

Corrigendum to RFP and Clarifications

Empanelment of Advertising Agencies

(Ref: CSPD/CC/021/2026-27 dated 30/04/2026)

I. Relaxation of Conditions (corrigendum) for Empanelment of Advertising Agencies

Sr. No.	RFP Page No.	RFP Clause	Existing Clause		Modified Clause	
1.	5-6	2.1 Process of Selection	Last Date for submission of bids	May 21, 2026 (Time –4: 30 PM) IDBI Bank Ltd., 19 th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005	Last Date for submission of bids	May 29, 2026 (Time –2: 00 PM) IDBI Bank Ltd., 19 th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005
			Opening of Bids (Eligibility & Technical)	May 21, 2026 (Time – 5:00 PM) IDBI Bank Ltd., 14 th Floor Conference Room, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005	Opening of Bids (Eligibility & Technical)	May 29, 2026 (Time – 3:00 PM) IDBI Bank Ltd., 14 th Floor Conference Room, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005
2.	8	5 Earnest Money Deposit: Exemption	Bidders eligible for EMD exemption (such as MSMEs, if applicable) shall submit valid documentary proof as prescribed under prevailing Government of India / Bank guidelines, failing which the bid shall be treated as non-responsive.		Bidders eligible for EMD exemption (such as MSMEs/ startups recognized by DPIIT if applicable) shall submit valid documentary proof as prescribed under prevailing Government of India / Bank guidelines, failing which the bid shall be treated as non-responsive.	
3.	10	9.1 (f) Eligibility Criteria	Certification of satisfactory performance (not more than 1 month old) by the banking client as per Annexure II.		Certification of satisfactory performance (not more than 3 months old) by the banking client as per Annexure II.	

4.	15	15.4.b Evaluation Criteria	<ul style="list-style-type: none"> • 14 Marks: for digital Gross Capitalized billing being more than 30% of total billing • 8 Marks : for digital Gross Capitalized billing being more than 20% and upto 30 % of total billing [Suitable certificate from statutory auditor would be required]	<ul style="list-style-type: none"> • 14 Marks: for digital Gross Capitalized billing being more than 25% of total billing • 8 Marks : for digital Gross Capitalized billing being more than 15% and upto 25 % of total billing [Suitable certificate from statutory auditor would be required for three out of last five financial years]
5.	37	Annexure I	List of documents attached with the tender (in the same order, mentioned in the RFP (Eligibility Criteria- Sr. nos. 6.1 & 6.2)	List of documents attached with the tender (in the same order, mentioned in the RFP (Eligibility Criteria- Sr. nos. 9.1 & 9.2))

- All other terms and conditions remain unchanged.

Appointment of Public Relations (PR) Agency

(Ref: CSPD/CC/022/2026-27 dated 30/04/2026)

II. Relaxation of Conditions (corrigendum) for Appointment of Public Relations (PR) Agency

Sr. No.	RFP Page No.	RFP Clause	Existing Clause		Modified Clause	
1.	5-6	2.1 Process of Selection	Last Date for submission of bids	May 21, 2026 (Time –4:30 PM) IDBI Bank Ltd., 19 th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005	Last Date for submission of bids	May 29, 2026 (Time –2: 00 PM) IDBI Bank Ltd., 19 th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005
			Opening of Bids (Eligibility & Technical)	May 21, 2026 (Time – 5:00 PM) IDBI Bank Ltd., 14 th Floor Conference Room, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005	Opening of Bids (Eligibility & Technical)	May 29, 2026 (Time – 3:00 PM) IDBI Bank Ltd., 14 th Floor Conference Room, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005
2.	8	5 Earnest Money Deposit: Exemption	Bidders eligible for EMD exemption (such as MSMEs, if applicable) shall submit valid documentary proof as prescribed under prevailing Government of India / Bank guidelines, failing which the bid shall be treated as non-responsive.		Bidders eligible for EMD exemption (such as MSMEs/ startups recognized by DPIIT if applicable) shall submit valid documentary proof as prescribed under prevailing Government of India / Bank guidelines, failing which the bid shall be treated as non-responsive.	
3.	10	6.1 (d) Eligibility Criteria	Certification of satisfactory performance (not more than 1 month old) by the banking client as per Annexure III.		Certification of satisfactory performance (not more than 3 months old) by the banking client as per Annexure III.	

4.	37 & 39	Annexure I & II	Subject: Empanelment of PR Agency for IDBI Bank Limited- Technical Bid	Subject: Appointment of PR Agency for IDBI Bank Limited- Technical Bid <i>* For the purpose of this Request for Proposal (RFP), the term “empanelment” wherever appearing shall be read, interpreted, and deemed to mean “appointment”.</i>
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- All other terms and conditions remain unchanged.

Appointment of Social Media Agency

(Ref: CSPD/CC/023/2026-27 dated 30/04/2026)

III. Relaxation of Conditions (corrigendum) for Appointment of Social Media Agency

Sr. No.	RFP Page No.	RFP Clause	Existing Clause		Modified Clause	
1.	6	2.1 Process of Selection	Last Date for submission of bids	May 21, 2026 (Time –4: 30 PM) IDBI Bank Ltd., 19 th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005	Last Date for submission of bids	May 29, 2026 (Time –2: 00 PM) IDBI Bank Ltd., 19 th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005
			Opening of Bids (Eligibility & Technical)	May 21, 2026 (Time – 5:00 PM) IDBI Bank Ltd., 14 th Floor Conference Room, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005	Opening of Bids (Eligibility & Technical)	May 29, 2026 (Time – 3:00 PM) IDBI Bank Ltd., 14 th Floor Conference Room, IDBI Tower, WTC Complex, Cuffe Parade, Mumbai 400005
2.	8	5 Earnest Money Deposit: Exemption	Bidders eligible for EMD exemption (such as MSMEs, if applicable) shall submit valid documentary proof as prescribed under prevailing Government of India / Bank guidelines, failing which the bid shall be treated as non-responsive.		Bidders eligible for EMD exemption (such as MSMEs/startups recognized by DPIIT if applicable) shall submit valid documentary proof as prescribed under prevailing Government of India / Bank guidelines, failing which the bid shall be treated as non-responsive.	
3.	10	6.1 (b) Eligibility Criteria	<ul style="list-style-type: none"> The Bidder should have worked with at least one Bank Client and have a total billing of at least Rs. 4.00 Crore (Rupees Four Crore only) for last FY i.e. FY 24-25 with 		<ul style="list-style-type: none"> The Bidder should have worked with at least one Bank Client and have a total billing of at least Rs. 3.00 Crore (Rupees Three Crore only) for last FY i.e. FY 24-25 	

			<p>satisfactory performance for the services specified in this RFP. In case of not having at least a single Bank client, the total billing needs to be minimum of Rs. 6.00 Crore (Rupees Six Crore only).</p> <ul style="list-style-type: none"> • Certification of satisfactory performance (not more than 1 month old) by the banking client as per Annexure III. 	<p>with satisfactory performance for the services specified in this RFP. In case of not having at least a single Bank client, the total billing needs to be minimum of Rs. 5.00 Crore (Rupees Five Crore only).</p> <ul style="list-style-type: none"> • Certification of satisfactory performance (not more than 3 months old) by the banking client as per Annexure III.
4.	19	9.4.3 Evaluation Criteria- Social Media Billing for FY 2024-25	<ul style="list-style-type: none"> • 10 Marks: For more than Rs. 10 Crore • 5 Marks: For Minimum Rs. 4 crore <p>Suitable certification by Statutory Auditor or Annual Report. However IDBI Bank would have the right to independently verify the same.</p>	<ul style="list-style-type: none"> • 10 Marks: For more than Rs. 10 Crore • 5 Marks: For Minimum Rs. 3 crore <p>Suitable certification by Statutory Auditor or Annual Report. However IDBI Bank would have the right to independently verify the same.</p>
4.	39 & 41	Annexure I & II	Subject: Empanelment of Social Media Agency for IDBI Bank Limited-Technical Bid	Subject: Appointment of Social Media Agency for IDBI Bank Limited-Technical Bid * <i>For the purpose of this Request for Proposal (RFP), the term “empanelment” wherever appearing shall be read, interpreted, and deemed to mean “appointment”.</i>

- All other terms and conditions remain unchanged.

IV. Clarification on Pre-Bid Queries for Empanelment of Advertising Agencies

Sr. No.	Query	Clarification
1.	For documentary evidence can provisional balance sheet be provided for the FY 2025-26.	Provisional Balance Sheet of FY 2025-26 may be accepted certified by statutory auditor and duly attested by an authorised signatory.
2.	To drop requirement for the successful Bidder to abide by the rules and regulations of Indian Newspaper Society (INS) as mentioned in point 10.7.1 of RFP	Trilegal is the counsel of AAI, hence the clarification obtained from them cannot form the basis for exclusion of INS from the RFP
3.	To allow certification of documents by Chartered Accountant	Certification to be done by Statutory Auditor and not by CA.
4.	Request for relaxation in Eligibility Criteria: <ul style="list-style-type: none"> • Average Annual Gross Capitalised billing of Rs. 100 Crore. • Average Annual Gross Digital Advertising billing of Rs. 15 Crore. • Average Annual Gross Television Advertising billing of Rs. 10 Crore. 	The mentioned clauses of the eligibility criteria in the RFP have been enforced by the Bank to validate certain credentials of potential bidders. The same would not be changed.
5.	Request for relaxation of Weightage in Evaluation Criteria: <ul style="list-style-type: none"> • 14 Marks: for digital Gross Capitalized billing being more than 30% of total billing • 8 Marks : for digital Gross Capitalized billing being more than 20% and upto 30 % 	The mentioned criteria in the RFP has been decided by the management to evaluate the potential of bidders. The same would not be changed.
6.	Reason for reduction of agency commission from 7% to 6%.	It is a management decision based on current industry benchmarks and market study.
7.	When can we expect to receive the theme for the presentation and the brief creative requirements?	Sought information will be provided post qualification of bidding agencies.
8.	Confirmation on requirement of Earnest Money Deposit (EMD)	Earnest Money Deposit (EMD) will be required. The exemptions are mentioned in the corrigendum.

9.	Regarding the Income Tax Returns for the past three years, we can share submission proofs of the Income Tax Returns filed.	Proof of ITR files shall be accepted.
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V. Clarification on Pre-Bid Queries for Appointment of Public Relations (PR) Agency

Sr. No.	Query	Clarification
1.	Would the agency need to share the pitch presentation (hardcopy or digital) while submitting the technical bid?	Submission of pitch presentation (hardcopy or digital) is not mandatory.
2.	Scope includes extensive regional media outreach. Kindly clarify expectations in terms of number of identified markets?	Scope includes monitoring and dissemination of relevant information across the 80 identified markets.
3.	How does IDBI Bank currently define its desired brand positioning (e.g., retail-focused, digital-first, trust-led PSU transformation), and are there any specific perception shifts the Bank is aiming to achieve?	The Bank positions itself as a trusted and preferred Bank offering Banking products and services across all segments.
4.	What are the top 3-4 communication priorities for the Bank over the next 12 months (e.g., retail growth, CASA, digital banking, asset quality, corporate brand)?	Across all segments of Bank's products and services.
5.	Could you elaborate on the priority stakeholder segments for communication (e.g., retail investors, HNIs, MSMEs, corporates, analysts), and any specific messaging nuances expected for each?	It is need based.
6.	Who are the designated spokespersons for media engagement - at EXCO level and for the respective businesses?	MD & CEO, DMDs and EDs
7.	Please clarify scope of work under news monitoring. Would it include tracking of news on TV and online media?	SOW includes tracking of news on TV, Print and Digital Media.
8.	Whether bidders are required to submit a soft copy of the Technical Bid in addition to the hard copies.	No. Only submission of hard copy shall suffice.
9.	Sought clarification whether the Indemnity document is required to be executed on Non judicial stamp or letter head.	While submitting the documents, the indemnity documents may be executed on letter head duly signed by the authorised signatory. However, post selection the document needs to be executed on Non Judicial Stamp Paper or may be stamped adequately.
10.	The SOW mentions both retail and corporate clientele — what is the current business mix?	The current business mix is Corporate 30%/ Retail 70%.

11.

List of 80 regions and advise on the priority regions out of these.

Priority shall be need based.

Sr. No	Region
1	Ahilyanagar
2	Ahmedabad
3	Alibaug
4	Alwar
5	Amritsar
6	Bengaluru City-I
7	Bengaluru City-II
8	Berhampur
9	Bhagalpur
10	Bhilai
11	Bhopal
12	Bhubaneswar
13	Bilaspur
14	Chandigarh
15	Chennai
16	Chhatrapati Sambhajnagar
17	Coimbatore
18	Dehradun
19	Delhi - South West
20	Durgapur
21	Gandhinagar
22	Goa
23	Guwahati I
24	Guwahati II
25	Gwalior
26	Haldwani
27	Hubballi
28	Hyderabad I
29	Hyderabad II
30	Indore
31	Jabalpur
32	Jaipur
33	Jalgaon
34	Jamshedpur
35	Jodhpur

		36	Kanpur
		37	Karnal
		38	Kochi
		39	Kolhapur
		40	Kolkata
		41	Kozhikode
		42	Lucknow
		43	Ludhiana
		44	Madurai
		45	Mangaluru
		46	Moradabad
		47	Muzaffarpur
		48	Nagpur
		49	Nashik
		50	National Capital Region
		51	Navi Mumbai
		52	New Delhi
		53	Panchkula
		54	Patna
		55	Pune I
		56	Pune II
		57	Raipur
		58	Rajkot
		59	Ranchi
		60	Sambalpur
		61	Satara I
		62	Satara II
		63	Shimla
		64	Silchar
		65	Siliguri
		66	Solapur
		67	South Mumbai
		68	Surat
		69	Thane
		70	Thiruvananthapuram
		71	Tiruchirappalli
		72	Udaipur
		73	Ujjain
		74	Vadodara
		75	Varanasi

		76	Vellore
		77	Vijayawada
		78	Visakhapatnam
		79	Wardha
		80	West Mumbai
12.	Please confirm whether “national” refers specifically to metro cities or if it also includes 80centres to be monitored only a daily basis?	“National” refers to all 80 centres including the Metros.	
13.	Additionally, for TV monitoring, should we limit coverage to national/business channels only, or are there any specific local channels that should be included as well?	Monitoring desirable for national as well as local channels.	
14.	The monthly/ quarterly/ annual reports should be limited to SOV and sentiment, or if they should also include additional qualitative parameters.	Reports to include all possible parameters not limiting to SOV and sentiment.	
15.	The RFP mentions arranging "investor meets, analyst meets and conference calls" but specifies no frequency. What is the expected annual volume of each, and will these be in-person, virtual or a mix?	The medium of investors meets may be in-person, virtual or mix of both depending upon management decision prior to the results.	
16.	Will the agency be required to prepare investor presentation decks or is content creation limited to the communication strategy alone? And will these fall within the retainer or be billed separately?	Agency to prepare communication strategy alone which would fall under retainer. However, if required the Bank may ask the agency to design and develop investor relations collaterals which shall be reimbursed at actuals.	
17.	For conference calls under the IR scope, is the agency responsible only for logistics and coordination, or does it extend to drafting key messages, pre-call briefing notes, and managing post-call follow-ups?	Agency would be responsible for all i.e. drafting key messages, pre-call briefing notes, logistics, coordination and managing post-call follow-ups.	
18.	Who is the designated internal point of contact for IR the Corporate Communications team, the CFO? Will the agency have direct access to financial spokespersons?	The sole point of contact would be the Corporate Communications team of the Bank.	
19.	Does the Bank maintain an existing database of tracked analysts, institutional investors, and media contacts for IR purposes that will be	Agency is expected to build the database from scratch.	

	handed over to the selected agency, or is this expected to be built from scratch?	
20.	Does crisis communication involving investors (market-sensitive developments, rumors) fall within the Investor Relations scope?	Yes
21.	Are Investor Relations intelligence and reporting (analyst updates, investor feedback) expected to be delivered within the same monthly retainer?	Yes
22.	Are investor and analyst perception studies expected as part of deliverables?	Yes
23.	Is proactive outreach to analysts for increasing brokerage reports and visibility part of the mandate?	Yes
24.	Is peer benchmarking (including analysis of competitor communication, investor perception, valuation trends, and IR best practices) expected as part of the scope, and will this be covered within the retainer or treated as a separate assignment?	Peer benchmarking will be a part of the scope and covered within the retainer.
25.	Under Actionable Point F in the Scope of Work, could you please elaborate on what is included under "Digital PR"? Specifically, we wanted to understand whether this refers to social media-led recommendations/content, or is limited to digital platforms of traditional media publications. We ask this since there is a separate RFP for Social as well.	Digital PR is limited to digital platforms of traditional media publications and not social media.
26.	Request for relaxation in Eligibility Criteria of Average Annual billing of Rs. 20 Crore.	The mentioned clauses of the eligibility criteria in the RFP has been enforced by the Bank to validate certain credentials of potential bidders. The same would not be changed.

VI. Clarification on Pre-Bid Queries for Appointment of Social Media Agency

1.	To drop requirement for the successful Bidder to abide by the rules and regulations of Indian Newspaper Society (INS) as mentioned in point 10.7.1 of RFP	Trilegal is the counsel of AAI, hence the clarification obtained from them cannot form the basis for exclusion of INS from the RFP
2.	To allow certification of documents by Chartered Accountant	Certification to be done by Statutory Auditor and not by CA.
3.	To allow certification of documents by Chartered Accountant	Certification to be done by Statutory Auditor and not by CA.
4.	Please provide clarity on the current tools ecosystem being used for publishing, social listening, community management and analytics? Additionally, would the incoming agency be expected to operate within the existing stack, or deploy and manage its own tools? In case of a hybrid model, it would be helpful to understand how data ownership, integrations and reporting standardisation are currently governed.	Bank does not have specific tools and relies on the selected agency to deploy and utilize appropriate proprietary or third-party tools for implementation.
5.	Please help us understand the social media monitoring and response management framework currently in place, including the extent of multilingual support and the languages actively managed across platforms?	Agency does the monitoring through their tools and there is a response management framework in place.
6.	To help assess operational scale and response bandwidth requirements, could you share the approximate average monthly volume of mentions and queries received across all active social media platforms?	An average of 300-500 mentions are recorded across handles per day
7.	From a business and communication priority standpoint, which products, services or business verticals are currently the primary focus areas across social media communication?	All segments of retail products including both Assets & Liabilities are promoted on social media on a regular basis.
8.	Please share the key social media KPIs currently being tracked across platforms, including both brand and business-oriented success metrics?	Engagement, follower counts and tonality across handles.

9.	From a content and engagement standpoint, do you currently follow platform-specific content strategies tailored to individual audience behaviour and platform nuances, or is there a common content approach adapted across channels?	Common content approach adopted across platforms
10.	As AI-led workflows become increasingly integrated into content operations, are there any existing governance considerations, operational limitations, legal concerns or brand sensitivities associated with the use of AI-generated content?	AI generated contents are examined for their correctness and maintenance of hygiene factors
11.	Clarification sought whether BFSI clientele serviced during the last five financial years may also be considered instead of restricting the evaluation to only the last financial year.	Criteria mentioned in RFP to be followed without any changes.
12.	Clarification sought on Submission of Soft Copy Documents – Page 16, Point 7	Only Hard Copy to be submitted
13.	What is the expected monthly volume of content across formats (posts, reels, videos, GIFs)?	At least 1 post per day
14.	Are there defined peak campaign periods vs BAU expectations during the year?	There are no defined peak campaign period however, the approach has to be consistent and need based.
15.	Does the scope include shoot-based video production or only digital/motion creatives?	Will be need based.
16.	Which platforms are currently active and which new platforms are planned during the contract period?	Currently active on all 5 platforms viz Meta, X, LinkedIn, Youtube, Instagram. Agency to be prepared for any new upcoming platforms
17.	Will management of Google reviews, app store ratings, and location listings fall under agency scope?	Location listing - yes, for others will be paid as per the actuals
18.	Will the agency have access to internal customer service/operations teams for resolution?	Yes

19.	Will approved response templates and escalation matrices be provided by the Bank?	Yes
20.	Which languages are mandatory for communication beyond English/Hindi?	Hindi + 10 regional languages (Malayalam, Tamil, Telugu, Kannada, Marathi, Gujarati, Odia, Bengali and Assamese)
21.	Is 24x7 response required across all languages?	Yes
22.	Will translations be handled by the Bank or expected from the agency?	Translations are expected from the Agency
23.	What is the estimated annual media spend across digital platforms?	To be determined as per business requirement
24.	What is the expected number of campaigns per quarter/year?	Need Based
25.	What is the expected scale and frequency of influencer campaigns annually?	Need Based
26.	Does the agency scope include end-to-end influencer management (identification, contracting, and compliance)?	Yes
27.	Can the Bank define standardized formats and frequency for reporting (daily, weekly, monthly)?	Yes
28.	Is there a requirement for advanced analytics, board-level dashboards, or regulatory reporting?	The same is desired from the agency.
29.	Is the agency expected to handle only strategy or full execution (real-time war room support)?	Full execution
30.	Are there any pre-approved crisis communication frameworks available?	Yes

31.	What is the expected frequency of internal communications (newsletters, updates)?	Need Based
32.	Does the scope include content creation, design, and distribution?	Yes
33.	What is the expected team structure, minimum staffing, and onsite presence requirements	Expected team structure as per RFP is 10 and minimum staffing dedicated for bank is 4. On site presence is not required.
34.	Who holds final liability for content approvals—the Bank or the Agency?	Bank
35.	Kindly clarify whether the monthly retainer fee cap of ₹5 lakh is inclusive or exclusive of manpower deployment costs.	The monthly retainer fee cap of ₹5 lakh is inclusive of manpower deployment costs.
36.	Please confirm whether paid media budgets for social media campaigns/boosting will be borne separately by the Bank and not included in the retainer fee.	Yes, on actuals
37.	Kindly clarify whether influencer marketing payouts and media spends will be reimbursed separately by the Bank.	Yes, on actuals
38.	Kindly clarify whether on-site deployment at Mumbai office is mandatory or hybrid servicing is permitted.	Hybrid Servicing is permitted
39.	Kindly clarify whether media buying across Meta, Google, YouTube, LinkedIn, X etc. will be routed through the selected agency or directly by the Bank.	Will be routed through the empanelled advertising agency.
40.	Please confirm whether SEO/SEM activities are included in the retainer fee or will be treated as separate assignments	Yes, part of the retainer fee
41.	Kindly specify the languages required for social media communication and ORM support apart from English and Hindi	11 Languages

42.	Please confirm whether 24x7 dedicated ORM support resources are mandatory throughout the contract period.	Yes
43.	Kindly clarify whether there are existing empanelled PR/creative agencies whose scope may overlap with the selected social media agency.	Bank has separate agency for PR, creative and Social Media agencies and ensures no overlapping of scope amongst the three.
44.	Kindly clarify whether social listening tools, ORM tools and analytics platform subscriptions are to be borne by the agency within the retainer fee.	Yes, the retainer fee is inclusive of social listening, ORM and analytics tools.
45.	Please confirm whether work executed through group companies/affiliate entities can be considered for eligibility and technical evaluation.	No
46.	Kindly clarify whether the contract renewal for additional two years will be at same commercials or subject to mutual revision.	Same commercials
47.	Please confirm whether dedicated account management resources exclusively for IDBI Bank are mandatory during the contract period.	Yes
48.	Regarding the Income Tax Returns for the past three years, we can share submission proofs of the Income Tax Returns filed.	Proof of ITR files shall be accepted.
49.	Can we include digital media and influencer services along with social media into Annexure III for signing purposes	May be mentioned separately in the certificate to be submitted
50.	Will need an approximate number of Branches/ATMs (GMB links) apart from the socialmedia handles	Number of Branches - 2250, Number of ATMs - 3030
51.	Which platforms are in scope for tracking? Any priority platforms?	Currently active on all 5 platforms viz Meta, X, LinkedIn, Youtube, Instagram. Agency to be prepared for any new upcoming platforms
52.	Multilingual Support	Yes
53.	Will the Bank provide approved response templates	Yes

54.	Success Measurement - How will success be measured? Response time? Sentiment improvement?	Mix of both
55.	Kindly confirm whether high-production videos/animation shoots are included in retainer or reimbursable.	Will be reimbursable at actuals
56.	Confirm whether 30-minute TAT applies on weekends/holidays/night hours.	Yes
57.	Are reports required to align with RBI or internal compliance formats?	Both
58.	Confirm whether price escalation allowed in extension period.	No
59.	Confirm whether agency must maintain pricing validity without revision during extension.	Yes
60.	Confirm whether appointment is exclusive or multi-agency with work allocation discretion.	Appointment is exclusive
61.	Confirm whether agency can terminate contract with equal notice period.	No
62.	Confirm if soft copy/email submission allowed in parallel.	No, only hard copies

- Bank has provided clarifications of substantive pre-bid queries deemed vital for execution of the RFP.
- All bidders are requested to submit the corrigendum duly signed by the authorized signatories along with other tender documents.

Date: May 15, 2026

Place: Mumbai