



**Minutes of Pre-Bid Meeting - Request for Proposal for Selection/Empanelment of Creative Agencies**

**E-Tender No. - [RBI/DoC-Central Office Departments/Others/2/25-26/ET/59](#)**

S. No.	Name of the potential bidder	Query	Clarification
1.	Sunjeet Communications Pvt. Ltd.	Kindly consider the gross income from production of creative content for clients of the Bidder should not be less than ₹50 crore in Average of the last three Financial Years (FY) i.e. F.Y. 2021-22, 2022-23 and 2023-24.	The same was not considered and it was clarified that the criterion remains the same as mentioned in the RFP.
2.	R K SWAMY LIMITED	Against the recent RFP for Empanelment of Creative Agency, we have participated and have furnished BG for EMD amount of INR 75 Lakhs. That BG is valid up to 16th January 2026, and claim date is 16th January 2027. The same BG is in custody of RBI. For current RFP again the EMD requirement is INR 75 Lakhs. We request the earlier submitted BG of INR 75 Lakhs should be accepted as submission of EMD for the current RFP	It was clarified that the EMD for the current RFP needs to be submitted separately. Update was provided to them for the status of refund of the EMD amount of the previous RFP mentioned by the company.
3.	DDB Mudra	The transaction Fee amount is not mentioned in the RFP, can you please clarify this.	It was clarified that the transaction fee is as per MSTC platform.
4.		Accreditation certificates from IBF / INS / ASCI / DAVP / Prasar Bharti Can we give any 3 of these?	It was informed that an <a href="#">addendum</a> will be released in this regard.
5.		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. can we provide a self-certificate, Bill Copy and receipt details of the job? How Many Samples need to be produced. Along with the PO what kind of documents need to be attached	It was clarified that the supporting documents (like PO, bill copies, etc.) should evidence the creative works done. As regards self-certification, that should be resorted to as the last option, admissibility of which will be subject to satisfaction of the Evaluation Committee.
6.		Creative job in atleast 12 languages during last Two years. Please mention the documents required to be attached. Creative layout done in different languages would be adequate.	It was clarified that the supporting documents (like PO, bill copies, etc.) should evidence the creative works done, indicating the languages as well. As regards the number of creative jobs covering the 12 out of 14 languages as mentioned in the Bid



			Document, it was informed that an <a href="#">addendum</a> will be issued.
7.	DDB Mudra	We assume that not all campaigns and publicity material will require translation into 14 languages. The specific language requirements will be communicated for each campaign. Will the cost of translation and typesetting be extra?	It was clarified that all the RBI campaigns are run in 14 languages as mentioned in the Bid Document. As regards cost of translation and typesetting, costs involved in creatives should be furnished as per the commercial bid form which is part of the RFP.
8.		We assume that not all campaigns and publicity material will require translation into 14 languages. The specific language requirements will be communicated for each campaign. Will the cost of translation and typesetting be extra?	Same as above.  As regards cost of translation and typesetting, costs involved in creatives should be furnished as per the commercial bid form which is part of the RFP.
9.		The bidder should have provided services to at least 5 PSU/ Government/ Public sector Banks /and/or ministries over the last 2 years Can we provide client PO along with Bill copy and receipt instead of an experience certificate from client or can we submit a self-certified letter for the campaign executed. Services provided to the PSU client will again be mentioned in a generic manner, so we would request RBI to accommodate the same.	Same as reply for query no. 5 above.
10.		Under Eligibility Criteria- 'A certificate duly signed by the CEO of the firm'. Can the certificate signed by authorised signatory.	Yes, provided the signatory has been authorized by the CEO of the firm.
11.		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. While perpetual copyright from fresh shoots can be transferred, images purchased from stock image platforms will have usage restrictions based on their licensing agreements. As in Section 2 (IPR)	It was categorically mentioned that the Bank should have the sole copyright of the creatives and the agency needs to ensure that copyrights for images purchased from some platforms are valid till perpetuity.



		on page 12, it would be the ownership and responsibility of the empanelled agency.	
12.		The cost of TV commercial where models are involved will have cost subject to usage right for no. of years, how should be estimate these elements to arrive at cost per unit	It was clarified that the Bank directly enters into arrangement with celebrity model, if it intends to. As regards the normal models who will be engaged by agencies for the creatives, the agency needs to factor in the cost at their end as the Bank has no stipulated requirements in this regard.
13.	DDB Mudra	<p>List of advertisement campaigns with billing of more than ₹2 cr per client during last 3 years Can we show cumulative billing of Rs 2 crore for single campaign Can we relax this limit to Rs 1 crore</p> <p>Clients give generic Purchase orders for creative services required from Agencies, many a times they have signed a retainer contract as well, can we submit Annual retainer contract and films created under the same?</p>	<p>The requirement of minimum ₹2 cr per client will apply for the whole campaign done, which may include creatives made for various media like print, TV commercials, etc.</p> <p>The supporting documents have to clearly evidence the award of work by the clients.</p>
14.		<p>Appointment letters from the respective clients. What additional documents are expected? Besides appointment letters can we have agreements for next period attached, for clients where no renewal letter is signed? Can we share invoices for each year to explain the work done?</p>	The supporting documents have to clearly evidence the award of work by the clients.
15.		can we demonstrate work and po executed by wholly owned subsidiary company? or group company?	No
16.		EMD to be submitted as BG Is this to be a BG or we can submit as DD / NEFT ?	This has been clearly mentioned in the RFP document.
17.		Rate card by choosing lowest rate on every component. Please help elaborate this process	The process was explained wherein the lowest quotes under various components will form the 'RBI Rate Card' which needs to be agreed upon by all.
18.		We request you to reduce EMD amount from ₹75,00,000/- to	It was clarified that keeping in view the project cost, EMD of



		₹10,00,000/- for MSME Agency.	₹75 lakh has to be submitted by all the bidders and no exemption is there in this regard.
19.	M/s. Ventures Advertising Private Limited	<p>We request you to give relaxation in turnover criteria due to COVID pandemic and also for MSME agencies.</p> <p>1. The turnover of the agency should be minimum Rs. 50 Crores during in any 2 Financial Years during the last 3 Financial Years i.e. F.Y. 2021-22, 2022-23 and 2023-24</p> <p>or</p> <p>2. The Average turnover of the agency should be minimum Rs. 50 Crores during the last 3 Financial Years i.e. F.Y. 2021-22, 2022-23 and 2023-24</p>	It was informed that an <a href="#">addendum</a> will be released in this regard.
20.	M/s. Ventures Advertising Private Limited	The bidder should have carried out at least one creative job during the last two years in at least 12 of the 14 languages mentioned in the bid document. We request you to consider 1 creative job during the last Five years in 9 languages.	It was declined.
21.		<p>To promote MSME Creative Agencies having capability and done such Creative Campaigns for RBI in past, we request you to relax Scoring pattern.</p> <p>We request you to allot 8 marks for &gt; 8 Crore Net Worth for MSME Agency.</p>	The marks allocation as indicated in the technical evaluation remains the same and the request was declined.
22.		<p>To promote MSME Creative Agencies having capability and done such Creative Campaigns for RBI in past, we request you to relax Scoring pattern.</p> <p>We request you to allot 8 marks for &gt; 8 Crore Net Worth for MSME Agency.</p>	Same as above
23.		<p>To promote MSME Creative Agencies having capability and done such Creative Campaigns for RBI in past, we request you to relax Scoring pattern.</p> <p>We request you to allot 8 marks for &gt; 1 Crore average net profit for MSME Agency.</p>	Same as above



24.		<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 11 and above campaigns</p> <p>We request you to consider work done in Social Media, Digital Media and Event Management where Agency has produced creative content for entire work.</p> <p>We also request you to consider work done for the financial year 2024-25.</p>	<p>It was categorically clarified that the creative content should comprise of creative work done (including production cost) in the execution of work orders. POs/ WOs submitted which show works like event management, release of campaigns, etc. will not be considered for this purpose.</p>
25.	M/s Goldmine Advertising Pvt Ltd	<p>We are a registered Micro and Small Enterprise (MSE) under the 'Small' category and respectfully request a relaxation of the turnover and experience criteria in accordance with the applicable MSE relaxation norms, to enable our participation in the bidding process. For your reference, a copy of the relevant MSE relaxation guidelines is enclosed.</p> <p>We also kindly request that the evaluation criteria be revised accordingly to reflect these relaxations.</p>	<p>It was reiterated that there are no exemptions in the said RFP and hence the potential bidders may abide by the terms laid down in the RFP and <a href="#">addendum</a> that shall follow.</p>
26.	M/s. Offline Studio and Digital Solutions Pvt. Ltd.	<p>We request/represent that in light of Govt. norms and guidelines on the matter, exemption may kindly be granted to MSE/recognized Startups for turnover/experience criteria and also for application money/processing fees/EMD/Performance Guarantee.</p>	<p>Same as above.</p>