

Responses to to the Pre-Bid queries for RFP No. STOCKHOLDING/MKTG/2023-24/RFP dated 23rd June 2023

SL.No.	RFP Page No.	RFP Clause No.	Existing Clause	Query/Suggestions	Stockholding Response
1	11	7(3)	Minimum five years of experience in managing end-to-end Digital Marketing & Creative solutions.	Our organization was established on the 21st of July 2020 under MSME & Start-Up India. It's a humble request to exempt us from the criteria for 5 years of experience	No Change
2				kindly keep a separate marking scheme for MSME & Start-up companies.	No change in the clause
3	13	8	The Bidder shall furnish, as part of its EMD , Rs. 5,00,000/- (Rupees Five Lakhs only) by way of demand draft or pay order from any scheduled commercial bank drawn in favor of "Stockholding Corporation of India Limited", payable at Mumbai. The EMD shall be furnished in Indian Rupees (INR). The Demand Draft (DD) should be submitted at Center Point on or before last date for submission of BIDs. Rejection of Bid: Any submitted bid not accompanied by EMD as mentioned above, shall be summarily rejected by STOCKHOLDING, without any further correspondence. The EMD shall not bear any interest.	<p>We request the authority to kindly allow Exemption for MSME registered Bidders under small category as per General Financial Rules 170, 2017</p> <p>OR</p> <p>Allow us to submit EMD in the form of Bank Guarantee</p>	Kindly refer the Corrigendum 2 : RFP Digital Marketing and Creative on the Website to this effect. Please Find the same in the below link. https://corporate.stockholding.com/tenders/

4	11	7(7)	The Agency's minimum average Gross Annual Turnover for last 3 consecutive financial years i.e. F.Y 2020-21, 2021-22 and 2022-23 should be at least Rs. 4.75 crores from providing digital marketing and creative services only, with profit in each of the last 3 financial years as per the audited financial statement. Standalone Turnover of the company applying for the selection will only be reckoned, not of the Group Company or subsidiaries.	As many companies like us are still filing for audited financial report FY 2022-23. Kindly allow to submit provisional balance sheet and profit & loss statement or Kindly consider last 3 consecutive financial years i.e., F.Y 2019-20, 2020-21 and 2021-22	The Agency may in absence of Audited Financial Statement for FY 22-23 submit the provisional Balance Sheet and Profit & Loss Statement duly attested by the CFO/Financial Head of the Agency.
5	12	7(7)	The bidder should submit a certificate from a CA, supported by the audited financial statements of the past three FYs ie FY 20-21 , FY 21-22, FY 22-23.	Auditors Certificate: 1.As a company that offers integrated communication solutions to clients, our CA calculates the total revenue of our organization without having a separate balance sheet for digital services. We wanted to check if an auditor's certificate estimating the revenue from our digital services would be sufficient?	The Agency may in absence of Audited Financial Statement for FY 22-23 submit the provisional Balance Sheet and Profit & Loss Statement duly attested by the CFO/Financial Head of the Agency.
6	11	7(5)	The bidders should have at least 3 BFSI companies as clients, each having turnover equal to or greater than Rs. 300 crore since the past 3 years to whom similar services are provided .	The bidders should have at least 3 BFSI companies as clients, each having turnover equal to or greater than Rs. 300 crore since the past 3 years to whom similar services are provided :Kindly consider Corporate clients and Government/PSUs etc.	No change in the clause
7	11	7(6)	Bidder should have executed similar nature of work for at least THREE works each costing not less than 40 Lakhs. OR TWO works of 50 lakhs OR ONE work of 80 Lakhs in each of the last three years with any BFSI .	Kindly consider Corporate clients and Government/PSUs etc.	No change in the clause

8	11	7(9)	<p>The bidder should have a minimum 7 member qualified team in Mumbai Metropolitan Region for execution of all activities as per "Scope of Work".</p> <ul style="list-style-type: none"> i. Account Manager-1 with similar experience 5 years ii. Creative Manager-1 with similar experience 10 years iii. Content Manager-1 with similar experience 3 years iv. Social Media Manager-1 with similar experience 3 years v. SEO Expert - 1 with similar experience 3 years vi. HTML Developer- 1 with similar experience of 3 years vii. ORM Executive - 1 with similar experience of 3 years 	<p>Please elaborate the following points</p> <ul style="list-style-type: none"> vi. HTML Developer- 1 with similar experience of 3 years. vii. ORM Executive - 1 with similar experience of 3 years 	Self Explanatory
9				Does the agency need to submit hard copy of the Bid along with uploading it on the portal	It should be submitted along with technical bid
10				Does the agency need to submit/upload their presentation along with bid	Yes

11	25	28	<p>Commercial Bid: The commercial bids of only those firms, who are found qualified on evaluation of the technical bids, shall be opened on a later date with intimation only to the qualified bidders. In case the date of tender is declared to be a Holiday by the Central/State Govt. or Local administration, then it will be opened on the next working day. However, opening/closing time of tender will remain the same.</p> <p>Commercial proposal (excluding GST) should be uploaded on e-procurement system and the bidder should give all the relevant price information. No information should be kept blank. The bidder shall be required to furnish GST details along with their tender.</p> <p>Further, they shall be required to comply with the GST requirements.</p>	<p>The control sheet doesn't indicate the last date and time for submission of "Financial Bids" online. Request the corporation to kindly confirm the same.</p>	<p>Refer clause 25. The Financial bid is to be uploaded along with the Technical Bid.</p>
12	23	27.1	<p>The bidders should have at least 3 BFSI companies as clients every year, each having turnover equal to or greater than Rs. 300 crore to whom similar services are provided in the last 3 Financial Years</p>	<p>Point no 27.1 Technical Evaluation Criteria – Stage A requires the agencies to submit Turnover for FY 2022-23. However, the financial audit for FY 22-23 happens only in September/October 2023. Therefore we can't submit turnover for 22-23. Can we submit financial results for FY 2019-20 instead?</p>	<p>The Agency may in absence of Audited Financial Statement for FY 22-23 submit the provisional Balance Sheet and Profit & Loss Statement duly attested by the CFO/Financial Head of the Agency.</p>
13	33	Schedule 3	<p>Details of the Bidder /Agency Profile (To be submitted on Company Letter head)</p>	<p>Schedule 3 Details of the bidder/agency profile– Stage A requires the agencies to submit Turnover for FY 2022-23. However, the financial audit for FY 22-23 happens only in September/October 2023. Therefore we can't submit turnover for 22-23. Can we submit financial results for FY 2019-20 instead?</p>	<p>The Agency may in absence of Audited Financial Statement for FY 22-23 submit the provisional Balance Sheet and Profit & Loss Statement duly attested by the CFO/Financial Head of the Agency.</p>

14	50	Annexure - I	Covering Letter with each tender (above Rs. 1.00 lakh or more) on StockHolding's Letterhead (For Tenders issued by StockHolding Ltd. directly)	Annexure I – It seems that this annexure needs to be submitted by StockHolding. Request the corporation to please confirm the same.	Kindly refer the Corrigendum 2 : RFP Digital Marketing and Creative on the Website to this effect. Please Find the same in the below link. https://corporate.stockholding.com/tenders/
15	51	Annexure - II	Covering Letter with each tender (above Rs. 10 lakh or more) on Consultant's Letterhead (For Tenders invited through a Consultant viz. EPCM/PMC Contracts)	Annexure II – It seems that this annexure needs to be submitted by consultant working on behalf of StockHolding. Request the corporation to please confirm the same.	Kindly refer the Corrigendum 2 : RFP Digital Marketing and Creative on the Website to this effect. Please Find the same in the below link. https://corporate.stockholding.com/tenders/
16	9	6.4	Online Response Management	Point no 6.4 Online Response Management – Does the agency need to quote for cost of ORM tool? Is there a preferred tool for ORM or agency is free to choose/recommend one?	Agency should recommend their preferred tool.
17	9	6.3	SEO	<p>SEO –</p> <ul style="list-style-type: none"> • Can they share Organic Traffic data for last 3 months. • Or Share Read only access on our email id for their GA • Any Past SEO Reports available • Competition website • Any Specific Products/Services to focus on 	This information will be shared to the selected onboarded Agency

18	8	6.1	Social Media Page Management	<p>Social Media Page Management –</p> <ul style="list-style-type: none"> • Is the current page the benchmark? • Any brand guidelines we can adhere to? • Any specific products to focus on? • Competitors • Any reference brands that we aspire to reach? • Any restrictions on influencer collaborations? • Any govt. issued guidelines we need to adhere to 	This information will be shared to the selected onboarded Agency
19	10	6.5	<p>Digital Press Release Ensure execution of all PR activities and increasing awareness for the brand on the Digital world.</p> <p>Providing extensive and regular coverage of StockHolding in the Domestic/ International media, BFSI based trade journals, e-newspapers and e-magazines whenever mandated. Getting the coverage on e-newspaper or other influential sites for any new launches or new engagement done by Stockholding.</p> <p>Providing detailed report for the PR activity on weekly/monthly basis.</p>	<p>Digital Press Release –</p> <ul style="list-style-type: none"> • Total no of PR coverage's we are looking for in a month/ quarter? 	Agency may suggest as per industry practice and certain queries would be answered once to the selected onboarded agency.
20	10	6.5	Business Listings	<p>Business Listings –</p> <ul style="list-style-type: none"> • No of stores that will be listed in next 12 months? • No of existing stores to be managed • Are we looking for review management as well? 	Agency may suggest as per industry practice and certain queries would be answered once to the selected onboarded agency.

21	8	6.1	Social Media Management	<p>6.1.4 (Social Media Management) How many live events agency is expected to host and conduct in a month and on which platform?</p> <p>Hosting a live event requires high-end infrastructure, will Stockholding' bear additional expenses? Or the events are expected to be hosted from a handheld device?</p>	Agency may suggest as per industry practice and certain queries would be answered once to the selected onboarded agency.
22	9	6.3	SEO	<p>6.3: (Search Engine Optimization) Who is the target audience for the website? What are the specific goals you want to achieve through SEO? Do you have a specific timeline in mind for achieving the desired results? Can you provide access to the current website for a thorough analysis? Are there any known technical issues or limitations with the website? Who are your main competitors in the industry? Are there any specific competitors you would like to outperform in search engine rankings? What is the approval process for new content and updates? What specific metrics or KPIs do you want to track to evaluate the success of the SEO campaign? Are there any specific analytics or reporting tools that should be used?</p>	Agency may suggest as per industry practice and certain queries would be answered once to the selected onboarded agency.
23				Presentation to be submitted now or later	The presentation should be submitted along with the technical bid.

24	28	32	<p>32. Payment Terms: Payment for this assignment would be made as under:</p> <ul style="list-style-type: none"> • Should have fixed annual Fee (Retainership cost) to be paid monthly at the end of the month. • For Financial Evaluation, the total fee for one year (excluding GST) will be considered. This Fixed Annual Fee should include costs/expenses of the Agency for undertaking work as detailed in the Scope of Work • The contractor shall permit StockHolding to hold or deduct the amount from bill for non-performance or part performance or failure to discharge obligations under this contract. • GST, if any shall be reimbursed by StockHolding on submission of proof of payments along with monthly bills. Incase GST is not paid by the bidder, StockHolding 	Financials - Should be on annual basis?	Kindly refer the Corrigendum 2 : RFP Digital Marketing and Creative on the Website to this effect. Please Find the same in the below link. https://corporate.stockholding.com/tenders/
25				Is the current digital mandate handled by agency?	Yes
26	11	7(2)	The Agency should be a full-service agency offering all Digital marketing & Creative services.	Is a Co-pitch feasible as we would like to bring in our partner agency? Our combined strengths and capabilities will be of much benefit to StockHolding.	No change
27	11	7(7)	The Agency's minimum average Gross Annual Turnover for last 3 consecutive financial years i.e. F.Y 2020-21, 2021-22 and 2022-23 should be at least Rs. 4.75 crores from providing digital marketing and creative services only, with profit in each of the last 3 financial years as per the audited financial statement. Standalone Turnover of the company applying for the selection will only be reckoned, not of the Group Company or subsidiaries.	The eligibility is to atleast have 3 clients in the BFSI space with turnover more than 300Cr. Between our agency & our partner agency, we have 2 of them whose turnover is above 300Cr. Is this fine as per your RFP criteria?	No change. Refer Page 11 Clause 7(7)

28				Digital spends - Ideally how much spends on a monthly basis done by Stock holding. Any ballpark figure?	This would be shared with the selected onboarded agency.
29				Only the shortlisted agency will get the mandate to run the of digital media campaign?	No. Please refer to current scope of work mentioned in this RFP
30	23	27	<p>The Agencies which fulfil the eligibility criteria will qualify for the technical evaluation stage. In this stage, the Agencies will be evaluated as per parameters defined in (Stage A).</p> <p>They will also be required to make a presentation (Stage B) to the Evaluation Committee Members on their capabilities, experiences, etc. and showcase their work done for other clients. This presentation will include a strategy suggestion for StockHolding, outlining the Agency's understanding of the Company.</p>	Presentation to be submitted along with the technical documents?	Yes
31				When are the agencies called for the presentation, post technical document submission? Any specific date/timeline	The Date for the Presentation will be uploaded on the Website
32	8	6.2	<p>Creatives required from the agency during the tenure, similar format for creative to be shared along with the presentation. Digital creatives should be open for adaptation across channels Digital.</p>	<p>Page 8 of the RFP - "Creatives required from the agency during the tenure, <u>similar format for creative to be shared along with the presentation. Digital creatives should be open for adaptation across channels Digital.</u> - PL ELABORATES THIS.</p>	This is self explanatory
33	8	6.2	Rate Card also to be shared.	<p>Page 8 of the RFP - "Rate Card also to be shared" - When this has to be submitted? and what all items need to be mentioned in this?</p>	The selected onboarded agency would be informed

34	8	6.2	<p>Design Creation for the Digital Marketing Agency shall undertake designing, development and adaptation of creative in coordination of Stockholding's Branding team for web banners, graphical ads, GIF, animations, infographics, html emailers as well as creative material for social media engagement activities such as quiz, contest, trivia etc.</p> <p>Creative creation shall include: Ideation, Content and Design Static Creatives: 250 per year GIFs: 60 per year Videos (Animated/Infographic): 60 per year Tweets: 600 per year Web Banners: 240 and adaptation to 600 per year HTML Mailer: 240 per year All Content and Creative will be created for Facebook and replicated across other social media channels (any new channels coming in future)</p>	<p>The creative design/submitted by the agency will be used only on digital platforms OR Stock holding will use the same creative on any other medium as well like print / OOH etc?</p>	<p>Refer 6.2 Page 8 Scope of work and functional requirement</p>
35	9	6.4	<p>Ensure execution of all Online Media Monitoring, Online Media Opinion Management, Crisis Management and Stakeholder relationship building. Addressing comments/ queries posted on various Digital/ Social Media. Providing with dashboard access and detailed report on weekly/monthly basis.</p>	<p>ORM (Page 9) - Generally how many queries/comments in a day, stock holding receive on all the social media handles?</p>	<p>Agency can use the necessary tools to analyze the same</p>
36				<p>Requesting you to extend the submission date by one week.</p>	<p>There is no change in the Schedule</p>

37	11	7(9)	<p>The bidder should have a minimum 7 member qualified team in Mumbai Metropolitan Region for execution of all activities as per "Scope of Work".</p> <ul style="list-style-type: none"> i. Account Manager-1 with similar experience 5 years ii. Creative Manager-1 with similar experience 10 years iii. Content Manager-1 with similar experience 3 years iv. Social Media Manager-1 with similar experience 3 years v. SEO Expert - 1 with similar experience 3 years vi. HTML Developer- 1 with similar experience of 3 years vii. ORM Executive - 1 with similar experience of 3 years 	<p>There is a mention in scope of work about 7 qualified members. They need to be in the office or any where remotely? So is there a dedicated support required in your office or your premises?</p>	<p>No, they are not required to work in our Premises. They should be employed with the Agency</p>
38	13	8	<p>The Bidder shall furnish, as part of its EMD, Rs.5,00,000/- (Rupees Five Lakhs only) by way of demand draft or pay order from any scheduled commercial bank drawn in favour of "Stockholding Corporation of India Limited", payable at Mumbai. The EMD shall be furnished in Indian Rupees (INR). The Demand Draft (DD) should be submitted at Center</p> <p>Point on or before the last date for submission of BIDs.</p>	<p>As per Rule 170 of General Financial Rules (GFRs) 2017, Micro and Small Enterprises (MSEs) and the firms registered with concerned Ministries/ Departments are exempted from submission of Bid Security/EMD. We request you to kindly provide EMD exemption for MSME/Start Up Companies</p>	<p>Kindly refer the Corrigendum 2 : RFP Digital Marketing and Creative on the Website to this effect. Please Find the same in the below link. https://corporate.stockholding.com/tenders/</p>

39	13	8	<p>The Bidder shall furnish, as part of its EMD, Rs.5,00,000/- (Rupees Five Lakhs only) by way of demand draft or pay order from any scheduled commercial bank drawn in favour of "Stockholding Corporation of India Limited", payable at Mumbai. The EMD shall be furnished in Indian Rupees (INR). The Demand Draft (DD) should be submitted at Center</p> <p>Point on or before the last date for submission of BIDs.</p>	<p>we would like to know if the EMD amount is waived off for the MSME registered Agency.</p>	<p>Kindly refer the Corrigendum 2 : RFP Digital Marketing and Creative on the Website to this effect. Please Find the same in the below link. https://corporate.stockholding.com/tenders/</p>
40	9	6.4	<p>6.4 Online Response Management - Ensure execution of all Online Media Monitoring, Online Media Opinion Management, Crisis Management and Stakeholder relationship building. -Addressing comments/ queries posted on various Digital/ Social Media. - Providing with dashboard access and detailed report on weekly/monthly basis.</p>	<p>6.4.2 (Online Response Management) · Can you please list down the platforms specifically?</p>	<p>All Platforms where StockHolding is officially present</p>
41	10	6.7	<p>Improving the effectiveness of Digital eco system Analyzing the existing digital eco system of StockHolding, finding the gaps (comparing with peer Finance companies), provide / recommend the solution to minimize the gaps and coordinate/help with IT team / vendors/ agencies to implement the suggestions. Recommend Tools / platforms for building the digital marketing automation, basis the already available systems with the Corporation.</p>	<p>6.7: Improving the effectiveness of Digital eco system Who are the main competitors in the finance industry that you would like to compare StockHolding with? Do you have any specific criteria or benchmarks to assess the digital performance of StockHolding in comparison to its peers? Are there any specific goals or objectives that StockHolding wants to achieve through the digital marketing efforts?</p>	<p>This information will be shared to the selected onboarded Agency</p>

41	10	6.7		<p>Are there any specific preferences or requirements for the recommended tools or platforms?</p> <p>What is the expected level of integration between the existing systems and the new tools or platforms?</p> <p>Who are the key stakeholders within StockHolding's IT team who will be involved in implementing the recommendations?</p> <p>Are there any existing partnerships or contracts with vendors or agencies that should be considered?</p>	
----	----	-----	--	---	--