



Terms of Reference

Selection of Marketing Agency for development of our Brand guidelines and revamp of our marketing and product collaterals

**BOBCARDS Ltd.
Administrative Office,
Ground Floor,
Bank of Baroda Building,
16 Sansad Marg,
New Delhi - 110 001
Website: www.bobcards.com**

**October 24, 2017
Reference: AD: BCL: DEL: MKTG: 17:006**

[A] Important Dates:

Date of Issue	October 24, 2017
Queries to be mailed by	1:00 October 31, 2017
Queries to be mailed to	marketinghead@bobcards.com
Last Date and Time for submission of the Technical and Financial Proposal	11:00 am on November 14, 2017
Opening of the Technical Proposals	11:30 am on November 15, 2017
Date and Time of Opening of the Financial Proposals	01.00 pm on November 15, 2017
Address for Communication	BOBCARDS Ltd. Administrative Office, Ground Floor, Bank of Baroda Building, 16 Sansad Marg, New Delhi - 110 001 Website: www.bobcards.com
Contact Information	Email: marketinghead@bobcards.com Tel: 98111 74731

[B] Confidentiality:

This document is meant for the specific use by the marketing agencies interested in participating in this process. This document in its entirety is subject to Copyright Laws. BOBCARDS or any person acting on behalf of the proposals to strictly adhere to the instructions given in the document and maintain confidentiality of information. The proposers will be held responsible for any misuse of the information contained in the document and liable to be prosecuted by BOBCARDS. In the event that such a circumstance is brought to the notice of BOBCARDS. All recipients of this document are subject to confidentiality clauses.

[C] Disclaimer:

The document is not recommendation, offer or invitation to enter into a contract, agreement or any other arrangement, in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed between BOBCARDS and the marketing agency as selected by BOBCARDS, after completion of the selection process read in conjunction with the invitation document. The invitation document is intended solely for the information of the party to whom it is issued ("the Recipient" or "the Respondent") and no other person or organization; BOBCARDS's decision is final in this regard.

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1. Background

BOBCARDS Limited is a wholly owned subsidiary of Bank of Baroda established in 1994 for issuance of Credit Card and Merchant Acquiring and also providing support services to the Bank for Debit Card Operations.

The Company seeks to select a competent marketing agency for the purpose of formulation of its brand refresh strategy (including design of its new brand logo, tagline and visual identity), redesign of existing marketing and product collaterals (stationery, leaflets, posters, digital banners etc.) and customer communication (emails, letters, account statements etc.).

2. Scope of Services

The proposed scope of services for the selected marketing agency shall include, but not limited to:

- Design of our new Brand logo, tagline and comprehensive Visual Identity guidelines, including for our digital assets like website
- Redesign of the following for our existing products:
 - Marketing material (leaflets, flyers, posters, standees, danglers etc.)
 - Product collaterals (plastic cards, T&Cs, product ready reckoners, etc.)
 - Office Stationery (visiting cards, letter heads, envelopes, ppt template etc.)
 - Customer Communication (letters, emails, telecalling scripts etc.)

3. Technical Proposal Evaluation

The Technical Proposal to be submitted by eligible Respondents in detail as indicated in the following sections. The weightage in respect to each criterion has been indicated against each Section. The Technical evaluation will be done on the weightage of 100.

S. No.	Description	Weightage
1	Relevant Experience in the financial services sector with respect to Brand strategy, creative (art & copy), digital marketing	30%
2	Number of active clients in the last 3 years; Also specify number of BFSI clients	30%
3	Experience and profile of the key personnel assigned which includes Servicing, Strategy, Art and Copy etc.	30%
4	Office in Delhi NCR with presence of senior management (Yes/ No)	10%

4. Format for Proposal Submission

The TWO SEPARATE sealed envelopes containing the Technical Proposal and Financial Proposal must be submitted in two separate covers to BOBCARDS directly as under:

- ENVELOPE-1: Technical Proposal: (1 Hard Copy)
- ENVELOPE-2: Financial Proposal: (1 Hard Copy)

ENVELOPE 1 Containing the Technical Proposal - 1 Hard Copy

The Technical Proposal should be submitted in the form of one hard copy which should be placed in a sealed envelope super-scribed as “TECHNICAL PROPOSAL” and contain the following:

1. Understanding of the scope of work
2. Relevant Experience and Capability with respect to scope of work including sample work in these specific areas
3. Names of clients worked for in the last 3 years with scope of work for each of the clients
4. Profile of the entire team including servicing, strategy, creative, digital managing the mandate, with relevant educational background, experience and credentials
5. Office locations with details of senior management operating out of Delhi NCR office

All the relevant pages of the proposal are to be numbered and signed by an authorized signatory on behalf of the Firm.

ENVELOPE 2 Containing the Financial Proposal - 1 Hard Copy

The Financial Proposal should be submitted in the form of one hard copy which should be placed in a sealed envelope super-scribed as “FINANCIAL PROPOSAL”.

The Financial Proposal should contain the offer including the professional fee and out of pocket expenses and excluding applicable taxes which will be paid by BOBCARDS at the prevailing rate. BOBCARDS at any point in time for reasons whatsoever is not responsible for any assumptions made by the Firm. BOBCARDS at a later date will not accept any plea of the Firm or changes in the commercial offer for any such assumptions.

Applicant should quote fees as per the format provided by BOBCARDS as below:

Total Fixed Fee based on the Terms of Reference (professional fee and out-of pocket expenses and excluding applicable taxes) in INR	
In figures	
In words	

The payment of the fees shall be made by BOBCARDS as follows:

S. No.	Milestone	% fee payable
1	On delivery of the Logo designs, tagline and visual identity	50%
2	On design of marketing and product collaterals	50%
		100%

5. Proposal Submission

The two sealed envelopes containing the Technical Proposal and Financial Proposal must be placed in a single sealed envelope super-scribed as "Selection of Marketing Agency for development of our Brand guidelines and revamp of our marketing and product collaterals"

6. Procedure for Selection

This will be a techno commercial evaluation and accordingly the Technical Proposal will have 60% weightage and Financial Proposal shall have 40% weightage. These weightage shall be taken into consideration for arriving at the Successful Agency. The evaluation methodologies vis-a-vis the weightage are as under:

Score will be calculated for all bidders who have submitted their application using the following formula:

$$S = (T/T \text{ High} \times 60) + (C \text{ Low}/C \times 40),$$

Where:

S = Score of the Firm

T = Technical score of the firm

T High = Highest Technical score among the firms

C = Quote as provided by the firm

C Low = Lowest Quote of C among the firms

The firm securing the highest score becomes the successful firm

For example – There are three bidders A, B and C.

Technical score will be arrived at treating the marks of the bidder scoring the highest marks (A) in Technical evaluation as 100. Technical score for other bidders (B, C, etc.) will be computed using the formula Marks of B / Marks of highest scorer A*100.

Similarly Commercial Score of all technically cleared bidders will be arrived at taking the cost quoted by L1 bidder i.e., the lowest quote from all technically qualified bidder (say C) as 100. Marks for other bidders will be calculated using the formula Commercial Score = Cost of L1 bidder / Cost quoted by bidder * 100.

A “Combined score” will be arrived at, taking into account both marks scored through Technical Proposal evaluation and the nominal commercial quotes with a weightage of 60% for the Technical Proposal and 40% for the Financial Proposal as described below.

The combined score is arrived at by adding Technical Score and Commercial Score. The successful bidder will be the one who has highest Combined Score.

S. No.	Bidder	Technical Evaluation marks (T)	Commercials in INR(C)	Technical Score	Commercial Score	Combined Score (out of 100)
1	A	95	71	$95/95*60 = 60.0$	$60/71*40 = 33.8$	$60.0+33.8 = 93.8$
2	B	85	65	$85/95*60 = 53.6$	$60/65*40 = 36.9$	$53.6+36.9 = 90.5$
3	C	90	60	$90/95*60 = 56.8$	$60/60*40 = 40.0$	$56.8+40.0 = 96.8$

In the above example Bidder A with highest score becomes the successful winner for this mandate.

7. Right to Selection and Rejection

BOBCARDS reserves the right to at any point:

- Reject any and all proposal received in response to the Terms of Reference.
- Waive or Change any formalities in the proposal.
- Negotiate any aspect of proposal with any proposer and negotiate with more than one proposer at a time.
- Extend the time for submission of all proposals.
- Select the most responsive proposer as deemed suitable.
- Share the information/ clarifications provided in response to the Terms of Reference by any proposer, with any other proposer(s) /others, in any form.
- Cancel the Terms of Reference at any stage, without assigning any reason whatsoever.