bidder shall notify the Bank thereof in writing with reasons for holding such opinion and Bank may instruct the successful bidder to make such other modified variation without prejudice to the contract.

- 3) The finally selected bidder shall carry out such variation and be bound by same conditions as far as applicable as though the said variations occurred in the contract documents. If the Bank confirms the concerned bidder's instructions, the successful bidder's obligations shall be modified to such an extent as may be mutually agreed, if such variation is substantial and involves considerable commercial implications.
- 4) Any agreed difference in cost arrived at by such variation may be added to or deducted from the value of the contract as the case may be.
- 5) In any case where the successful bidder has received instructions from the Bank as to the requirement of carrying out the altered or additional substituted work which either then or later on, will in the opinion of the finally selected bidder involve a claim for additional payments, such additional payments shall be mutually agreed in line with the terms and conditions of the order.
- 6) If any change in the work is likely to result in reduction in cost, the parties shall agree in writing so as to the extent of change in contract price, before the finally selected bidder(s) proceeds with the change. In all the above cases, in the event of a disagreement as to the reasonableness of the said sum, the decision of Bank shall prevail.

3. 12. Assignments

The Service Provider agrees that the Service Provider shall not be entitled to assign any or all of its rights and or obligations under this Agreement to any entity including Service Provider's affiliate without the prior written consent of the Bank.

If the Bank undergoes a merger, amalgamation, takeover, consolidation, reconstruction, change of ownership, etc., this Agreement along with the subsequent Addendums published shall be considered to be assigned to the new entity and such an act shall not affect the obligations of the Service Provider under this Agreement.

3. 13. General Conditions

The general condition shall apply in contracts made by the Bank for availing the services of Selected Agency. The selected Agency shall abide by all relevant rules and regulations of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery / performance of the services from time to time. Agency shall be responsible for adhering to other industry norms applicable to their area of business.

1. The general condition shall apply in contracts made by the Bank for availing the services of the selected agency.
2. The selected Agency shall abide by all relevant rules and regulations of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery / performance of the services from time to time. Agency shall be responsible for adhering to norms of Advertising Standards Council of India (ASCI). The Agency shall keep informed Bank of India about any change in accreditation status of the agency with INS, Doordarshan, AIR etc.
3. All rights for reproduction, editing and future use of the Media releases accepted for release

and/or released by the bank shall be with Bank of India unless otherwise stated explicitly & agreed by Bank of India at the time of accepting the content. The agency shall indemnify Bank of India against any third-party claims of infringement of patent, copyright, trademark or industrial design, intellectual property rights arising from the use of design/model, if any, under the scope of contract including all legal and court costs and expenses, court awarded damages/compensation, out of pocket expenses etc. incurred by Bank of India.

4. The selected Agency at its own cost will defend or settle any claim against Bank of India to the effect that the selected Agency infringed any Intellectual Property Rights, trademark, copy right etc. of any person (including third party).
5. In the event of any actions being contemplated or instituted against the Bank, for alleged infringement of any intellectual property right or other statutory or common law rights, the Bank reserves the right to cancel immediately its contract or part thereof yet to be undertaken and the Agency shall compensate / repay the Bank any of the commission already paid to the Agency or any other loss that might be incurred by the Bank.
6. Bank of India through its authorized officers shall have right to inspect the services regarding conduct of PR services for the Bank. Should any inspection point to the need of improvement, the necessary alteration shall be incorporated free of cost by the agency.
7. Bank of India reserves the right to disqualify such agencies who have a record of not meeting contractual obligations against earlier contracts entered into with Bank of India.
8. Bank of India reserves the right to blacklist an agency for a suitable period in case the agency fails to honor its bid without sufficient grounds and circulate its names to IBA, RBI and other peer banks.
9. The Selected agency shall ensure secrecy of PR-related brief, other data, which is shared, its findings & recommendations etc.
10. The selected agency/ agencies shall ensure proper typography and lay out for each release so that minimum space will be spent as far as possible.
11. In case Bank of India desires the Media release or other services to be published/ broadcasted in any other regional languages, translation of the text from English to regional languages shall be done by the agency free of cost and vice versa.
12. It shall be obligatory on the part of the agency to share the sources of secondary data, primary data, Bank of India interviews/questionnaires etc. and any other items, which are not proprietary property of the agency.
13. Models / actors used for Bank of India for campaigns, individual ads. etc. will be selected by the Bank.
14. The selected Agency shall not use the name of the Bank or its logo to promote their business without prior permission from Bank of India.
15. Bank of India reserves the right to accept or reject any or all the proposals. Cancel the RFP process at any time without assigning any reasons therefore, Re-issue the RFP, if cancelled.
16. The appointed Agency will have to execute a contract with the Bank in the format approved by Bank of India, which will be delivered to them upon their appointment.
17. The Agency or its personnel shall not disclose any confidential/vital information which are disclosed / provided to them during the course of briefing or any discussion or acquired by the agency to any third party without prior permission of Bank and such information will be kept confidential even after the termination/expiry of the agreement.
18. The selected agency shall be required to sign a non-disclosure agreement with Bank of India to this effect or undertake confidentiality obligation and this effect in the contract to be

executed with Bank of India.

19. The selection does not guarantee any minimum business.
20. Bank shall make every effort to issue instructions and approval in writing to the agency. However, if the same is conveyed verbally, the agency shall get it confirmed immediately from Bank of India at the earliest in writing to avoid disputes.
21. The Agency is expected to be sincere and prompt in responding to the call of Bank.
22. The execution of job is to be time bound and with all required information to avoid delay or duplication. The agency should be able to execute orders at short notices and even on holidays.
23. The rates approved by Bank shall be treated as final. In case of any revision thereof for whatever reasons, the Agency shall intimate the same to Bank immediately and seek fresh approval.
24. Bank of India reserves the right to invite agencies outside the empaneled agencies, in cases it is deemed fit to do so or if the empaneled agency is unable to meet the expectations of the bank.
25. Proposal must be strictly as per bid application Form and photocopy of all required documents should be attached as duly marked/ numbered enclosures. A list of required documents that needs to be enclosed with bid application and their tag Nos. are given at the end of bid application/proposal and these should be arranged in this order only. All photocopies attached with bid application should be verified by the authorized signatories under his signature and agency's/company's seal.
26. Bank reserves the right to Reject any and all responses received in response to the RFP, Waive or Change any formalities, irregularities, or inconsistencies in proposal format delivery. Extend the time for submission of all proposals. Select the most responsive bidder (in case no bidder satisfies the eligibility criteria in totality). Select the next most responsive bidder if negotiations with the bidder of choice fail to result in an agreement within a specified time frame. Share the information/ clarifications provided in response to RFP by any bidder, with any other bidder(s) /others, in any form. Cancel the RFP/Tender at any stage, without assigning any reason whatsoever. Change the time schedule of the RFP for inviting the bids or evaluation thereof. Modify the quantity or any specifications related to eligibility or technicalities. Bank will be under No obligation to accept the lowest or any other offer received in response to the RFP and shall be entitled to reject any or all of the offers. Bank has full rights to reissue the tender / bid for any reasons felt necessary by the Bank. The Bank's decision in this regard shall be final, conclusive, and binding upon the Bidder.
27. The Bank reserves the right to reject any bidder, if the performance report from its existing client is found unsatisfactory.

3. 14. Ownership of Intellectual Property Right

1. Each Party owns and retains all rights, title and interests in and to its respective Pre-Existing Intellectual Property and Independent Intellectual Property. Independent Intellectual Property means any Intellectual Property developed by a Party independently of the applicable statement of work. "Pre-Existing Intellectual Property" means any Intellectual Property owned by a Party or licensed to such Party (other than by the other Party), as at the commencement date of the applicable statement of work.
2. Whereas title to all inventions and discoveries made jointly by the parties resulting from the Work performed as per this agreement shall reside jointly between the parties. Both the parties shall mutually decide the future course of action to protect/ commercial use of such

joint IPR. The Intellectual Property Rights shall be determined in accordance with Indian Laws.

3. Without prejudice to the above paras all the interim/ final deliverables shall be property of bank. Subject to requisite payments the service provider deemed to grand exclusive, perpetual rights to use of the deliverables in favor of bank.

3. 15. Indemnity

- 1) The Agency shall indemnify the Bank, and shall always keep indemnified and hold the Bank, its employees, personnel, officers, directors, (hereinafter collectively referred to as “Personnel”) harmless from and against any and all losses, liabilities, claims, actions, costs and expenses (including attorneys’ fees), etc. relating to, resulting directly or indirectly from or in any way arising out of any claim, suit or proceeding brought against the Bank as a result of:
- 2) Bank’s authorized / bona fide use of the deliverables and /or the services provided by Agency under this assignment; and/or
- 3) Negligence or willful misconduct of the agency and/or its employees, agents, subcontractors in performance of the obligations under this assignment; and/or
- 4) Claims made by employees or subcontractors or subcontractors’ employees, who are deployed by the Agency, against the Bank; and/or
- 5) Claims arising out of employment, non-payment of remuneration and non-provision of statutory benefits by the Agency to its employees, its agents, contractors and subcontractors. Or
- 6) Breach of any terms, representation or false representation or inaccurate statement or assurance or covenant or warranty of the agency under this assignment; and/or
- 7) Breach of confidentiality obligations of the Agency; and/or
- 8) Any or all deliverables or services infringing any patent, trademarks, copyrights or such other Intellectual Property Rights;
- 9) Bank shall notify the Agency in writing as and when the Bank becomes aware of the claim, and shall co-operate with the Agency in the defense and settlement of the claims.
- 10) The Agency shall have sole control of the defense and all related settlement/ negotiations, and Bank will provide the Agency with the assistance, information and authority reasonably necessary to perform the above.
- 11) In the event of successful bidder not fulfilling its obligations under this clause within the period specified in the notice issued by the Bank, the Bank has the right to recover the amounts due to it under this provision from any amount payable to the agency under this assignment. The indemnities under this clause are in addition to and without prejudice to the indemnities given elsewhere in this RFP.

3. 16. Settlement of Disputes

- 1) The Bank and the agency shall make every effort to resolve amicably, by direct informal negotiation between the respective project managers / directors of the Bank and the agency, any disagreement or dispute arising between them under or in connection with the contract.
- 2) If the Bank team / executives and agency project manager / director are unable to resolve the dispute after thirty days from the commencement of such informal negotiations, they

shall immediately escalate the dispute to the senior authorized personnel designated by the agency and Bank respectively.

- 3) If after thirty days from the commencement of such negotiations between the senior authorized personnel designated by the agency and Bank, the Bank and the agency have been unable to resolve contractual dispute amicably, either party may require that the dispute be referred for resolution through formal arbitration.
- 4) All questions, disputes or differences arising under and out of, or in connection with the contract or carrying out of the work whether during the progress of the work or after the completion and whether before or after the determination, abandonment or breach of the contract shall be referred to arbitration by a sole Arbitrator acceptable to both parties OR the number of arbitrators shall be three, with each side to the dispute being entitled to appoint one arbitrator. The two arbitrators appointed by the respective parties shall appoint a third arbitrator who shall act as the chairman of the proceedings. Arbitration will be carried out at Mumbai. The Arbitration and Conciliation Act 1996 or any statutory modification thereof shall apply to the arbitration proceedings. Judgment upon the award may be entered by any court having jurisdiction thereof or having jurisdiction over the relevant Party or its assets. Each party shall bear its own cost of preparing and presenting its case and their respective arbitrator. The cost of Third Arbitrator including the fees and expenses shall be shared equally by the parties, unless otherwise awarded by the arbitrator.

3. 17. Governing Laws

This RFP and The subsequent contract shall be governed and construed and enforced in accordance with the laws of India. Both Parties shall agree that in respect of any dispute arising upon, over or in respect of any of the terms of this Agreement, only the courts in Mumbai shall have exclusive jurisdiction to try and adjudicate such disputes to the exclusion of all other courts.

3. 18. Conflict of Interest

- 1) Bank of India requires that Agencies provide professional, objective and impartial services and at all times hold Bank's interests paramount, strictly avoid conflicts with other Assignment(s)/ Job(s) or their own corporate interests and act without any expectations/consideration for award of any future assignment(s) from Bank.
- 2) Agencies shall have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of Bank of India, or that may reasonably be perceived as having this effect. If the Agencies fail to disclose said situations and if Bank comes to know about any such situation at any time, it may lead to the disqualification of the Agencies during bidding process or the termination of its Agreement during execution of assignment. Employees of Bank of India shall not work as, for or be a part of the firm/company or Agency(ies). Similarly employees of the agency shall not have any right of employment in the Bank.

3. 19. Service Level Agreement

- 1) The selected agency shall execute (a) selection agreement, which must include all the services and terms and conditions of the services to be extended as detailed herein, and as may be prescribed or recommended by the Bank and b) Non-Disclosure Agreement (NDA). The selected agency shall execute the agreements within two months from the date of acceptance of letter of selection / appointment or as intimated by the Bank. All the expenses related to execution of the document such as the applicable stamp duty and registration

charges if any shall be borne by the agency.

- 2) By virtue of RFP process and its implementation thereof, the applicant may have access to the confidential information and data of the Bank and its customers.
- 3) That the applicant will maintain confidentiality of and shall not disclose to any third party. The applicant will also agree that its employees, agents, sub- contractors shall maintain confidentiality of the information.
- 4) That the applicant will agree that it shall neither use, nor reproduce for use in any way, any confidential information of the Bank without the consent of the Bank.
- 5) That the applicant will also agree to protect the confidential information of the Bank with at least the same standard of care and procedures used by them to protect its own confidential Information of similar importance.
- 6) Without limitation of the foregoing, the applicant shall use reasonable efforts to advise the Bank immediately in the event that the applicant learns or has reason to believe that any person who has had access to confidential information has violated or intends to violate the terms of the Contract to be entered into between the Bank and the applicant, and will reasonably cooperate in seeking injunctive relieve against any such person.
- 7) That the applicant will strictly maintain the secrecy of Bank's data.

3. 20. Bank of India Reserves the Right to:

- 1) To accept or reject any or all the proposals;
- 2) Cancel the RFP process at any time without assigning any reasons thereof, and may Re-issue the RFP, if cancelled
- 3) Waive or Change any formalities, irregularities or inconsistencies in proposal format delivery
- 4) Extend the time and mode for submission of all proposals
- 5) Select the most responsive bidder (in case no bidder satisfies the eligibility criteria in totality)
- 6) Select the next most responsive bidder if negotiations with the bidder of choice fail to result in an agreement within a specified time frame.
- 7) Share the information/ clarifications provided in response to RFP by any bidder, with any other bidder(s) /others, in any form.
- 8) Change the time schedule of the RFP for inviting the bids or evaluation thereof
- 9) Modify the quantity or any specifications related to eligibility or technicalities.
- 10) No obligation to accept the lowest or any other offer received in response to the RFP and shall be entitled to reject any or all of the offers. Bank has full rights to reissue the tender / bid for any reasons felt necessary by the Bank. The Bank's decision in this regard shall be final, conclusive and binding upon the Bidder.
- 11) The selection does not guarantee any minimum business.
- 12) The Agency is expected to be sincere and prompt in responding to the call of Bank. The execution of job is to be time bound and with all required information so as to avoid delay or duplication. The agency should be able to execute order at short notices and even on holidays.
- 13) The rates approved by Bank shall be treated as final. In case of any revision thereof for whatever reasons, the Agency shall intimate the same to Bank immediately and seek fresh approval.
- 14) Bank of India reserves the right to invite agencies outside the empanelled agencies, in cases it is deemed fit to do so or if the empanelled agency is unable to meet the

expectations of the bank.

3. 21. No Liability

- 1) All employees engaged by the Service Provider shall be in sole employment of the Service Provider and the Service Provider shall be solely responsible for their salaries, wages, statutory payments etc. That under no circumstances shall BOI be liable for any payment or claim or compensation (including but not limited to compensation on account of injury/death/termination) of any nature to the employees and personnel of the Service Provider.
- 2) Bank shall not be held liable for and is absolved of any responsibility or claim/litigation arising out of the use of any third party software or modules supplied by the Service Provider as part of this Agreement. Under no circumstances BOI shall be liable to the Service Provider for direct, indirect, incidental, consequential, special or exemplary damages arising from termination of this Agreement, even if BOI has been advised of the possibility of such damages, such as, but not limited to, loss of revenue or anticipated profits or lost business.
- 3) Subject to any law to the contrary, and to the maximum extent permitted by law neither parties shall be liable to other for any consequential/ incidental, or indirect damages arising out of this agreement.
- 4) The selected bidder will be solely responsible to the code of conduct of its staff deployed for servicing the Bank's clients. Bank will not be held responsible for any lapse in service or any fraudulent or mala-fide activity undertaken by them and the selected bidder shall indemnify the Bank for any loss / expenses incurred by Bank/ its clients in any such event

3. 22. Covenants of the Service Provider:

It is duly incorporated, validly existing and in good standing under as per the laws.

It has the corporate power and authority to enter into Agreements and perform its obligations there under. The execution, delivery and performance of terms and conditions of this assignment by vender and the performance of its obligations under this project are duly authorized and approved by all necessary action and no other action on the part of vender is necessary to authorize the execution, delivery and performance under an Agreement. The agency shall deploy and engage suitably experienced and competent personnel as may reasonably be required for the performance of the services. During the currency of this Agreement, the Service Provider shall not substitute the key staff identified for the services mentioned in this Agreement.

The Service Provider shall forthwith withdraw or bar any of its employee/s from the provision of the services if, in the opinion of Bank:

- The quality of services rendered by the said employee is not in accordance with the quality specifications stipulated by Bank; or
- The engagement or provision of the services by any particular employee is prejudicial to the interests of Bank.
- Shall be responsible for all negotiations with personnel relating to salaries and benefits, and shall be responsible for assessments and monitoring of performance and for all disciplinary matters.
- Shall not knowingly engage any person with a criminal record/conviction and shall bar any such person from participating directly or indirectly in the provision of services under this Agreement.
- Shall at all times use all reasonable efforts to maintain discipline and good order amongst its

personnel who are working in the premises of bank.

- Shall not exercise any lien on any of the assets, documents, instruments or material belonging to Bank of India and in the custody of the Service Provider for any amount due or claimed to be due by the Service Provider from Bank of India.
- Shall regularly provide updates to Bank of India with respect to the provision of the services and shall meet with the personnel designated by Bank of India to discuss and review its performance at such intervals as may be agreed between the Parties.
- Shall be responsible for compliance of all laws, rules, regulations and ordinances applicable in respect of its employees, sub-contractors and agents (including but not limited to Minimum Wages Act, Provident Fund laws, Workmen's Compensation Act) and
- Shall establish and maintain all proper records including, but not limited to, accounting records required by any law, code, practice or corporate policy applicable to it from time to time, including records and returns as applicable under labour legislations.
- Shall not violate any proprietary and intellectual property rights of BOI or any third party, including without limitation, confidential relationships, patent, trade secrets, copyright and any other proprietary rights in course of providing services hereunder.
- Shall ensure that the quality and standards of materials and services to be delivered or rendered hereunder, will be of the kind, quality and timeliness as specified by bank from time to time.
- Shall not work in a manner which, in the reasonable opinion of Bank, may be detrimental to the interests of BOI and which may adversely affect the role, duties, functions and obligations of the Service Provider as contemplated by this Agreement.

3. 23. Contacting Bank of India

No agency shall try to influence Bank of India on any matter relating to their bid, from the time of the bid opening till the time the contract is awarded. Any effort by an agency to influence Bank of India in bid evaluation, bid comparison or contract award decision shall result in the rejection of the bid.

3. 24. Data Protection

- No Personally Identifiable Information about an individual (financial information, physical, physiological, mental health condition, sexual orientation, medical records and history, biometric information, etc.), with or without consent of the said individual to be shared / disclosed directly or indirectly.
- No confidential information about the bank, its employees, partners, clients, suppliers, service providers, or any other organization to be shared / disclosed directly or indirectly.

3. 25. Data Confidentiality

- The Agency shall maintain confidentiality of the data provided to them or generated while providing services. Under no circumstances the Agency will divulge/reveal/share such data for the purpose other than specified for meeting the Bank's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Agency's services from the Bank. The decision of the Bank shall be final in this regard and binding on the Agency.
- The Agency shall, at all times regard, preserve, maintain and keep as secret all Confidential Information and Confidential Materials of the Bank.

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- The confidentiality obligations shall survive even after the expiry or termination of the Agreement between the Agency and the Bank.
- Agency shall be able to isolate and clearly identify the bank's customer information, documents, records, and assets to protect the confidentiality of information. In instances if agency is acting as an agent for multiple banks, agency to develop rigorous safeguards to ensure no commingling of information, documents, records, and assets.

3. 26. Certifications & Data Security Accreditations

- Agency will be responsible for archival and storage of all the Data related to content/ Images/ Videos / Response / Reports and other data. The archive set-up should have Data backup/ storage /archival and retention.
- Preservation of Data and Documents by the agency in accordance with legal/regulatory obligation of the bank.
- Upon cancellation / maturity of the SLA, the service provider shall handover all archival and stored data to Bank and should not store at agency level without consent of Bank.

3. 27. Non-Disclosure Agreement

The selected agency shall execute a Non-Disclosure Agreement (NDA). The selected agency shall execute the agreement within two months from the date of acceptance of letter of appointment or as intimated by the Bank. All the expenses related to execution of the document such as The applicable stamp duty and registration charges if any shall be borne by the agency.

By virtue of RFP process and its implementation thereof, the applicant may have access to the confidential information and data of the Bank and its customers.

- That the applicant will maintain confidentiality and shall not disclose to any third party. The applicant will also agree that its employees, agents, sub- contractors shall maintain confidentiality of the information.
- That the applicant will agree that it shall neither use, nor reproduce for use in any way, any confidential information of the Bank without consent of the Bank. That the applicant will also agree to protect the confidential information of the Bank with at least the same standard of care and procedures used by them to protect its own confidential Information of similar importance. Without limitation of the foregoing, the applicant shall use reasonable efforts to advise the Bank immediately in the event that the applicant learns or has reason to believe that any person who has had access to confidential information has violated or intends to violate the terms of the Contract to be entered into between the Bank and the applicant, and will reasonably cooperate in seeking injunctive relieve against any such person.
- That the applicant will strictly maintain the secrecy of Bank's data.

PART: 4. BID FORMATS & ANNEXURES**Form A: Particulars for Selection of PUBLIC RELATIONS AGENCY - Technical Bid
(To be submitted by PUBLIC RELATIONS AGENCY on their letter heads)**

The General Manager,
Publicity & PR Department,
Bank of India, Star House 2,
7th Floor, C – 5, G Block,
BKC, Bandra (East),
Mumbai – 400 051

Dear Sir/Madam,

We hereby offer to submit our request for selection of **public relations agency** of the Bank of India as per Reference Ref: HO/P&PR/PD/2025-26/169 for “**Selection of public relations agency**”. We unconditionally agree to abide by the Terms & Conditions specified therein.

As per the terms & conditions we have made Online transfer of Rs.2,50,000/- (Rupees Two Lakhs Fifty Thousand Only) towards Earnest Money Deposit (EMD) & Rs 10,000/- (Rupees Ten thousand only) towards Non Refundable Cost of application fees in favour of Bank of India payable.

Our brief profile is as under

SN	Parameters	Parameters Particulars/Description			
1	Name & Address of the Agency/ Firm (Details of Tel. Fax, Email)				
2	Constitution of the Agency/ Firm (Proprietorship / Partnership / Joint venture or registered under Companies Act enclose necessary documentary proofs)				
3	Date of Establishment				
4	Details of Statutory registrations of the Agency/Firm (attach copies)	SN	Registration for	Registration No	Date of Registration
		1	PAN		
		2	GST		
		3	RoC		
		4	Shop & Establishment		
		5	Other		

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5	Name of Proprietor/Partners / Directors of the Agency/ Firm																										
6	Details of 3 key functional personnel of the Agency/Firm																										
7	Financials of the Agency/ firm for the last 3 years (mention Rs. in crores, enclose auditor's certificate for the same)	<table border="1"> <tr> <th>Particulars</th> <th>2021-22</th> <th>2022-23</th> <th>2023-24</th> </tr> <tr> <td>Turnover</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Net Profit</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Net- worth</td> <td></td> <td></td> <td></td> </tr> </table>						Particulars	2021-22	2022-23	2023-24	Turnover				Net Profit				Net- worth							
Particulars	2021-22	2022-23	2023-24																								
Turnover																											
Net Profit																											
Net- worth																											
8	Present Banker of the Agency/ Firm (attach statement of each account for last 6 months)	<table border="1"> <tr> <th>Sr No</th> <th>Name of Bank</th> <th>Branch & Address</th> <th>Account Number</th> </tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> </table>						Sr No	Name of Bank	Branch & Address	Account Number																
Sr No	Name of Bank	Branch & Address	Account Number																								
9	Details of work sample, if any																										
10	Organisation chart (Use separate sheet to create the chart)																										
11	Industry recognitions/awards/ accolades won during last three years. (attach copy of certificates as enclosure)																										
12	List of BSE/NSE Listed corporates. (contact details will be used for checking references)	<table border="1"> <tr> <th>Sr No</th> <th>Client/ Firm Name</th> <th>Name of contact person</th> <th>Phone</th> <th>BSE/ NSE</th> <th>Empane lled/ engage d since</th> </tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table>						Sr No	Client/ Firm Name	Name of contact person	Phone	BSE/ NSE	Empane lled/ engage d since														
Sr No	Client/ Firm Name	Name of contact person	Phone	BSE/ NSE	Empane lled/ engage d since																						
13	List of the existing BFSI clients (contact details will be used for checking references)	<table border="1"> <tr> <th>Sr No</th> <th>Name of Client/Firm</th> <th>Name of contact person</th> <th>Phone</th> <th>Empanelle d/ engaged since</th> </tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> </table>						Sr No	Name of Client/Firm	Name of contact person	Phone	Empanelle d/ engaged since															
Sr No	Name of Client/Firm	Name of contact person	Phone	Empanelle d/ engaged since																							
14	List of the BFSI clients worked for																										

	(contact details will be used for checking references)	Sr No	Name of Client/Firm	Name of contact person	Phone	Empanelled/ engaged since				
15	List of the existing Non BFSI clients (contact details will be used for checking references)	Sr No	Name of Client/Firm	Name of contact person	Phone	Empanelled/ engaged since				
16	Details regarding litigations Agency / Firm has (Annexure D)	Sr No	Other party of litigation / Dept./court		Agency/Firm status (Applicant / Respondent)					
17	If Agency/ Firm is maintaining own website, its URL									
18	Details of awards in Public Relations (reputed National/International) - attach copies of certificates.									
19	<p>Infrastructure facility available with the agencies</p> <ul style="list-style-type: none"> ➤ Are you a full service agency or limited service agency? ➤ No. of persons working (separately for different offices) ➤ No. of members in PR team ➤ If the full-fledged office exists (Details) ➤ Language Translation facility ➤ Recording facilities ➤ Research/Analysis tools 									

	<ul style="list-style-type: none"> ➤ Working Days and hours. ➤ Any other 	
20	Principal Banker & their Address	
21	Any other information that the Agency would like to submit.	

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or not correct, Bank of India reserves the right to remove us as appointed Agency, if appointed, with immediate effect and Bank's authority in this regard shall full, final and binding on us. We understand and agree that the empanelment does not obligate Bank in any manner. We also understand that Bank of India has the right to cancel the name of the agency from the approved lists at its absolute discretion at any time during the term of the engagement.

I/we certify that if appointed for selection, I/we shall appoint separate teams for any competing clients who are in the same business as Bank of India to avoid clash of interests and maintenance of confidentiality.

In case at any stage, it is found that that the information given by me/us is false/incorrect, Bank of India shall have the absolute right to take any action as deemed fit/ without any prior intimation to me/us.

(Signature of the Authorized person)

Full name of the Authorized person:

Designation:

Seal of the firm and date

Form B: Particulars for Selection of public relations agency – Price/ Commercial/ Financial bid

(To be submitted by Public Relation agency on their letter head)

The General Manager,
 Publicity & PR Department,
 Bank of India, Star House 2,
 7th Floor, C – 5, G Block,
 BKC, Bandra (East),
 Mumbai – 400 051

Dear Sir/Madam,

We hereby submit our Commercial/Price Bid for selection of public relations agency of the Bank of India as per proposal reference no: Ref: HO/P&PR/PD/2025-26/169. We unconditionally agree to abide by the Terms & Conditions specified therein.

I/we certify that if appointed for selection, I/we shall appoint separate teams for any competing clients who are in the same business as Bank of India to avoid clash of interests and maintenance of secrecy.

In case at any stage, it is found that the information given by me/us is false/incorrect, Bank of India shall have the absolute right to take any action as deemed fit/ without any prior intimation to me.

Sr.	Particulars	Details/Remarks / Charges
01.	Name and contact details of Agency's head office.	
02.	Contact details of person authorized to make commitments to the Bank	
03.	Monthly Retainership Fees (Rs) A. Monthly Fees for PR activities B. Monthly Fees for Digital PR	
	Total (Rs) [A+B]	

I/we hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

I/we certify that if appointed for empanelment, I/we shall appoint separate teams for any competing clients who are in the same business as Bank of India to avoid clash of interests and maintenance of confidentiality.

In case at any stage, it is found that the information given by me/us is false/incorrect, Bank of India shall have the absolute right to take any action as deemed fit/ without any prior intimation to me.

(Signature of the Authorized person) _____ Full
name of the Authorized person: _____
Designation: _____ Seal
of the firm and date

RFP– Selection of Public Relations Agency

Form C: List of Enclosures to Be Attached with Technical Bid Application

SN	Description of the documents to be attached	To be attached with Form A & marked as enclosure
1	Documents related to constitution of Agency (Memorandum /Articles of Association/ Partnership Deed etc. Mentioned at SN-2 of Form A)	
2	Address proof of Mumbai Office (latest landline MTNL/ Electricity bill/ Registration with Shop & establishment Dept./ registered rent agreement/ lease deed)	
3	Photocopy of statutory registrations (mentioned at SN. 4 of proposal of Form A)	
4	Authorization letter (as per format of Annexure A)	
5	Bid submission letter (as per format of Annexure B)	
6	Copy of Audited Balance sheet of Agency/ firm for last 3 years	
7	Auditor's Certificate regarding financials (as per format of Annexure C)	
8	Statement of accounts (stated at SN. 8 of Form A)	
9	Details / description of work sample	
10	Organizational structure chart of the Agency/ Firm (mentioned at SN-10 of Form A)	
11	Photocopy of certificates etc. in support of Industry recognition / Awards/ Accolades (mentioned at SN-11 of Form A)	
12	Self-certified list of BFSI clients where Agency / Firm is presently engaged as PUBLIC RELATIONS AGENCY	
13	Self-certified list of Non BFSI clients where Agency / Firm is presently engaged as PUBLIC RELATIONS AGENCY	
14	Self-certified list of BFSI clients acquired by Agency/ Firm in the past	
15	Self-certified list of Non BFSI clients acquired by Agency/ Firm in the past	
16	Self-certified list of BSE/NSE Listed Corporates of the Agency/ Firm	
18	Declaration by Agency/ Firm regarding overdue etc. (as per Annexure F)	
21	Bid Security Form (Annexure L)	
28	Tender Fee (Rs.10,000/- (Rupees Ten Thousand Only)	
29	Earnest money deposit (EMD) - Rs 2,50,000/- (Rupees Two Lakhs Fifty Thousand Only)	
Other enclosures attached by the bidder to be marked accordingly		

RFP– Selection of Public Relations Agency

Annexure A: Authorisation to Sign Documents

Authorisation to sign documents pertaining to bid submission for RFP No: Ref: HO/P&PR/PD/2025-26/169 for selection of PUBLIC RELATIONS AGENCY

[to be given on agency/firm/company letter head]

It is certified that Agency/firm M/s..... having its registered office at..... is submitting a bid proposal against RFP No: Ref: HO/P&PR/PD/2025-26/169 for selection of PUBLIC RELATIONS AGENCY in Bank of India.

In connection with the above Shri..... working with the company as.....has been duly authorized to sign bid proposal documents or any other documents related to this bid submission.

Agency/firm is liable of the consequences arising by the act of signing bid documents by Shri.....

Signature:

Name of Signatory:

Designation:

Seal of Agency/firm/company

Date:

Place:

* If agency is a company, certified copy of the extract of Company's Board Resolution to this effect shall be required

RFP– Selection of Public Relations Agency

Annexure B: Bid Submission Letter

(On Agency's letter head)

To,
The General Manager,
Publicity & PR Department,
Bank of India, Star House 2,
7th Floor, C – 5, G Block,
BKC, Bandra (East),
Mumbai – 400 051.

Sir,

RFP NO: SELECTION OF PUBLIC RELATIONS AGENCY - SUBMISSION OF BID

We submit our Bid/Proposal herewith. In this connection, we understand that:

1. Bank is not bound to accept the lowest or any bid received by the Bank, and Bank may reject all or any bid without assigning any reason or giving any explanation whatsoever.
2. Bank may follow close or open bidding process as per requirement of the Bank.
3. If our Bid is accepted, we undertake to enter into and execute at our cost, when called upon by the Bank to do so, a contract in the prescribed form.
4. If our Bid is accepted, we shall be jointly and severally responsible for the due performance of the contract
5. We agree to abide by the Bid and the rates quoted therein for the orders awarded by the Bank up to the period prescribed in the Bid, which shall remain binding upon us.
6. Bank may accept or entrust the entire work to one agency or divide the work to more than one agency without assigning any reason or giving any explanation whatsoever, as per Bank's requirement.
7. Agency means the bidder who is decided and declared so after examination of commercial bids.
8. Bank can, on its sole discretion, conduct independent due diligence in respect of the information furnished in bid/proposal or any document(s) attached thereto.
9. This bid/ proposal comprises of total pages, and enclosures marked as enclosure-1 to enclosure-....

Yours faithfully,

Signature with date:

Name of authorized signatory:

Seal of agency/firm

RFP– Selection of Public Relations Agency

Annexure C: Audited Financials

[ON THE LETTER HEAD OF AUDITORS /CHARTERED ACCOUNTANTS]

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s. having its Registered Office had achieved the following level of Turnover/ Net profits/ Net worth in respect for the financial years mentioned hereunder :

(Rs. In Crores)

Particulars	2021-22	2022-23	2023-24
Gross Annual Turnover			
Net profit			
Net-worth			

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

Signatures of Auditors / Chartered Accountants

Name:

Seal:

Place:

Date:

RFP– Selection of Public Relations Agency

Annexure D: Sample for Experience Letter

(On letterhead of the corporate duly stamped and signed)

Date:

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s is our empaneled PR agency for more than _____ Years.

The performance of the agency is satisfactory during their tenure with us.

(AUTHORISED SIGNATORY)
NAME:
DESIGNATION

Annexure E: Status of Litigations Pending Pertaining to the Bidder

(On the letterhead of the Agency duly stamped and signed)

STATUS OF LITIGATIONS PENDING PERTAINING TO THE BIDDER

SN	Other party to litigation	Case no	Status of bidder in litigation (Applicant / Respondent)	Briefs of litigation
1				
2				
3				
4				

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency

RFP– Selection of Public Relations Agency

Annexure F: Declaration-Cum-Certificate

(On the letterhead of the Agency duly stamped and signed)

DECLARATION-CUM-CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is certify that this Agency has no overdue owing to any Agency/ Central/ State Government/ Public Sector Undertakings/ Banks/ RBI/ IBA/ any other Corporates/any regulatory authority or any other organization.

This is also certified that our Agency has not been backlisted by any Central/ State Government/ Public Sector Undertakings/ Banks/ RBI/ IBA/ any other Corporates/ any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against, other than those mentioned in Annexure E attached to the bid/proposal that may have an impact affecting or compromising the delivery of services required.

Signature of Authorized person:

Signed at _____ dated _____
by _____

Designation _____ for _____
Agency

Seal of Agency

Annexure G: CURRICULUM VITAE (CV) OF PROFESSIONAL STAFF TO BE ENGAGED WITH BANK OF INDIA

1. Name of Agency [Insert name of firm proposing the staff]:

2. Name of Staff [Insert full name]:

3. Proposed Position:

4. Nationality:

5. Education qualification [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:

6. Membership of Professional Associations:

7. Other Training [Indicate significant training since degrees under 5 - Education were obtained]:

8. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

9. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment see format here below: dates of employment, name of employing organization, positions held.:

Employer:	Positions held:	From [Year]:	To [Year]:

10. Detailed Tasks Assigned

RFP– Selection of Public Relations Agency

11. Work Undertaken that Best Illustrates capability to Handle Tasks Assigned

- a) List all tasks to be performed under this assignment.
- b) Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10.]
 - (i) Name of assignment or project:
 - (ii) Year:
 - (iii) Location:
 - (iv) Client:
 - (v) Main project features:
 - (vi) Positions held:
 - (vii) Activities performed:

Note:

Use separate sheets for different projects. Please provide at least 3 such client references)

(Signature of Authorized Signatory)

Name of the Authorized Signatory:

Firm Name:

RFP– Selection of Public Relations Agency

Annexure H: Query/Clarification Format (to be sent via email)

Format for seeking clarification /Pre-bid queries

SN	Page No	Clause	Query

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____

Agency Seal

Annexure I: Non-Disclosure Agreement

NON-DISCLOSURE AGREEMENT

WHEREAS, we, _____ having Registered Office at _____ hereinafter referred to as the COMPANY, are agreeable to **provide Public relation (PR) Services** for Bank of India, having its registered office at Star House, C-5, G Block, Bandra Kurla Complex, Mumbai – 400 051, hereinafter referred to as the BANK and, whereas, the COMPANY understands that the information regarding the Bank's web site shared by the BANK in their Request for Proposal is confidential and/or proprietary to the BANK, and whereas, the COMPANY understands that in the course of submission of the offer to **provide Public relation (PR) Services** and Services and/or in the aftermath thereof, it may be necessary that the COMPANY may perform certain jobs/duties on the Bank's properties and/or have access to certain plans, documents, approvals or information of the BANK;

NOW THEREFORE, in consideration of the foregoing, the COMPANY agrees to all of the following conditions, in order to induce the BANK to grant the COMPANY specific access to the BANK's property/information

The COMPANY will not publish or disclose to others, nor, use in any services that the COMPANY performs for others, any confidential or proprietary information belonging to the BANK, unless the COMPANY has first obtained the BANK's written Authorization to do so;

The COMPANY agrees that notes, specifications, designs, memoranda and other data shared by the BANK or, prepared or produced by the COMPANY for the purpose of submitting the offer to the BANK to **provide Public relation (PR) Services**, will not be disclosed to during or subsequent to submission of the offer to the BANK, to anyone outside the BANK.

The COMPANY shall not, without the BANK's written consent, disclose the contents of this Request for Proposal (Bid) or any provision thereof, or any specification, plan, pattern, sample or information (to be) furnished by or on behalf of the BANK in connection therewith, to any person(s) other than those employed/engaged by the COMPANY for the purpose of submitting the offer to the BANK and/or for the performance of the Contract in the aftermath. Disclosure to any employed/engaged person(s) shall be made in confidence and shall extend only so far as necessary for the purposes of such performance.

Authorized Signatory Designation:

Place:

Date:

Name:

Office Seal

Annexure J: Performance Bank Guarantee Format

To

The General Manager,
Publicity & PR Department,
Bank of India, Star House 2,
7th Floor, C – 5, G Block,
BKC, Bandra (East),
Mumbai – 400 051

WHEREAS M/s _____ has undertaken in pursuance of the contract No. _____ dated _____ to, inter-alia, supply of _____ as per the contract document (herein after called “The Contract”) dated _____. AND whereas it has been stipulated by you in the said contract that M/s _____ shall furnish you with a performance bank guarantee by a scheduled commercial bank for a sum of Rs. _____ specified therein as security for compliance with the performance obligations in accordance with the contract.

AND whereas we have agreed to give you the guarantee on behalf of M/s _____

THEREFORE, we hereby affirm that we as guarantors are responsible to you, on behalf of M/s _____ up to a total of Rs. _____ and we undertake to pay you, upon your first written demand declaring M/s _____ to be in default under the contract and without cavil or argument, any sum or sums within the limit of Rs. _____ as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sums specified therein.

This guarantee is valid until the _____ (date).

All rights and obligations arising from this guarantee shall be governed by the laws of the Republic of India.

Notwithstanding anything contained herein

- i. Our liability under this bank guarantee shall not exceed Rs. _____ (Rupees _____ only).
- ii. This bank guarantee shall be valid up to _____ ; and
- iii. We are liable to pay the guaranteed amount or any part thereof under this bank guarantee only and only if you serve upon us a written claim or demand on or before _____.

Place:

Date:

Annexure K: RFP Compliance Undertaking

To

General Manager Bank of India,
Publicity & PR, Star House, C-5, G-
Block Bandra Kurla Complex
Bandra (E), Mumbai 400 051

Sir,

Sub: RFP FOR

--.

1. Having examined the Tender Documents including all Annexures and Appendices, the receipt of which is hereby duly acknowledged, we, the undersigned offer to supply, deliver, implement and commission ALL the items mentioned in the 'Request for Proposal' and the other schedules of requirements and services for your bank in conformity with the said Tender Documents in accordance with the schedule of Prices indicated in the Price Bid and made part of this Tender.
2. If our Bid is accepted, we undertake to comply with the delivery schedule as mentioned in the Tender Document.
3. We agree to abide by this Tender Offer for 180 days from date of bid opening and our Offer shall remain binding on us and may be accepted by the Bank any time before expiry of the offer.
4. This Bid, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.
5. a) We undertake that in competing for and if the award is made to us, in executing the subject Contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".
6. We agree that the Bank is not bound to accept the lowest or any Bid the Bank may receive.
7. We certify that we have provided all the information requested by the bank in the format requested for. We also understand that the bank has the exclusive right to reject this offer in case the bank is of the opinion that the required information is not provided or is provided in a different format.
8. We hereby agree to comply with all the terms and conditions / stipulations as contained in the RFP and the related addendums and other documents. The Bank is not bound by any other extraneous matters or deviations, even if mentioned by us elsewhere either in our proposal or any subsequent deviations sought by us, whether orally or in writing, and the Bank's decision not to accept any such extraneous conditions and deviations will be final and binding on us.

Dated this.....by

20

Yours faithfully,

Authorized Signatory Name:

Designation:

Bidder's Corporate Name Address

Email and Phone #

Annexure L: Bid Security Form

Whereas..... (Hereinafter called “the Bidder”) has submitted its Bid dated..... (Date of submission of Bid) for the supply of..... (Name and/or description of the Products/system) (Hereinafter called “the Bid”).

KNOW ALL PEOPLE by these presents that WE..... (Name of bank) of (Name of country), having our registered office at..... (Address of bank) (Hereinafter called “the Bank”), are bound unto..... (Name of Purchaser) (Hereinafter called “the Purchaser”) in the sum of for which payment well and truly to be made to the said Purchaser, the Bank binds itself, its successors, and assigns by these presents. Sealed with the Common Seal of the said Bank this day of 2025

THE CONDITIONS of this obligation are:

1. If the Bidder withdraws its Bid during the period of Bid validity specified by the Bidder on the Bid Form; or
2. If the Bidder, having been notified of the acceptance of its Bid by the Purchaser during the period of Bid validity:
 - a. Fails or refuses to execute the Contract Form if required; or
 - b. Fails or refuses to furnish the performance Bank Guarantee, in accordance with the Instruction to Bidders.

We undertake to pay the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will note that the amount claimed by it is due to it, owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including forty five (45) days after the period of the Bid validity, i.e. up to _____, and any demand in respect thereof should reach the Bank not later than the above date.

.....
(Signature of the Bidder's Bank)

Note: Presence of restrictive clauses in the Bid Security Form such as suit filed clause/clause requiring the Purchaser to initiate action to enforce the claim etc., will render the Bid non-responsive.

Annexure M: Pre Contract Integrity pact

PRE-CONTRACT INTEGRITY PACT
BETWEEN
BANK OF INDIA
AND
.....

General

This pre-bid pre-contract Agreement (hereinafter called the Integrity Pact) is made on day -----of the month of -----2025, between, on one hand, Bank of India acting through General Manager, Publicity & PR Department (hereinafter called the “BUYER”, which expression shall mean and include, unless the context otherwise requires, his successors in officer and assigns) of the First Part

and

M/s. represented by Shri _____, Authorized Executive (hereinafter called the “BIDDER/ Seller” which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

WHEREAS the BUYER proposes to procure (Name of the Service) and award the contract and the BIDDER/Seller is willing to offer/has offered the services and

WHEREAS the BIDDER is a registered private company / partnership constituted in accordance with the relevant law in the matter and the BUYER is a Public Sector Undertaking

NOW, THEREFORE,

To avoid all forms of corruption by following a system that is fair, transparent and free from any influence / prejudice dealings prior to, during and subsequent to the currency of the contract entered into with a view to :-

Enabling the BUYER to obtain the desired said service / work at a competitive price in conformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement, and

Enabling BIDDERS to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the BUYER will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereby agree to enter into this Integrity Pact and agree as follows

Commitments of the BUYER

- 1.1 The BUYER undertakes that no official of the BUYER, connected directly or indirectly with the contract, will demand, take a promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour or any material or immaterial benefit or any other advantage from the BIDDER, either for themselves or for any person, organization or third party related to the contract in exchange for an advantage in the bidding process, bid evaluation, contracting or implementation process related to the contract.
 - 1.2 The BUYER will, during the pre-contract stage, treat all BIDDERS alike, and will provide to all BIDDERS the same information and will not provide any such information to any particular BIDDER which could afford an advantage to that particular BIDDER in comparison to other BIDDERS.
 - 1.3 All the officials of the BUYER will report to the appropriate Government office any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach.
2. In case any such preceding misconduct on the part of such officials(s) is reported by the BIDDER to the BUYER with full and verifiable facts and the same is prima facie found to be correct by the BUYER, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings may be initiated by the BUYER and such a person shall be debarred from further dealings related to the contract process. In such a case while an enquiry is being conducted by the BUYER the proceedings under the contract would not be stalled.

Commitments of BIDDER(s)

3. The BIDDER commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following :-
- 3.1 The BIDDER will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the BUYER, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation of the contract.
 - 3.2 The BIDDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the BUYER or otherwise in procuring the Contract or forbearing to

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do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or forbearing to show favour or disfavor to any person in relation to the contract or any other contract with the Government.

- 3.3 BIDDERS shall disclose the name and address of agents and representatives and Indian BIDDERS shall disclose their foreign principals or associates.
- 3.4 BIDDERS shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this bid/contract.
- 3.5 The BIDDER further confirms and declares to the BUYER that the BIDDER is the original manufactures / integrator / authorized government sponsored export entity of the stores / supplier and has not engaged any individual or firm or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the BUYER or any of its functionaries, whether officially or unofficially to the award of the contract to the BIDDER nor has any amount been paid promised or intended to be paid to any such individual, firm or company in respect of any such intercession, facilitation or recommendation.
- 3.6 The BIDDER, either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payments he has made, is committed to or intends to make to officials of the BUYER or their family members agents, brokers or any other intermediaries in connection with the contract and the details of services agreed upon for such payments.
- 3.7 The BIDDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation, contracting and implementation of the contract.
- 3.8 The BIDDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
- 3.9 The BIDDER shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information provided by the BUYER as part of the business relationship, regarding plans, technical proposals and business details including information contained in any electronic data carrier. The BIDDER also undertakes to exercise due and adequate care lest any such information is divulged.
- 3.10 The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.
- 3.11 The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.

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3.12 If the BIDDER or any employee of the BIDDER or any person acting on behalf of the BIDDER, either directly or indirectly, is a relative of any of the officers of the BUYER or alternatively, if any relative of an officer of the BUYER has financial interest / stake in the BIDDERS firm, the same shall be disclosed by the BIDDER at the time of filling of tender.

3.13 The term relative for this purpose would be as defined in Section 6 of the Companies Act 1956.

3.14 The BIDDER shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the BUYER.

4. Previous Transgression

4.1 The BIDDER declares that no previous transgression occurred in the last three years immediately before signing of this Integrity Pact, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India that could justify BIDDER's exclusion from the tender process.

4.2 The BIDDER agrees that if it makes incorrect statement on this subject, BIDDER can be disqualified from the tender process or the contract, if already awarded can be terminated for such reason.

5. Earnest Money (Security Deposit)

5.1 While submitting Price/Commercial/Financial bid, the BIDDER shall deposit an amount of Rs.2,50,000/- as specified in the NIT as Earnest Money/Security Deposit, with the BUYER through any of the following instruments-

a. Payable in the Bank's given office account

5.2 The Earnest Money / Security Deposit shall be valid up to the complete conclusion of the contractual obligations to the complete satisfaction of both the BIDDER and the BUYER, including warranty period / Defect liability period.

5.3 In case of the successful BIDDER a clause would also be incorporated in the Article pertaining to Performance Bond in the Purchase Contract that the provisions of Sanctions for Violation shall be applicable for forfeiture of Performance Bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.

5.4 No Interest shall be payable by the BUYER to the BIDDER on Earnest Money/ Security Deposit for the period of its currency.

6. Sanctions for Violations

6.1 Any breach of the aforesaid provisions by the BIDDER or any one employed by it

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or acting on its behalf (Whether with or without the knowledge of the BIDDER) shall entitle the BUYER to take all or any one of the following actions, whenever required:-

- a. To immediately call off the pre-contract negotiations without assigning any reason or giving any compensation to the BIDDER. However, the proceedings with the other BIDDER(s) would continue.
- b. The Earnest Money Deposit (in pre-contract stage) and / or Security Deposit / Performance Bond (after the contract is signed) shall stand forfeited either fully or partially as decided by the BUYER and the BUYER shall not be required to assign any reason therefor.
- c. To immediately cancel the contract if already signed, without giving any compensation to the BIDDER.
- d. To recover all sums already paid by the BUYER and in case of an Indian BIDDER with interest thereon at 2% higher than the prevailing Prime Lending Rate of State Bank of India, while in case of a BIDDER from a country other than India with interest thereon at 2% higher than the LIBOR. If any outstanding payment is due to the BIDDER from the BUYER in connection with any other contract for any other stores, such outstanding payment could also be utilized to recover the aforesaid sum and interest.
- e. To appropriate the performance guarantee amount furnished by the BIDDER, in order to recover the payments already made by the BUYER, along with interest.
- f. To cancel all or any other Contracts with the BIDDER. The BIDDER shall be liable to pay compensation for any loss or damage to the BUYER
- g. Resulting from such cancellation / rescission and the BUYER shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.
- h. To debar the BIDDER from participating in future bidding processes of the Government of India for a minimum period of Three years, which may be further extended at the discretion of the BUYER.
- i. To recover all sums paid in violation of this Pact by BIDDER(s) to any middlemen or agent or broker with a view to securing the contract.
- j. In cases where irrevocable Letters of Credit have been received in respect of any contract signed by the BUYER with the BIDDER, the same shall not be opened.
- k. Forfeiture of Performance Bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.

6.2 The BUYER will be entitled to take all or any of the actions mentioned at para 6.1

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(i) to (x) of this Pact also on the commission by the BIDDER or any one employed by it or acting on its behalf (Whether with or without the knowledge of the BIDDER), of an offence as defined in Chapter IX of the Indian Penal code, 1860 or Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.

6.3 The decision of the BUYER to the effect that a breach of the provisions of this Pact has been committed by the BIDDER shall be final and conclusive on the BIDDER. However, the BIDDER can approach the Independent Monitor(s) appointed for the purposes of this Pact.

7. Fail Clause

The BIDDER undertakes that it has not supplied / is not supplying similar product / systems or subsystems at a price lower than that offered in the present bid in respect of any other Ministry / Department of the Government of India or PSU and if it is found at any stage that similar product / systems or sub systems was supplied by the BIDDER to any other Ministry / Department of the Government of India or a PSU at a lower price, then that very price, with due allowance for elapsed time, will be applicable to the present case and the difference in the cost would be refunded by the BIDDER to the BUYER, if the contract has already been concluded.

8. Independent Monitors

- 8.1 There shall be Independent Monitors (hereinafter referred to as Monitors) appointed by the BUYER for this Pact in consultation and with approval of the Central Vigilance Commission.
- 8.2 The task of the Monitors shall be to review independently and objectively whether and to what extent the parties comply with the obligations under this Pact.
- 8.3 The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
- 8.4 Both the parties accept that the Monitors have the right to access all the documents relating to the project / procurement, including minutes of meetings.
- 8.5 As soon as the Monitor notices, or has reason to believe, a violation of this Pact, he will so inform the Authority designated by the BUYER.
- 8.6 The BIDDER(s) accepts that the Monitor has the right to access without restriction to all Project documentation of the BUYER including that provided by the BIDDER. The BIDDER will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Subcontractors. The Monitor shall be under contractual obligation to treat the information and documents of the BIDDER / Subcontractor(s)

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with confidentiality.

8.7 The BUYER will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between the parties. The parties will offer to the Monitor the option to participate in such meetings.

8.8 The Monitor will submit a written report to the designated Authority of BUYER within 8 to 10 weeks from the date of reference or intimation to him by the BUYER / BIDDER and, should the occasion arise, submit proposals for correcting problematic situations.

9. Facilitation of Investigation

In case of any allegation of violation of any provisions of this Pact or payment of commission, the BUYER or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER and the BIDDER shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

10. Law and Place of Jurisdiction

This Pact is subject to Indian Law. The place of performance and jurisdiction is the seat of the BUYER.

11. Other Legal Actions

The actions stipulated in this Integrity Pact are without prejudice to any other legal action that may follow in accordance with the provisions of the extant law in force relating to any civil or criminal proceedings.

12. Validity

12.1 The validity of this Integrity Pact shall be from date of its signing and extend upto 1 year or the complete execution of the contract to the satisfaction of both the BUYER and the BIDDER / Seller, including warranty period, whichever is later. In case BIDDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract.

12.2 Should one or several provision of this Pact turn out to be invalid, the remainder of this Pact shall remain valid. In this case, the parties will strive to come to an agreement to their original intentions.

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13. The parties hereby sign this Integrity Pact at on

BUYER

BIDDER

Name of the Officer

Name of the Officer

Designation

Designation

Bank of India

Witness

Witness

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1

2

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