



भारतीय रिज़र्व बैंक / Reserve Bank of India
संचार विभाग / Department of Communication

Request for Proposal (RFP) for Selection of Media Monitoring (including Social Media) and Analysis Service

Minutes of the Pre-bid meeting held on March 17, 2025

E-Tender - [RBI/DoC-Central Office Departments/Others/31/24-25/ET/992 | RFP for Media Monitoring \(including Social Media\) and Analysis Service](#)

The pre-bid meeting for the captioned work was held at 03:00 PM on March 17, 2025, over Web Ex, as per the Notice Inviting Tender published in RBI website and MSTC Portal. The meeting was chaired by Shri Ajit Prasad, Deputy General Manager, DoC. The list of participants from DoC and interested prospective bidders is placed in the document in [Annex A](#).

2. The queries raised and the clarifications issued are as under:

Sr. No.	Reference (relevant page(s) in Tender Document)	Existing clause	Queries / Statements from the firm	Answers / Clarifications from the Bank's side, if any.
a)	Pg No – 10 E. Scope of work Sr. No. a) iv)	The newsletter should be curated to pick the news of the day, most relevant to the Bank (from target national and international media sources) and delivered in a completely curated, easily readable desktop, laptop, iPad, tablets and mobile device-friendly format, before 0700 am IST every day	We can share everything collated by 7, but it won't have all the coverages, because print is only uploaded by 7:30 AM.	There is no change in the criteria.
b)	Pg. No. 28 Annex III, Eligibility Criteria Response Sheet - Point 3	Net worth of the company should be positive in each of the last three years and minimum net worth of the service provider, averaged for the past three years, as per the last three audited	Whether, an MSME can have the relaxation on this criterion. Should the net worth be ₹50 lakhs for each year or average	This criterion is no longer required and has been removed from the RFP. (Refer to Addendum)



		annual balance sheets should be above ₹50 lakh.	of last three years?	
c)	Pg. No. 28 Annex III, Eligibility Criteria Response Sheet – Point 4	The annual income from Media Monitoring (including Social Media) and analysis service should be minimum ₹5 Crore for last three years as per the audited balance sheets.	The bidders requested for the relaxation of this criterion.	The annual income from Media Monitoring (including Social Media) and analysis service should be minimum ₹2 Crore for last three years as per the audited balance sheets. (Refer to Addendum)
d)	Pg. No. 28 Annex III, Eligibility Criteria Response Sheet – Point 5	The bidder should have positive net profit (profit after tax) in each of the last three years, that is, financial years – 2021-22, 2022-23 and 2023-24 with a minimum net profit (after tax) of ₹40 lakhs (Rupees Forty Lakhs only) as on March 31, 2024.	The bidders requested for the relaxation of this criterion.	There is no change in the criteria.
e)	Pg. No. 16 Submission of Tender Point No. 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 ₹4,00,000/- (Four Lakh only).	The bidders requested for the waiver of Earnest Money Deposit (EMD).	MSMEs are exempted from providing Earnest Money Deposit (EMD) for work orders up to ₹10 lakhs. In this case, total cost of work is ₹2 crore, hence there will be no exemption from EMD.



f)	Pg. No. 29 Annex III, Eligibility Criteria Response Sheet – Point 7	The service provider is required to have experience of at least five years in Media Monitoring (including Social Media) and Analysis service.	The bidders requested to reduce the five years to three years.	There is no change in the criteria.
g)	Pg. No. 30 Technical Evaluation Point No. 1	"Experience of the bidder in years in Media Monitoring (including Social Media) and analysis service. a) 5 – 8 years b) More than 8 years"	The bidder requested to revise the criteria and it should contain i) 3-5 years and ii) more than 5 years' experience.	There is no change in the criteria.
h)	Pg. No – 11 E.Scope of work Sr. No. a) vii)	The users should be able to search and access full text news articles from an archive. The archive should contain news items of past ten years and should be available on vendor's server even after the termination or expiry of contract.	The bidder requested for clarification.	The platform/dashboard should allow the user to search the news article on the platform with the period of the last ten years.
i)	Pg. No – 12 E.Scope of work Sr. No. b) ii)	Appropriate meta-tagging technology should be available to facilitate rendering of relevant content. The search functionality should allow users to search news articles across media sources (print, online, business/news wires, etc.) as well as social media 'X', (formerly Twitter), Facebook (Meta), LinkedIn, Instagram, blogs, etc., across the	The bidder requested for clarification on the major central banks report.	It is expected that the social media reports of all the major central banks reports, i.e., Federal Reserve, European Central Bank, Bank of England, Bank of Japan, Bank of Korea, Bank of Canada, etc. are available. This list is illustrative and not exhaustive.



		world by date, subject, region, sources, author, etc., or by applying specific key words. The functionality should also provide the users the facility to search, share (on WhatsApp, etc.), save and print the contents as per requirement. The software tool to search and monitor news of interest to the Bank should be flexible and help customising the searches/ alerts as and when required. Also, social media reports of major central banks should be available as and when required.		
j)	Pg. No – 12 E.Scope of work Sr. No. b) iii)	There should be facility for these users to perform media analytics. Tools for measuring media space in terms of column, centimetres, bytes, etc., and presenting the results in graphs or other visualisations to facilitate and assist the Bank in this process should be part of the offer.	The bidder requested for elaboration.	The tool should be customizable and allow the users to generate the reports, graphs or comparison etc on the platform.

Please note:

i) This document (minutes of the Pre-Bid Meeting) shall form a part of the tender. Hence, it shall be signed and uploaded on MSTC along with the tender by the tenderers.



- ii) Rest of the terms and conditions and specifications of the bid document shall continue to remain the same.
- iii) The above amendments/ clarifications are issued for the information of all the intending bidders.



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Annex A

List of participants

Participants from Department of Communication, RBI

Sr. No.	Name	Designation
1	Smt. Shweta Sharma	General Manager
2	Shri Ajit Prasad	Deputy General Manager
3	Smt. Subhra Das	Manager
4	Shri Rohit Kumawat	Manager
5	Shri Harish A C	Manager
6	Shri Vishal Mesurani	Assistant Manager

Participating Agencies

Sr. No.	Name of Agency
1	M/s Meltwater India Pvt. Ltd
2	M/s Cyfuture
3	M/s Locobuzz
4	M/s Bluevine Technologies Pvt. Ltd.
5	M/s Goldmine Advertising Ltd.
6	M/s Urban Digital Services