



A. BID SCHEDULE

A	Purpose	Selection/ Empanelment of Creative Agency/ies for RBI's Public Awareness Campaigns
B	e-Tender No.	RBI/DoC Central Office Departments/Others/2/25-26/ET/59 [Empanelment of Creative agency]
C	Mode of Tender (ONLINE ONLY)	e-tendering system on MSTC e commerce site (http://www.mstcecommerce.com) (online Part I-Technical Bid and Part II- Financial Bid)
D	Date of issuing of RFP	Date: April 25, 2025 Time: 5 PM (Document can be downloaded from Tenders section – https://website.rbi.org.in/en/web/rbi/tenders)
E	Submission of Pre-Bid queries and email	Date: On or Before May 02, 2025 Time: 11am pacdoc@rbi.org.in
F	Date, Time & Venue of Pre-Bid Meeting	Date: May 05, 2025 Time: 11.30 am Through WebEx Meeting number: 2516 567 9908 Meeting password: rbi@1234
G	Website publication of Pre-bid meeting minutes by the Bank	6.00 pm on May 06, 2025.
H	Date & Time of Closing of e-tender for submission of online Technical bid and Financial bid	12:30 pm. on May 16, 2025
I	Cost of the Bid	Nil
J	Place & Address for submission of bids	Through MSTC portal (Online Mode Only) (Physical bids will not be accepted)



K	Date, Time and Venue of opening of Part I (Technical bid)	12:40 Hrs. on May 16, 2025, through WeBex only. Authorized representatives of Agencies may be present during the opening of the bids. However, Bids would be opened at the scheduled time, irrespective of whether the Bidders representatives are present, or not, at the sole discretion of the Bank.
L	Date, Time & Venue of presentation as a part of technical evaluation	Date, Time & Address will be intimated later to the shortlisted/qualified Bidders.
M	Last date of submitting the Earnest Money Deposit (EMD) Amount of EMD	Date: May 13, 2025 Time: 4 pm ₹75,00,000/- (Rupees Seventy-Five Lakh only)
N	Date & Time of opening of Part II (Financial Bid)	Date, Time & Address will be intimated later to the shortlisted/qualified Bidders.
O	Address of communication Details of contact person of RBI	Chief General Manager, Dept. of Communication, 9 th floor, RBI, Shahid Bhagat Singh Marg, Fort, Mumbai, 400001. Smt. Haritha Dharavath, Manager (8355905360/ 022-22605057) Email Id: pacdoc@rbi.org.in Shri Darshan N, Asst. Manager (7760249748/ 022-22605057) Email Id: pacdoc@rbi.org.in



RESERVE BANK OF INDIA

**REQUEST FOR PROPOSAL for SELECTION/ EMPANELMENT OF
CREATIVE AGENCY/IES for RBI's PUBLIC AWARENESS
CAMPAIGNS**

**Event No: RBI/DoC Central Office Departments/Others/2/25-26/ET/59
[Empanelment of Creative agency]**

**DEPARTMENT OF COMMUNICATION
MUMBAI**

Index

Sr. No.	Description	Page No.
A	Bid Schedule	3
B	Introduction, Purpose and Invitation	10
C	Period of Service	10
D	Scope of work	10 - 12
E	Eligibility criteria	13
F	Submission of Bids	13
G	Bid Evaluation process	18-21
H	Terms and Conditions	22 - 24
I	Annexes	25

A. BID SCHEDULE

A	Purpose	Selection/ Empanelment of Creative Agency/ies for RBI's Public Awareness Campaigns
B	e-Tender No.	RBI/DoC Central Office Departments/Others/2/25-26/ET/59 [Empanelment of Creative agency]
C	Mode of Tender (ONLINE ONLY)	e-tendering system on MSTC e commerce site (http://www.mstcecommerce.com) (online Part I-Technical Bid and Part II- Financial Bid)
D	Date of issuing of RFP	Date: April 25, 2025 Time: 5 PM (Document can be downloaded from Tenders section – https://www.rbi.org.in/Scripts/BS_ViewTenders.aspx
E	Submission of Pre-Bid queries and email	Date: On or Before May 02, 2025 Time: 11am pacdoc@rbi.org.in
F	Date, Time & Venue of Pre-Bid Meeting	Date: May 05, 2025 Time: 11.30 am Through WebEx Meeting number: 2516 567 9908 Meeting password: rbi@1234
G	Website publication of Pre-bid meeting minutes by the Bank	6.00 pm on May 06, 2025.
H	Date & Time of Closing of e-tender for submission of online Technical bid and Financial bid	12:30 pm. on May 16, 2025
I	Cost of the Bid	Nil
J	Place & Address for submission of bids	Through MSTC portal (Online Mode Only) (Physical bids will not be accepted)
K	Date, Time and Venue of opening of Part I (Technical bid)	12:40 Hrs. on May 16, 2025, through WeBex only. Authorized representatives of Agencies may be

		present during the opening of the bids. However, Bids would be opened at the scheduled time, irrespective of whether the Bidders representatives are present, or not, at the sole discretion of the Bank.
L	Date, Time & Venue of presentation as a part of technical evaluation	Date, Time & Address will be intimated later to the shortlisted/qualified Bidders.
M	Last date of submitting the Earnest Money Deposit (EMD) Amount of EMD	Date: May 13, 2025 Time: 4 pm ₹75,00,000/- (Rupees Seventy-Five Lakh only)
N	Date & Time of opening of Part II (Financial Bid)	Date, Time & Address will be intimated later to the shortlisted/qualified Bidders.
O	Address of communication Details of contact person of RBI	Chief General Manager, Dept. of Communication, 9 th floor, RBI, Shahid Bhagat Singh Marg, Fort, Mumbai, 400001. Smt. Haritha Dharavath, Manager (8355905360/ 022-22605057) Email Id: pacdoc@rbi.org.in Shri Darshan N, Asst. Manager (7760249748/ 022-22605057) Email Id: pacdoc@rbi.org.in

For any queries and clarifications regarding the RFP, please use the above mentioned address or email id.

- Please note that the information desired in the bid document needs to be provided in full. Incomplete information may lead to rejection of the bid.
- The Reserve Bank reserves the right to change the dates mentioned in this RFP, which will be communicated through its website www.rbi.org.in.

Disclaimer

- The information contained in this RFP document or any information provided subsequently to the bidder(s) whether verbally or in documentary form by or on behalf of the Reserve Bank, is provided under the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.
- This RFP is neither an agreement nor an offer. The purpose of this RFP is to provide the bidder(s) with information to assist them in the formulation of their proposals. This RFP does not claim to contain all the information each bidder may require. Each bidder should conduct his own investigation and analysis and should check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice wherever necessary. The Reserve Bank makes no representation and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP.
- The Reserve Bank may, in its absolute discretion, but without being under any obligation to do so, update/ amend and/or supplement the information in this RFP. Such updation /amendments and/or supplement to this RFP will be done only on the RBI website.
- No contractual obligation whatsoever shall arise from the RFP process until a formal contract is executed by the duly authorised signatory of the Reserve Bank and the empanelled agency. Further, selection of any bidder shall not prejudice the Reserve Bank's right to avail the services from any other agency(ies)/service providers.

Important instructions regarding E-tender

Bidders are requested to read the terms & conditions of this tender before submitting their online e tender. Bidders who do not comply with the conditions with documentary proof (wherever required) will not qualify in the e-tender for opening of the price bid.

I. Process of e-Tender:

(A) Registration: The process involves vendor's registration with MSTC e-procurement portal which is free of cost. Only after registration, the vendor(s) can submit his/their bids electronically. Electronic Bidding for submission of Techno-Commercial Bid as well as Price Bid over the internet will be done. The Vendor should possess Class III signing and encryption type digital certificate. Vendors are to make their own arrangement for bidding from a P.C. connected with Internet. RBI is not responsible for making such arrangement. (Bids will not be recorded without Digital Signature).

Special note:

The Technical & the Commercial bids have to be submitted on-line through MSTC Portal (Common Portal) at www.mstcecommerce.com. a) Vendors are required to register themselves online with www.mstcecommerce.com → e- Procurement → Common Portal → Vendor Login → Register → Filling up details and creating own user id and password → Submit b) Vendors will receive a system generated mail confirming their registration in their email which has been provided during filling the registration form. In case of any clarification, please contact RBI/MSTC, before the scheduled time of e-Tender.

MSTC Ltd. Contact Person (For vendors)

HO Central Help Desk: (For vendors)

Phone Number :07969066600

helpdeskho@mstcindia.in (Please mention "HO Helpdesk" as subject while sending emails)

WRO Helpdesk:7651915418/02269856817/02269856800

Availability

9:30 AM to 5:00 PM on all working days for all Technical issues e-Tenders, System settings etc.

Contact person (MSTC,WRO)

Tanmoy Sarkar, Deputy Manager Mobile:8349894664

Contact person (RBI, Mumbai):

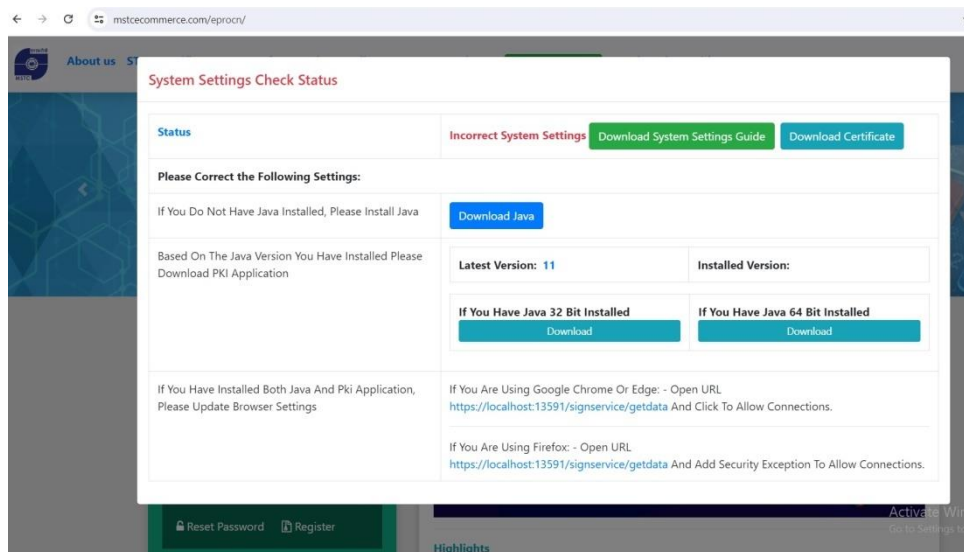
i. Mrs. Haritha Dharavath, Manager (355905360/ 022-22605057)

Email Id: pacdoc@rbi.org.in

ii. Shri Darshan N, Asst. Manager (7760249748/ 022-22605057)
Email Id: pacdoc@rbi.org.in

1. System Requirement:

For details, vendor may refer to the **DOWNLOAD SYSTEM SETTING GUIDE** available <https://www.mstcecommerce.com/eprocn/>



2 Special Note towards Transaction fee: The vendors shall pay the transaction fee using “Transaction Fee Payment” Link against the specific tender in the “Bid Floor”/through the “Pay Transaction fee” in “Event catalog” through their login. Service Provider / Contractor / Vendor shall have the facility of making the payment either through NEFT or Online Payment. On selecting NEFT, Service Provider / Contractor / Vendor shall generate a challan by filling up a form. Service Provider / Contractor / Vendor shall remit the transaction fee amount as per the details printed on the challan without making change in the same. On selecting Online Payment, Service Provider / Contractor / Vendor shall have the provision of making payment using its Credit / Debit Card / Net Banking. Once the payment gets credited to MSTC’s designated bank account, the transaction fee shall be auto authorized.

Transaction fee is non-refundable. A vendor will not have the access to online e- tender without payment of the transaction fee.

NOTE: Bidders are advised to remit the transaction fee well in advance before the closing time of the event so as to give themselves sufficient time to submit the bid.

3. Information about tenders / corrigenda shall be sent by email only during the process till finalization of tender. Hence the vendors are required to ensure that their corporate email I.D. provided is valid and updated at the time of registration of vendor with the MSTC Ltd. Vendors

are also requested to ensure validity of their class III signing and encryption type of DSC (Digital Signature Certificate).

4. E-tender cannot be accessed after the due date and time mentioned in NIT (Notice inviting tender).

5. Bidding in E-tender:

Note: Vendors are instructed to use **Upload Documents** link in My menu to upload documents in document library. Multiple documents can be uploaded. Maximum size of single document for upload is 5 MB.

Once documents are uploaded in the library, vendors can attach documents through **Attach Document** link against the particular e-Tender. Please note that if the documents are not attached to any e-Tender, the same cannot be downloaded by RBI and it will be deemed that the vendor has not submitted the documents. For further assistance please follow instructions of vendor guide.

- a) Bidder(s) need to submit necessary EMD, E-Tender fees (If ANY) and Transaction fee separately for the e-tender. Transaction fees if any are non-refundable. No interest will be paid on EMD. EMD of the unsuccessful bidder(s) will be refunded by RBI.
- b) The process involves Electronic Bidding for submission of Techno Commercial Bid as well as Price Bid.

The bidder(s) who have submitted the above fees can only submit their Techno Commercial Bids and Price Bid through internet in MSTC website www.mstcecommerce.com → e-procurement → New Common Portal → Bid Floor Manager → live event → Selection of the live event → Transaction fee → Common terms → Attach Documents → Price Bid.

Please Note: The vendor after successful remittance of the transaction fees and EMD details, will get the attach documents and common terms tab enabled in their login. Post successful completion of this step, the vendors will be allowed to save the lot specific terms and submit their price bid against the lot through the portal or download and upload the excel file for submitting price bids, as the case may be. In case the attach documents and/or saving common terms step is unsuccessful, the tabs for saving lot specific terms and submitting price bid would be disabled. The status of whether the same is successful/pending would be displayed in the bid status button.

- c) First the vendor needs to fill up the Commercial specification if any and save it. Then the vendor should fill up the Techno-commercial bid. After filling the Techno-Commercial Bid, bidder should click 'save' for recording their Techno-Commercial bid. Once the same is done, the Price Bid link becomes active and the same has to be filled up and then bidder should click on "save" to record their price bid. Then once both the Techno-Commercial bid & price bid has been saved, the bidder can click on the "Final Submission" button to register their bid

NOTE: - After clicking the final submission “Delete bid” option would be shown. If the vendor wants to delete the bid after final submission and re submit the bid, then he/she should click delete bid and resubmit the same and again click final submission.

- d) In all cases, bidder should use their own ID and Password along with Digital Signature at the time of submission of their bid.
- e) During the entire e-tender process, the bidders will remain completely anonymous to one another and also to everybody else.
- f) The e-tender floor shall remain open from the pre-announced date & time and for as much duration as mentioned above.
- g) All electronic bids submitted during the e-tender process shall be legally binding on the bidder. Any bid will be considered as the valid bid offered by that bidder and acceptance of the same by the Buyer will form a binding contract between Buyer and the Bidder for execution of supply/work. Such successful tenderer shall be called hereafter supplier/contractor.
- h) It is mandatory that all the bids are submitted with class III signing and encryption type of digital signature certificate otherwise the same will not be accepted by the system.
- i) Buyer reserves the right to cancel or reject or accept or withdraw or extend the tender in full or part as the case may be without assigning any reason thereof.
- j) No deviation of the terms and conditions of the e-Tender document is acceptable. Submission of bid in the e-tender floor by any bidder confirms his acceptance of terms & conditions for the e-Tender.
- k) Unit of Measure (UOM) is indicated in the e-tender Floor. Rate to be quoted should be in Indian Rupee as per UOM indicated in the e-tender floor/tender document.

B. INTRODUCTION, PURPOSE AND INVITATION

The Department of Communication (DoC), Reserve Bank of India (RBI), Central Office, Mumbai invites applications from reputed and accredited advertising agencies for designing the creatives for its multi-media, multi-lingual, pan-India public awareness campaigns.

The campaigns will be in 14 languages, viz., Hindi, Assamese, Bangla, Gujarati, Kannada, Malayalam, Marathi, Oriya, Punjabi, Sindhi, Tamil, Telugu, Urdu, and English with focus on regional languages. The media mix will include (i) traditional media, such as, newspapers, magazines, radio, television channels, OOH and cinema halls; and (ii) new media, such as, digital media including web portals and social media. The list is illustrative and not exhaustive.

C. PERIOD OF SERVICE

The term of empanelment with the Reserve Bank of India shall be valid for a period of two (2) years, with annual review, and extendable by a period of one year. The Reserve Bank, however, reserves the right to take a final decision on this aspect. The contract can be further extended for a maximum of two years, one year at a time, or such other period as the Bank may consider necessary, subject to satisfactory performance and adherence to contractual obligations by the tenderer/s. During the period of empanelment, there will be no price escalation.

D. SCOPE OF WORK

The public awareness campaigns of RBI will be full-fledged multi-media, multi-lingual, pan-India level campaigns. The objective of the campaigns is to create general awareness among citizens of India about the RBI regulations and other initiatives. The main functions of the creative agency will be:

1. Branding & Marketing Strategy:

- Broadcast media: Conceptualising, designing, developing and producing communication materials across television, radio, print, digital, mobile phone etc. This includes designing, creation and development of Audio/video advertisement through TV Commercials, Radio Jingles and Audio Clips, short films/ documentaries/ AVs, merchandise branding, corporate film,

corporate ringtone, creatives using latest technologies such as Artificial Intelligence and animations etc.

- Preparing creatives for publicity material including brochures, posters, calendars, handouts, banners, diaries, annual calendar (both desk and wall) presentation items, print advertisements, digital assets and adaptation of the approved designs and content in 14 languages including English and Hindi.
- Undertaking script writing/ developing storyboards, shooting and undertaking other post-production activities including editing, music, visual effects, 2D/3D animation along with usage of AI technology in developing creatives etc., as per the scripts approved by the Reserve Bank;
- Management of all talent, celebrity partnerships, if any, including licensing, fees and payments. Creative designs for social media, internal and external events: Stage back-drops, booklets, hand-outs, banners, hoarding, display panels, nameplates, standee and event kit which includes folder, itinerary, feedback form, appraisal sheet, etc.
- Making the creative designs adaptable for use in the outdoor, online media, print, television, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals, etc.
- The creatives would be produced either with fresh shoot or through outright purchase of image. The images used in the creative would become all time property of RBI and the copyright of these images would rest with RBI for all time.
- Regional adaptation of creative content across all communication channels.
- Any other creative work that may be assigned by RBI from time to time.
- Delivering finished products in adequate numbers including master tapes/ other media, etc. in the timeframe and formats as required by various channels/ broadcasting agencies. The agency is expected to deliver to the Bank both, the final clean version of the audio/ video as well as the entire footage, including the scenes/ unmixed audios, videos, even if not included in the final version in all languages.
- For print advertisements, the agency would be expected to deliver advertisements in colour and /or black and white (as required), adapted to

quarter page/ half page / full page (as required) and translated content of each language in open files in MS word/RTF, PDF or any other format as required by the newspapers. In case the creatives involve shooting photographs, all the photos would be the property of the RBI and would be handed over to the RBI.

- The agency would have to deliver the creatives to the satisfaction of the RBI within the quoted price, even if multiple iterations are needed. The Reserve Bank will not compromise on the script and quality of the creatives.
- **Expected input:** Around 15-20/required TV commercials, Radio Spots and Print advertisements are expected to be developed each year. In addition, about 20/required Digital Banners/Posts every month will be required for posting on the Bank's Social Media handles. **The RBI, however, reserves the right to increase or decrease the number of creatives at its discretion without assigning any reason.** The RBI reserves the right to place an order with the empanelled agency for full or part quantities under any items of work under scope of work. In addition to giving the open files of print, TV, radio and all adaptations to the RBI, the empanelled agency will archive the creatives with them for minimum period of three years and produce them to the RBI whenever demanded.

II. Intellectual Property Rights:

- a. The RBI will have the right to use the creatives, once prepared and approved, at a later stage, with or without changes, in any form and through any medium and through any agency (creative or media) as it finds necessary. The empanelled agency shall, therefore, create and vest all the Intellectual Property Rights (IPRs) in perpetuity and on an umbrella basis for all the advertisements created by it for the RBI.
- b. The empanelled agency will ensure that there is no violation of IPRs or any other law in force while designing the advertisements (including copy, pictures, etc.) and will indemnify the RBI against any claims or liabilities from any third party as the case may be. The empanelled agency shall, at its own cost and expenses, defend and indemnify the RBI against all third-party claims including

- those related to infringement of IPRs, such as (patent, trademark, copyright, trade secret or industrial design rights) arising from the use of products or any part thereof in India or internationally. The empanelled agency shall expeditiously meet any such claims and shall have full rights to defend itself therefrom. If the RBI is required to pay compensation to a third party resulting from such infringements, the empanelled agency shall fully reimburse the Reserve Bank therefor, including all expenses and court and legal fees.
- c. The empanelled agency shall also be liable to indemnify the RBI, at its own cost and expenses, against all losses/damages, which the RBI may suffer on account of violation by the empanelled agency of any or all national/international trade laws, norms, standards, procedures, etc.

E. ELIGIBILITY CRITERIA (Qualification Criteria)

The eligibility criteria are given in [Annex A3](#).

F. SUBMISSION OF BIDS

The bid form [Annex A1](#) has to be uploaded in the MSTC portal along with the technical bid. A hard copy of the Technical Bid Documents, pen drive with past creatives like TVCs, Video Creatives etc. and EMD document needs to be submitted by May 16, 2025 at the RBI (address available in the RFP) In case of any discrepancy, the documents uploaded on MSTC portal will be treated as the final document.

1. Cost of the Bid Document: NIL

2. Earnest Money Deposit (EMD)

As a part of its Bid, the Bidder should submit Earnest Money Deposit (EMD) in the form of irrevocable Bank Guarantee (as mentioned above), along with the other required documents, for an amount equivalent to ₹75,00,000/- (Rupees Seventy Five Lakh only) The Bank Guarantee should be in favour of The Chief General Manager, Department of Communication, Central Office, Reserve Bank of India, Mumbai and should be valid for the period of one year from the last date of submission of bid. Only irrevocable Bank Guarantee issued by a **scheduled commercial bank in India** shall be acceptable to the RBI as per [Annex C](#). Bank Guarantee submitted by unsuccessful Bidders shall be returned except

otherwise provided in this Bid Document. Bank Guarantee submitted by successful Bidder/s for EMD shall be returned after furnishing of Performance Bank Guarantee as mentioned in this Bid Document.

The bidder/s can opt to submit EMD in the form of online deposit, however, it is preferred to receive the EMD through a Bank Guarantee.

EMD can be deposited on the following NEFT details:

Beneficiary Name: Reserve Bank of India

A/C no: 41869229964

IFSC: RBIS0COD001 (5th, 9th and 10th character is zero)

Bidders should email the UTR number and other details for reconciliation before 4:00 PM on May 13, 2025 to email id (pacdoc@rbi.org.in).

- i. **Bid not accompanied by EMD:** Any bid not accompanied by an EMD as mentioned above, shall be summarily rejected by the RBI, without any further correspondence.
- ii. **Forfeiture of EMD:** The EMD shall be forfeited by invoking the irrevocable Bank Guarantee:
 - a) If a Bidder withdraws the bid during the bid validity period; or successful bidder fails to accept the offer of empanelment within seven days from the date of receipt of the letter. However, RBI reserves its right to consider at its sole discretion the late acceptance of the offer; or
 - b) If a Bidder makes any statement or encloses any form which turns out to be false, incorrect and/or misleading at any time prior to signing of contract and/or conceals or suppresses material information; or
 - c) The successful bidder fails to submit the Performance Bank Guarantee within stipulated period from the date of execution of the contract. In such instance, RBI at its discretion may cancel the order placed on the selected Bidder without giving any notice

3. Bidding in Consortium

Bidding in consortium is not allowed for this tender. Bids received from a consortium of

bidders will be summarily rejected.

4. Procedure for Submission of Bids

4.1 RBI invites bids from service providers under the two-bid processing system. Bids need to be submitted in two parts - Technical Bid and Commercial Bid. Only if a bidder qualifies technically, the Commercial Bid will be opened.

4.2 In the first stage, only the technical bids submitted by the bidder will be opened and evaluated based on eligibility criteria. Only those bidders who have submitted all the required forms and documents and comply with the eligibility criteria will be considered for technical evaluation. The Technical Bid shall contain no financial/ commercial details. Proposals with Technical Bid containing prices shall be rejected outright. Any decision in this regard by RBI shall be final, conclusive and binding on the Bidder.

Bidders who qualify as per the eligibility criteria will have to make a presentation (Part II of the technical bid). The presentation will be evaluated for 100 marks in the second part of the technical evaluation process. **The date and time of the presentation will be intimated only to the shortlisted/qualified bidders.**

4.3 In the second stage, those bidders satisfying the technical requirements as per requirement/ specifications and terms & conditions of this Bid document, shall be shortlisted for commercial evaluation. Only the commercial bids of technically qualified bidders will be opened.

5. Documents to be submitted along with the bid

The following documents inter-alia have to be submitted by Bidders.

- Technical Bid form with irrevocable Bank Guarantee towards EMD and Commercial Bid form.
- Certificate of Incorporation / Registration, as applicable.
- Copy of PAN and registration certificate regarding GST registration and other taxes/ duties applicable.
- Audited Annual report /Balance sheet of last three financial years and CA certificate
- Fulfillment of Eligibility Criteria (As per [Annex A3](#)).
- All supporting documents evidencing the fulfillment of eligibility criteria, properly

flagged, indexed and catalogued.

- Bank Guarantee in original – if EMD is submitted in the form of BG.
- Declaration stating that no vigilance/blacklisting/court case is pending against the Bidder.
- Certified true copy of Board Resolution/Power of attorney/Authorization letter authorizing the signatory to sign all documents in respect of the bid including the Indicative Commercial Bid.
- Bank details
- Masked Commercial bid format (to be filled in Excel sheet) ([Annex B](#))

The above details are mandatory, without which the Bids are liable to be rejected.

6. Bid Validity

Bids shall remain valid for a period of 180 days after the date of bid opening or as may be extended from time to time. RBI holds the right to reject a bid valid for a period shorter than 180 days as non-responsive, without any correspondence.

7. Prices & Currency: The prices should be in Indian Rupees.

7.1 The Bid Price quoted is to be written in words as well as figures and in case of discrepancies between the price written in words and price written in figures, the price written in words shall be considered to be correct.

7.2 The price quoted should be exclusive of all taxes and should be valid for at least 3 (three) years.

7.3 The price quoted by the Bidder shall be firm & binding and cannot be altered or changed due to escalation whatsoever inclusive of any other charges of whatever nature, current or future.

8. Language of Bids

The Bids prepared by the Bidder and all correspondence and documents relating to the Bids exchanged by the Bidder and RBI, shall be in English language only. In case of a difference of opinion on the part of the Bidder in comprehending or interpreting any clause/provision of the Bid Document after submission of the Bid, the interpretation by the RBI and its decision in that regard shall be final, conclusive and binding on the Bidder.

9. Clarification of Bid Document

Any prospective Bidder requiring clarification on the Bid Document may notify RBI in writing at the mailing address indicated earlier. RBI will respond in writing, to any request for clarification of the Bid Document, received not later than the dates prescribed in Bid Schedule Document. The response of RBI (including an explanation of the query but without identifying the source of enquiry) will be posted on the official website of RBI, only, after due clarification in the pre-bid meeting, outlined in para 10.

10. Pre-Bid Meeting

For the purpose of clarification of doubts of the prospective Bidders on issues related to this Bid Document, RBI intends to hold a Pre-Bid meeting on the date and time as indicated in the “**Bid Schedule Document**” given in this bid Document. The queries of the Bidders should reach by e-mail in excel format on or before the stipulated date and address mentioned in this bid Document. It may be noted that no queries of any prospective Bidder shall be received or entertained after the Pre-Bid meeting. The clarifications given in the Pre-Bid meeting will be made available on the official website of RBI. The queries on points / clauses in the Bid document are to be mailed / submitted only in the format given in [Annex D](#).

11. Scrutiny and Opening of Bids

Scrutiny of Bids will be done as under:

Bid offers received within the prescribed closing date and time will be opened in the presence of bidders’ representatives who choose to attend the opening of the Bid on the specified date and time, over WeBex, as mentioned earlier in the Bid document.

12. Pre-Contract Integrity Pact

The bidder shall also submit PRE-CONTRACT INTEGRITY PACT along with technical bid as prescribed by the Govt. of India ([Annex E](#)) duly signed by the bidder on each page and witnessed by two persons. The agreement shall be stamped as applicable in the State where it is executed. Bid submitted without PRE-CONTRACT INTEGRITY PACT shall not be considered.

The Reserve Bank of India has appointed Shri Nageshwar Rao Koripalli, IRS, (Retd.) and Shri Pramod Shripad Phalnikar, IPS (Retd.). Emails of the IEMs are knageshwarrao@gmail.com and pramodphalnikar@gmail.com as the Independent External Monitors who shall independently, neutrally and objectively review whether and to what extent the parties comply with the obligations under the pact.

G. BID EVALUATION PROCESS

1. Technical Evaluation

The Bank will scrutinize the offers and will determine whether the technical specifications along with documents have been furnished as per the Bid document and whether items are quoted as per the document. The bidders who qualify in technical evaluation will only be shortlisted for commercial evaluation. The technical evaluation will be done on the basis of the information provided in this format along with supporting documents. The bidder has to make a presentation as mentioned above, which will be part of the technical evaluation process

a) Scoring

Scoring will be based on the matrix given in [Annex A4](#) (100 marks), that is, compliance to technical requirements stipulated in the RFP, duly supported by documentary evidence. Written reply, if any, submitted in response to the clarification sought by the Reserve Bank will be reviewed. Site visit/inspection on Agency premises by RBI personnel to verify infrastructure/facilities

b) Presentation of creatives

- i) The bidders who qualify as per the eligibility criteria will have to make a presentation of its creatives. The subject for presentation will be *Digital Arrest/ Impersonation scams - How to make the general public aware of such fraudsters and what steps can the general public take to stay safe from them*. Bidders may submit more than one approach to creatives.
- ii) The presentation will be of maximum 30 minutes. The Reserve Bank does not expect bidders to present their company profile in the presentation.
- iii) The presentation (as detailed in [Annex A4](#)) will be evaluated for 100 marks in the second part of the technical evaluation process. **The date and time of the presentation**

will be intimated to the shortlisted/qualified bidders separately.

- c) The total of the marks scored in the scoring matrix and presentation (out of 200) will be considered as the technical score of the agency.
- d) The minimum score for qualifying in the technical evaluation will be 85% (170 marks out of 200).
- e) Technical bids will carry 70% weight in the overall scoring.
- f) Technical score will be arrived at by using the following formula:

$$\text{Technical Score} = \frac{\text{Bidder Technical Score} \times 70}{\text{Max (Bidder Technical Score1....n)}}$$

In case the minimum number of bidders does not qualify, the RBI can, at its discretion, reduce the minimum required score to 70%.

2. Opening and Evaluation of Commercial Bids:

- a. Commercial bids of only the technically qualified (scoring minimum 85% in technical evaluation) short-listed bidders will be opened and evaluated.
- b. Commercial bid ([Annex B](#)) shall contain the price of all the charges including all creative costs, production costs, etc. (applicable taxes will be paid at actuals and therefore, should be excluded from the commercial bid).
- c. For commercial evaluation, total price as quoted by the bidder in the commercial bid furnished as per [Annex B](#) for creatives shall be considered.
- d. Agencies shall not make any changes in the commercial bid after it is submitted.
- e. No payment other than the costs mentioned in the bid furnished in [Annex B](#) shall be made to the selected agency/agencies.
- f. The commercials will carry 30% weightage in the overall score.
- g. The commercial score will be arrived using following formula:

$$\text{Commercial Score} = \frac{\text{Min (Bidder Commercial 1...n) X 30}}{\text{Bidder's Commercial}}$$

- h. Errors - Where there is a discrepancy between the amounts in figures and in words, the amount in words shall be taken into account.

- i. Commercial bids should not have any alteration or overwriting. If any column in the commercial bid is found to be blank and not filled with any amount then it shall be considered as zero and the same will have to be offered to the Reserve Bank free of charge. The calculation arrived by the RBI will be final and will be binding on the bidders.
- j. Bidders quoting unrealistically low price with a view to subverting the bid process shall be rejected straight away by the RBI and EMD of such agency will be forfeited.

3. Final Scoring

Techno-commercial evaluation of the bidders will be carried out with the following formula to complete the selection process:

$$\text{Bidder Total Score (TS)} = \text{Technical Score} + \text{Commercial Score}$$

4. Successful Bidders:

- a. The bidder with the highest score will be called TS1, followed by the next highest score, TS2, and so on.
- b. RBI will make a rate card by choosing the lowest rate on every component as quoted by the technically qualified bidders – with scores TS1, TS2 to TS n (n being the n th technically qualified bidder).
- c. All the technically qualified bidders with TS1, TS2, TS n scores, will then be invited to deliver each of the 35 components of the services given in Annex B, as per this minimum cost/ rate card.
- d. If one, or more than one, of the bidders (with TS1, TS2, TS n scores) agrees, the Bank may decide to make them as part of the panel.
- e. In case a panel is formed for rendering of these services, the Bank will try to award the work on a fair basis, amongst the empaneled agencies. However, RBI does not guarantee any amount as minimum business for any agency/ies. The award of work will ultimately depend on timeliness of the delivery and the qualitative output delivered by each of the empanelled agencies.
- f. It is reiterated that, during the period of empanelment, there will be no price escalation.
- g. The empanelled agencies will be subject to annual review, and if found wanting on

the requisite parameters to judge their performance, i.e. quality, accuracy, timeliness, etc., the bank may choose to dis-empower them before the end of the term of the panel, after giving them reasons for doing so.

- h. The Bank reserves the right to not form a panel and engage with a single bidder in case only one of the bidders agrees to provide services at the rates provided in the RBI rate card.
- i. If none of the bidders agree to delivering services at the RBI rate card, the Bank reserves the right to either scrap the tender or go with the TS1 bidder.

5. Performance Bank Guarantee

Performance Bank Guarantee (PBG) should be submitted by selected bidder (bidder) as a guarantee for the performance of goods and services mentioned in the Purchase Order/Work order that the bidder has agreed to deliver. Performance Bank Guarantee (PBG) equal to 10% of total value of the project and should be executed by Scheduled banks on stamp paper (format will be attached with Work Order).

- PBG should be valid for the 'PBG Validity Period' from the date of start of services to the entire period of contract.
- PBG is non-interest bearing.
- The PBG will be released after expiry of warranty Period.

In case the successful bidder does not submit the PBG, RBI shall withhold an amount equal to the value of the PBG from the payments due to the bidder.

X. Contacting RBI

From the time of bid opening to the time of award of Contract, if any bidder wishes to contact RBI for seeking any clarification in any matter related to the bid, they should do so in writing by seeking such clarification/s from an authorized person (mentioned in Bid schedule). Any attempt to contact RBI with a view to canvas for a bid or put any pressure on any official of RBI may entail disqualification of the concerned bidder or its bid. Pre-bid queries may be forwarded to pacdoc@rbi.org.in by email.

XI. Non Disclosure agreement

The agency or its personnel shall not disclose any confidential/vital information which are

disclosed /provided to them during briefing or any discussion or acquired by the agency to any third party without prior permission of RBI and such information will be kept confidential even after the termination/expiry of the agreement. The empanelled agency/agencies will be required to sign a non-disclosure agreement with RBI.

The empanelled agency shall not use, replicate, or repurpose any part of the creative concepts, designs, campaigns, or materials developed for the Reserve Bank of India (RBI) for any other client or purpose without the prior written consent of RBI. This includes, but is not limited to, adaptations, modifications, or derivatives of the campaigns.

XII. Force Majeure

Neither party shall be responsible for any failure to perform due to unforeseen circumstances or due to causes beyond the defaulting party's control even after exertion of best of efforts to prevent such failure, which may include but not be limited to, acts of God, war, riots, embargoes, strikes, lockouts, acts of any government authority, delay in obtaining licenses or rejection of application under the statutes, fire or floods.

XIII. Other Conditions:

1. Bidders shall bear all costs associated with the preparation, submission of technical bid including technical inputs for assessment by the evaluation committee and the price bid. The RBI will, in no case, be held responsible or liable for these costs, regardless of the outcome of the tendering process.
2. The RBI reserves the right to blacklist a bidder for a suitable period in case he fails to honour his proposal without sufficient ground.
3. This RFP does not confer any right to any bidder on the services rendered/to be rendered unless selected and unless an agreement is executed between it and the RBI.
4. The Reserve Bank reserves the right to increase or decrease proposed quantity of creatives at its discretion without assigning any reason. Decision of the Reserve Bank in this regard will be final and binding on all and the empanelled agency will be bound to deliver the units at the rates furnished by it in the commercial bid ([Annex B](#)).
5. Tenders not in prescribed format and not containing the desired information will be rejected without any notice.
6. If deemed necessary, the RBI may seek clarifications on any aspect from the bidder(s).

However, that would not entitle the bidder to change or cause any change in the substantive part of the documents submitted.

7. Applications once submitted cannot be withdrawn by the bidder and the same will be treated as final.

8. The bidders shall abide by all relevant rules and regulations of the Government as issued from time to time. The bidders shall be responsible for adhering to the norms of the Advertising Standards Council of India (ASCI), Indian Newspaper Society (INS), AAI, Competition Act and other applicable regulations and must ensure that each advertisement created by them for the RBI is honest, truthful and conforms to the aforesaid requirements. They shall also maintain the highest standards of advertising principles.

9. The RBI reserves the right to select or reject any application without assigning any reason thereof.

10. Software and creative elements used by the empanelled agency must be original and bills/ licences can be checked by the RBI at any point of time.

11. The Bidders shall submit their offers strictly in accordance with the terms and conditions of the Bid Document. Any Bid, which stipulates conditions contrary to the terms and conditions given in the Bid Document, is liable for rejection. Any decision of the RBI in this regard shall be final, conclusive and binding on the Bidder.

12. The RBI will not be obliged to meet and have discussions with any Bidder and/ or to entertain any representations during the evaluation process.

13. The RBI's decision in respect of evaluation methodology and short-listing of Bidders will be final and no claims whatsoever in this respect will be entertained.

14. The Bids received and accepted will be evaluated by RBI to ascertain the best and lowest bid in the interest of RBI. However, RBI does not bind itself to accept any Bid, lowest or otherwise, and reserves the right to reject any or all bids at any point of time prior to the order without assigning any reasons whatsoever.

15. RBI reserves the right to re-issue / re-commence the entire bid process in case of any anomaly, irregularity or discrepancy in regard thereof. Any decision of the RBI in this regard shall be final, conclusive and binding on the Bidder.

16. Modification to the Bid Document, if any, will be made available as an addendum on the official website of RBI and / or emailed to the prospective Bidders.

17. The Bid Documents may be downloaded from our website <https://rbi.org.in> and submitted at the address mentioned in the Bid Schedule document.
18. Successful Bidder would sign along with the Contract form and other forms contained in the Bid Document with RBI at Mumbai only, to protect any shared sensitive information / data.
19. The Bidder, irrespective of his/her participation in the bidding process, shall treat the details of the documents as secret and strictly confidential.
20. The Bidder cannot quote for the project in parts.
21. The Bidder shall submit one original set of the Bid document and one copy.
22. The Bid shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the Bidder, in which case such corrections shall be initialed by the authorized person or persons signing the Bid.
23. Any bid received by the RBI after the last date & time for receipt of bids prescribed by the RBI, will be rejected and/or returned unopened to the Bidder. Any decision in this regard by the Bank shall be final, conclusive and binding on the Bidder.

IX. Extension of Period of Validity

In exceptional circumstances, prior to expiry of the bid validity period, RBI may request the Bidders' consent to an extension of the validity period. The request and response shall be made in writing. Extension of validity period by the Bidder should be unconditional and irrevocable. The irrevocable Bank Guarantee given towards EMD shall also be suitably extended.

XX. Extension of Deadline for submission of Bid

RBI may, at its discretion, extend this deadline for submission of bids by amending the bidding documents which will be intimated by RBI, in which case all rights and obligations of RBI and Bidders will thereafter be subject to the deadline as extended.

XXI. Modifications and Withdrawal of Bids.

Bids once submitted cannot be withdrawn. No bid shall be modified after last date of submission.

Bid Offer Form

Date:

To

The Chief General Manager
Reserve Bank of India,
Department of Communication,
Central Office, Fort,
Mumbai 400 001.

Dear Sir

**Re: RFP No. _____ dated _____ for Request for
Proposal for Selection of Creative Agency/Agencies for the Reserve Bank's Public
Awareness Campaign**

While submitting this bid, we certify that:

1. I/We undertake that I have carefully studied all the terms and conditions and understood the parameters of the proposed work of the Reserve Bank of India and shall abide by them.
2. Prices have been quoted in INR. The prices in the bid have not been disclosed and will not be disclosed to any other bidder of this RFP.
3. We have not induced nor attempted to induce any other bidder to submit or not submit a bid for restricting competition.
4. We agree that the rates / quotes, terms and conditions furnished in this RFP are for the Reserve Bank of India.
5. I/We further undertake that the information/data/particulars given in the RFP is true and correct in all respect. We also accept that in the event of any information / data / particulars are found to be incorrect, the Reserve Bank of India will have the right to

disqualify /blacklist us and forfeit our EMD.

6. I/We confirm that our agency/ organisation is not blacklisted in any manner whatsoever by Central / State Government or any regulatory body or any media house especially print media, in the preceding three years.

7. If our offer is accepted, we undertake to start the assignment under the scope immediately after receipt of your order.

8. We also note that the Reserve Bank of India reserves the right to cancel the order and order cancellation clause as per terms and condition would be applicable.

9. We understand that for delays not attributable to us or on account of uncontrollable circumstances, penalties will not be levied and that the decision of the Reserve Bank of India will be final and binding on us.

10. We agree to abide by this offer till 180 days from the last date stipulated by the Reserve Bank of India for submission of bid, and our offer shall remain binding upon us and may be accepted by the Reserve Bank of India any time before the expiry of that period. Until a formal contract is prepared and executed with the empanelled bidders, this offer will be binding on us.

11. We undertake to comply with the terms and conditions of this bid document.

12. We understand that the Reserve Bank of India may reject any or all of the offers without assigning any reason whatsoever.

Yours sincerely,

Authorised Signature [In full and initials]:

Name and Title of Signatory:

Name of Company/Firm:

Address

Bidder's Information

Details of the Agency				
1	Name of the Agency			
2	Address of the Agency			
3	Status of the Company (Public Ltd/ Pvt. Ltd / Partnership firm / LLP)			
4	Details of Incorporation	Date:		
		Ref#		
6	Valid GST registration no.			
7	Permanent Account Number (PAN)			
8	Name & Designation of the contact person to whom all references shall be made regarding this tender			
9	Direct Telephone No. (with STD Code) & mobile of the contact person number			
10	E-Mail of the contact person:			
11	Fax No. (with STD Code)			
12	Website of the agency			
	Year	2021-22	2022-23	2023-24
13	Gross revenue from creatives			
14	Profit after Tax			

Eligibility Criteria Response Sheet

S. No.	Qualifying Requirement (QR)	Documents to be enclosed	Relevant Documents attached (Y/N)
1	A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932	A copy of Registration Certificate in the name of bidder.	
2	Bidder should have statutory registration(s) with Tax and other compliance authority	A copy of PAN/TAN/VAT/Service Tax /GST Registration No. (whichever applicable) in the name of bidder	
3	The bidder should have a full-fledged office at Mumbai and preferably a network of offices at other centres across capital cities. They should have sufficient manpower, i.e., more than 50 persons including creative persons for co-ordination.	<ul style="list-style-type: none"> • Details to be furnished regarding number of employees including Art Director, Graphic Designers, copywriter, advertising /media director, client manager servicing. • These staff members should be the regular employees of the agency having record of payment of EPF, etc. • A certificate duly signed by the agency's HR Head should be attached. • Bidder shall not be a franchisee. • A copy of latest Landline MTNL or BSNL phone bill/ Electricity bill/Registration with shop and establishment Dept./ Registered rent or lease agreement in the name of bidder 	
4	The bidder should be in the business of creative content production for the last 5 years	A copy of Memorandum/Articles of Association or Partnership Deed in the name of the bidder	

5	<p>Bidder should have full accreditation/registration/ membership with at least two of the following professional bodies:</p> <ul style="list-style-type: none"> • The Indian Newspaper Society (INS) • Advertising Standards Council of India (ASCI), • Advertising Agencies Association of India (AAAI), • Directorate of Advertising and Publicity (DAVP), Indian Broadcasting Federation (IBF) 	<p>Latest certificate/ registration/ membership/ letter issued by the professional body should be attached.</p>	
6	<p>The bidder should have the ability to handle development of creative content for print and co- ordinate with production houses for production of short films for TV, Radio etc.</p>	<p>Samples with Self Certification. Certificate duly signed by Chartered Accountant shall be attached. For other assignments, especially corporate campaigns, etc., proof should be attached as part of the data sheet for evaluation along with POs.</p>	
7	<p>The net worth of the bidder (applicant company) should be positive during each of the previous three financial years (April 2021-March 2024)</p>	<p>Specify for each year. This must be supported by audited financial statements (Reports) and relevant certificate from any CA.</p>	
8	<p>The bidder (applicant company) must have recorded net profit (after tax) continuously for the last three years, that is, financial years – 2021-22, 2022-23 and 2023-24.</p>	<p>Specify profit for each year. The Audited Balance Sheet and Profit & Loss Statement for all the three financial years should be submitted as documentary evidence along with CA's certificate and a self certified copy of IT returns.</p>	
9	<p>The gross income from production of creative content for clients of the Bidder should not be less than ₹50 crore in each of the last three Financial Years (FY) i.e. F.Y. 2021-22, 2022-23 and 2023-24.</p>	<p>Copies of audited balance sheets and profit and loss accounts, duly certified by Statutory Auditor along with the Statutory Auditor's report. Additional, certificate from CFO/CA certifying the amount of Gross Income from advertising/ creative assignments only.</p>	
10	<p>The bidder should have carried out at least one creative job during the last two years in atleast 12 of the 14 languages mentioned in the bid document.</p>	<p>Proof of execution of work.</p>	

11	The bidder should have provided services to at least 5 PSU/ Government/ Public sector Banks /and/or ministries over the last 2 years	Client purchase orders and copy of experience certificate from such clients. For other PR assignments, especially corporate campaigns, etc., proof should be attached as part of the data sheet for evaluation as given in the tender document.	
12	Bidders should not have been found guilty/ penalised by any court. They should not have been blacklisted by any Central/ State Government/ Public Sector Undertaking/ Listed Company ever.	A certificate duly signed by the CEO of the firm.	

Notes:-

1. If needed the bidder can use separate sheets for explaining the above points, relevant pages must be referenced in the respective box of the table.
2. The Reserve Bank reserves the rights to verify the facts given by the bidder, with any authority, as and when required.
3. The Reserve Bank reserves the right to accept/reject any offer without assigning any reason thereof

Technical Evaluation

To be submitted by the bidders strictly in the following format/order in respect of each item. All documents to attached in support shall be of A4 size, serially numbered, stamped (company seal) and signed by the authorised signatory/CA as applicable and shall be spiral bound.

Marks {out of 200(documentation -100 and presentation -100)} shall be allocated only in case the bidders are eligible to participate as per the eligibility criteria (As per [Annex A3](#)) mentioned in this tender document.

S. No	Criteria for evaluation	Documentary Evidence	Scoring
1	Experience in the field of preparing creatives for print media, TV, radio and digital media a. < 10 yrs b. 10-15 yrs c. > 15 yrs	Agency to furnish proofs of old media campaigns – at least one WO for each year of experience.	a. 4 b. 6 c. 8 Allocated Marks: 8
2	The net worth of the applicant company for the last year 2023-24 a. upto ₹20 Cr b. ₹20-40 Cr c. > ₹40 Cr	Copy of audited balance sheet and profit and loss to be provided	a. 4 b. 6 c. 8 Allocated Marks: 8
3	The average net profit of the applicant company for last two years a. upto < ₹10 Cr b. ≥ ₹10 Cr to < ₹20 Cr c. ≥ ₹20 Cr	Copy of audited balance sheet and profit and loss to be provided	a. 4 b. 6 c. 8 Allocated Marks: 8
4	Average revenue with the clients, from creatives of the applicant, company for last three years a. ≥ ₹50 Cr to < ₹60 Cr b. ≥ ₹60 Cr to < ₹70 Cr c. ≥ ₹70 Cr	Copy of audited balance sheet and profit and loss and a certificate from a chartered accountant to be provided	a. 4 b. 7 c. 10 Allocated Marks: 10

5	<p>List of production of creative content with single billing of more than, or equal to, ₹ 2 cr during last 3 years</p> <p>a. 3-5 work orders b. 6-10 work orders c. 11 and above campaigns</p>	<p>Bidders to furnish individual work orders amounting to more than, or equal to, ₹ 2 cr in the last 3 years</p>	<p>a. 4 b. 7 c. 10 Allocated Marks: 10</p>
6	<p>Finance/ insurance sector clients have worked for, in the last 3 years?</p> <p>a. 1-3 clients b. 4-5 clients ≥ 6 clients</p>	<p>Appointment letters from the respective clients.</p>	<p>a. 4 b. 7 c. 10 Allocated Marks: 10</p>
7	<p>How many clients in PSU/ Govt/ Public sector Banks have you worked for, in the last 3 years?</p> <p>a. 3-4 clients b. 5-6 clients ≥7 clients</p>	<p>Appointment letters from the respective clients.</p>	<p>a. 4 b. 6 c. 8 Allocated Marks: 8</p>
8	<p>Details about retention of the bidder, by at least 3 existing clients, during last 3 years, as the empanelled agency</p> <p>a. Retention for 1-3 years b. Retention for 4-5 years Retention for ≥ 6 years</p>	<p>Letters of renewal from the respective clients</p>	<p>a. 4 b. 6 c. 8 Allocated Marks: 8</p>

9	Display of the best 2 creative assignments carried out by the bidder in the last 3 years for in the public sector or private companies. Bidders furnishing additional Artificial Intelligence based creative, will be awarded more marks.	USB giving details of the campaign to be submitted on or before last date of submission of tender documents.	Allocated marks:20
10	Number of National or International Awards won in the field of advertising in the last 3 years a. 1-3 awards b. 4-5 awards c. > 6 awards	Medals/Trophies/ Certificates	a. 2 b. 3 c. 5 Allocated Marks: 5
11	Examples of fast turnaround multi-media campaigns – concept to final execution in less than two weeks	Purchase order for the job and self-certification with specific dates and project details with MD/CEOs signature	Allocated Marks: 2
12	Experience with any public advocacy and education campaign in last two years	Complete details of the project sanctioned by which client and work executed. Self-declaration by MD/CEO	Allocated Marks: 3

Evaluation for presentation:

S. No	Particulars	Maximum Marks
1	Understanding of the brief of the campaign and translating it into an overall creative strategy	35
2	Evaluation of creative approach(es) in Print/TV/OOH/Radio/ Digital media	20
3	Innovation in creatives a. Using good quality animation b. Using Artificial Intelligence c. Any other innovative depiction	30 10 10 10
4	New media strategy	10
5	Media Plan	5
Total Maximum Marks		100

Note: Minimum score for a bidder to qualify the technical evaluation should be 85%. However, the Reserve Bank will have the discretion to relax this criterion upto 70% if sufficient number of bidders do not get shortlisted with 85%

Declaration for Acceptance of RFP Terms and Conditions

Date:

To

The Chief General Manager
Reserve Bank of India,
Department of Communication,
Central Office,
Mumbai 400 001.

Dear Sir,

**Re: _____ for Request for Proposal for Selection of
Creative Agency/Agencies for the Reserve Bank's Public Awareness Campaign**

I have carefully gone through the terms & conditions and scope of work contained in the above referred RFP document. I declare that all the provisions of this RFP are acceptable to my company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder)

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

Signature.....

Full Name.....

Designation.....

Address.....

(Authorized Signatory)

Company Seal.

Part II of the Bid Document (to be submitted in a separately and will be opened only if the bidder qualifies in the technical bid)

Commercial Bid Form

(To be filled separately in Excel Sheet attached)

Date:

To
The Reserve Bank of India

Dear Sir,

Re: _____ dated _____ for **Request for Proposal for selection of creative agency for the Reserve Bank's Public Awareness Campaign**

With reference to your RFP for agencies for making the creatives for the Reserve Bank of India, we have carefully studied its scope of work and deliverables and based on these we submit our best price for carrying out the desired scope of work:

We, M/sthe undersigned, offer to execute the assignment, in accordance with your RFP Document.

Our best price for carrying out the abovementioned scope of work is ₹
..... (in
words.....) [Total
Amount, excluding taxes– **to be filled by the Bidder as equal to Sl. No. 8 below.**].

The break up is as follows:

A	B	D	E
S. No	Particulars	Bid for 1 unit	Bid for translation/ dubbing in one language
1	TV Commercial – 60 seconds with models		
	Edit of 30 secs.		
	Edit of 15 secs.		
2	TV Commercial – 60 seconds with animation		
	Edit of 30 secs.		
	Edit of 15 secs.		
3	TV Commercial – 60 seconds partly with models and partly animated		
	Edit of 30 secs		
	Edit of 15 secs.		
4	AI ads 60 seconds		
	Edit of 30 secs		
	Edit of 15 secs.		
5	TV Commercial – 40 seconds		
	Edit of 30 secs.		
6	TV commercial - 30 seconds		
	Edit of 20 secs.		
7	Radio Spots – 60 seconds		
	Edit of 30 secs.		
8	Radio Spots – 30 seconds		
	Edit of 20 secs.		
9	Print Advertisements (1600sqcm)		
10	Print Advertisements (800sqcm)		
11	Print Advertisements (400sqcm)		

12	Print Advertisements (240-320 sqcm)		
	OOH		
13	Hoarding size (3 sizes)		
14	Bus Shelter (3 Panels)		
	COLLATERAL		
15	Poster		
16	Standee		
17	Leaflet		
18	Banner		
	DIGITAL		
19	Microsite (upto 16-24 pages)		
20	Microsite (24-48 pages)		
	Calendar Designing		
21	Wall Calendar		
22	Desk Calendar		
23	Social Media Posts – 10 posts per month (10 Posts = 1 unit) in GIF format		
24	Creatives for Digital media/new media		
25	Animation Film 2D (30-60 secs.)		
26	Animation Film 2D (60-180 secs)		
27	Animation Film 3D (30-60 secs.)		
28	Animation Film 3D (60-180 secs.)		
29	Cover Page for Social Media Pages		

	Corporate Films/AVs		
30	Corporate Films/AVs (upto 5 mins) with stock footage		
31	Corporate Films/AVs (5-10 mins) with stock footage		
32	Corporate Films/AVs (upto 5 mins) with live shooting		
33	Corporate Films/AVs (5-10 mins) with live shooting		
	Photography		
34	Still photography by Grade A photographer per day		
35	Logo creation		
	Total		
	Final Price Bid (D +E)		

AFFIRMATION

We affirm that the total price given above represents the entire cost to complete all the work in accordance with the RFP and is inclusive of all creative costs, production costs, cost of making deliverables, out-of-pocket expenses and incidentals etc. and no claim will be made on account of any increase in expenses to be incurred to complete this project for the entire contract period.

We agree to abide by the bid and the rates quoted therein up to the period prescribed in the bid (days) which shall remain binding on us. Until a formal contract is prepared and executed, this Bid, together with your written acceptance thereof and your notification of award, shall constitute a binding contract between us.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India.

We have complied with all the terms and conditions of the RFP. We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this..... Day of.....

(Signature)

(Name) (In the capacity of)

Duly authorised to sign bid for and on behalf of

Earnest Money Deposit

To,
The Chief General Manager
Reserve Bank of India,
Department of Communication,
Central Office, Fort,
Mumbai 400 001.

**Re: _____ dated _____ for Request for
Proposal for selection of creative agency/agencies for the Reserve Bank's Public
Awareness Campaign**

WHEREAS The Reserve Bank of India (RBI), having its Central Office at Shahid Bhagat Singh Marg, Mumbai has invited RFPs for providing a platform to execute a campaign to create awareness among the citizens of India.

1. It is one of the terms of invitation of RFPs that the bidder shall furnish a Bank Guarantee for a sum of ₹75,00,000/- (Rupees Seventy Five Lakh only) as Earnest Money Deposit.
2. M/s. _____, (hereinafter called as Bidder), who are our constituents intend to submit their RFP for the said work and have requested us to furnish guarantee to the Reserve Bank of India in respect of the said sum of ₹75,00,000/- (Rupees Seventy Five Lakh only)

NOW THIS GUARANTEE WITNESSETH

1. We, _____ (bank) do hereby agree with and undertake to the Reserve Bank of India, their successors, assigns that in the event of the Reserve Bank of India coming to the conclusion that the Bidder have not performed their obligations under the said conditions of the RFP or have committed a breach thereof, which conclusion shall be binding on us as

well as the said bidder, we shall on demand by the Reserve Bank of India, pay without demur to the Reserve Bank of India, a sum of rupees mentioned as EMD i.e., ₹75,00,000/- (Rupees Seventy Five Lakh only) or any lower amount that may be demanded by the Reserve Bank of India. Our guarantee shall be treated as equivalent to the Earnest Money Deposit for the due performance of the obligations of the bidder under the said conditions.

2. We also agree to undertake and confirm that the sum not exceeding the EMD amount i.e., ₹75,00,000/- (Rupees Seventy Five Lakh only) as aforesaid shall be paid by us without any demur or protest, merely on receipt of a demand from the Reserve Bank of India by a notice in writing stating the amount is due to them and we shall not ask for any further proof or evidence and the notice in writing from the Reserve Bank of India shall be conclusive and binding on us and the demand by the Reserve Bank of India by notice in writing shall not be questioned by us in any respect or manner whatsoever. We undertake to pay the amount claimed by the Reserve Bank of India within a period of one week from the date of receipt of the notice as aforesaid.
3. We confirm that our obligation to the Reserve Bank of India under this guarantee shall be independent of the agreement or agreements or other understandings between the Reserve Bank of India and the bidder.
4. This guarantee shall not be revoked by us without prior consent in writing of the Reserve Bank of India.
5. We hereby further agree that –
 - a) Any forbearance or commission on the part of the Reserve Bank of India in enforcing the conditions of the said agreement or in compliance with any of the terms and conditions stipulated in the said RFP and/or hereunder or granting of any time or showing of any indulgence by the Reserve Bank of India to the bidder or any other matters in connection therewith shall not discharge us in any way our obligation under this guarantee. Our liability under these presents shall not exceed the sum of ₹75,00,000/- (Rupees Seventy Five Lakh only)

- b) Our liability under this agreement shall not be affected by any infirmity or irregularity on the part of our said constituents in RFP for the said work or their obligations there under or by dissolution or change in the constitution of our said constituents.
- c) This guarantee shall remain in force up to 1 year from the last date of submission of bid i.e. _____, 2025 provided that if so desired by the Reserve Bank of India, this guarantee shall be renewed for a further period as may be indicated by them on the same terms and conditions as contained herein.
- d) Our liability under this presents will terminate unless these presents are renewed as provided herein above on the day when our said constituents comply with their obligations, as to which certificate in writing by the Reserve Bank of India alone is the conclusive proof whichever date is later. Unless a demand by a notice in writing is made by Reserve Bank of India within six months from that date or any extended period, all the rights of the Reserve Bank of India against us under this guarantee shall be forfeited and shall be released and discharged from all our obligations and liabilities hereunder.

Yours' faithfully,

For and on behalf of

Authorized official (Company Seal)

(NB: This guarantee will require stamp duty as applicable in the State, where it is executed and shall be signed by the official whose signature and authority shall be verified).

Format of Pre – Bid Queries

**Request for Proposal for Selection/ Empanelment of Creative Agency/ ies
for the Reserve Bank's Public Awareness Campaign**

Bidder's Name :

Contact Person :

Contact no / email id:

Queries

Sr. No.	RFP Ref Page no.	RFP Clause no.	Existing clause details	Clarification sought

PRE CONTRACT INTEGRITY PACT (on a stamp paper of Rs 500)

(To be submitted as part of technical bid)

PRE-CONTRACT INTEGRITY PACT

General

This pre contract Agreement (hereinafter called the integrity Pact) is made on ____ day of the month of ____ 2025, between, on one hand the Reserve Bank of India acting through Chief General Manager, Department of Communication, Reserve Bank of India (hereinafter called the “PRINCIPAL” which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part and M/s

_____ represented by _____ Officer (hereinafter called the “BIDDER” which expression shall mean and include unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

WHEREAS THE PRINCIPAL proposes to procure (creation of art works) and the BIDDER has offered the services of creative agency and

WHEREAS THE BIDDER is a/an _____(please indicate category eg. Individual/Partnership/LLP/Company etc.) constituted in accordance with the relevant law in the matter and the PRINCIPAL is a statutory body performing its functions under the Reserve Bank of India Act, 1934 and other relevant legislations.

NOW THEREFORE

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

Enabling the PRINCIPAL to receive the desired services 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 BIDDER 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 PRINCIPAL will commit to prevent corruption in any form by, its officials by following transparent procedures.

The parties hereto hereby agree to enter into this integrity Pact and agree as follows:

Commitments of the PRINCIPAL

1.1 The PRINCIPAL undertakes that no official of the PRINCIPAL, 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, organisation or third party related to the contract in exchange for an advantage in the contract or implementation process related to the contract.

1.2 The PRINCIPAL 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 PRINCIPAL will report to the appropriate authority any attempted or completed breaches of the above commitments as well as any substantial suspicion of such as breach.

1.4 In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER to the PRINCIPAL with full and verifiable facts and the same is prima facie found to be correct by the PRINCIPAL, necessary disciplinary proceedings or any other action as deemed fit including criminal proceedings may be initiated by the PRINCIPAL 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 PRINCIPAL the proceedings under the contract would not be stalled.

Commitments of BIDDER

2 The BIDDER commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage 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:-

2.1 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 PRINCIPAL, connected directly or indirectly with the contract, or to any person, organisation or third party related to the contract in exchange for any advantage in the contracting and implementation of the contract.

2.2 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 PRINCIPAL or otherwise in procuring the Contract or bearing to 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 disfavour to any person in relation to the contract or any other contract with the Government.

2.3 BIDDER shall disclose the name and address of agents and representatives

2.4 BIDDER shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this contract.

2.5 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 PRINCIPAL or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of service agreed upon for such payments.

2.6 The BIDDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the implementation of the contract.

2.7 The BIDDER will not accept any advantage in exchange for any corrupt practice unfair means and illegal activities.

2.8 The BIDDER shall not use improperly, for purposes of competition or personal gain or pass on to others, any information provided by the PRINCIPAL 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.

2.9 The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.

2.10 The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.

2.11 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 PRINCIPAL.

3 Previous Transgression

3.1 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 exclusion from the contract/empanelment.

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

4 Earnest Money

While submitting the Bid in the main tender, the BIDDER shall deposit an amount as may be specified by the PRINCIPAL in the main tender (as Earnest Money/Security Deposit) with the / PRINCIPAL through instruments, the detail of which along with the amount will be notified by the PRINCIPAL in the main tender.

5 Sanctions for Violations

5.1 Any breach of the aforesaid provisions by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER) shall entitle the PRINCIPAL to take all or any one of the following actions wherever required:-

(i) 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.

(ii) The Earnest Money Deposit (in pre-contract stage) shall stand forfeited either fully or partially, as decided by the PRINCIPAL and the PRINCIPAL shall not be required to assign any reason therefore.

(iii) To encash the advance bank guarantee and performance bond/warranty bond, if furnished by the BIDDER, in order to recover the payments, already made by the PRINCIPAL, along with interest.

(iv) To immediately cancel the contract, if already signed without giving any compensation to the BIDDER.

(v) 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 PRINCIPAL resulting from such cancellation/rescission and the PRINCIPAL shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.

(vi) To debar the BIDDER from participating in future bidding processes for a minimum period of five years, which may be further extended at the discretion of the PRINCIPAL.

(vii) To recover all sums paid in violation of this Pact by BIDDER to any middlemen or agency or broker with a view to securing the contract.

5.2 The PRINCIPAL will be entitled to take all or any of the actions mentioned above as 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.

5.3 The decision of the PRINCIPAL 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.

6 Fall Clause

6.1 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 contract in respect of any other Ministry/Department of the Government of India or PSU and if it is found at any stage that similar products/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, than 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 PRINCIPAL, if the contract has already been concluded.

7. Independent Monitors

7.1 The Reserve Bank of India has appointed Shri Nageshwar Rao Koripalli, IRS(Retd.) and Shri Pramod Shripad Phalnikar, IPS(Retd.), as the Independent External Monitors (IEM) to oversee the compliance of both the parties to the Integrity Pact. The contact details of IEM are:

Shri Nageshwar Rao Koripalli, Retd. IRS,38, The Trails, Manikonda, R.R. District, Hyderabad-500089 knageshwarrao@gmail.com	Shri Pramod Shripad Phalnikar, Retd. IPS, A-2,602 Phase-I, Aditya Shagun, CHS, NDA- Pashan Road, Bavdhan, Pune, Maharashtra 411021 pramodphalnikar@gmail.com
--	---

7.2 The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under his Pact.

7.3 The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.

7.4 Both the parties accept that the Monitors have the right to access all the documents relating to the project/procurement, including minutes of meetings.

7.5 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 PRINCIPAL.

7.6 The BIDDER accepts that the Monitor has the right to access without restriction to all Project documentation of the PRINCIPAL 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 /Subcontractors(s) with confidentiality.

7.7 The PRINCIPAL 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.

7.8 The Monitor will submit a written report to the designated Authority of PRINCIPAL/ Secretary in the Department/within 8 to 10 weeks from the date of reference or intimation to him by the PRINCIPAL /BIDDER and, should the occasions arise, submit proposals for correcting problematic situations.

8. Facilitation of investigation

In case of any allegation of violation of any provisions of this Pact or payment of commission, the PRINCIPAL 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.

9. Law and Place of Jurisdiction

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

10. 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 original proceedings.

11. Validity

11.1 The validity of this integrity Pact shall be from date of its signing and extend upto five years or the complete execution of the contract to the satisfaction of both the PRINCIPAL and the BIDDER, including warranty period, whichever is later.

11.2 Should one or several provisions of this Pact turn out to be invalid; the remainder of this Pact shall remain valid. In this cases the parties will strive to come to an agreement to their original intentions.

12. The parties hereby sign this integrity Pact at _____ on _____, 2025.

Chief General Manager
DoC

Reserve Bank of India
Central Office Building
9th Floor
Shahid Bhagat Singh
Marg, Mumbai-400001

BIDDER

Name of the Authorised
Signatory Designation

Name of the Applicant

Witness

1. _____

2. _____

Witness

1. _____

2. _____