

28th February 2018

Addendum to RFP

(Reference number letter No-CO/MKTG/18/01 dated 06.02.2018)

TO WHOMSOEVER IT MAY CONCERN

With reference to the RFP for empanelment of Creative Agencies for Marketing Services, uploaded on our website on 6th February 2018, there has been revision in RFP in Annexure B. New Annexure B is following:

| S No | Particulars | Marks |
|----------|---|------------|
| A | Organization's Experience and Credentials | 45 |
| A1 | Market standing in the areas defined in scope and reputation of the Bidder (awards, certificates issued in India/ overseas, scale and profitability of operations, and other capabilities will be taken into account), presence in India including number of offices and manpower | 15 |
| A2 | Experience in having undertaken similar assignments in financial services organizations in India | 10 |
| A3 | Number of active clients in the last 3 years | 10 |
| A4 | Office in Delhi NCR with presence of senior management and client servicing team (Yes/ No) | 10 |
| B | Team Profile & Execution | 25 |
| B1 | Experience and profile of the key personnel assigned which includes Strategy, Art and Copy, Servicing etc. | 15 |
| B2 | SLA and project management expertise for the deliverables outlines in the scope of work | 10 |
| C | One case study/ marketing campaign of the agency (mask the client name, if required) showcasing the results in terms of marketing KPIs as set out (awareness, leads, business and so on) | 30 |
| | Total | 100 |

Due to Holi Festival Date & Time for submission of bids has been revised. New Date & Time for submission of bids are 5th March 2018 12:00 PM.