



Small Industries Development Bank of India
Request for Empanelment (RfE) for Selection of Public Relations Agency
(RfE No.2021FEB10/T001226047 dated February 10, 2021)
Pre-bid Clarifications.

Sr. No.	Name of the Prospective Bidder	RfP Clause	Query	Response	RfE Clause
1	Ketchum Sampark	Page No.17, Deliverables, Point No.II	Would SIDBI be sharing all the press releases in Hindi and English? Kindly confirm?	Yes, SIDBI would be sharing all the press releases in Hindi & English.	No change
2	Ketchum Sampark	Page No.17, Deliverables, Point No.II	Would SIDBI reimburse translation cost of various languages as out of pocket expenses, over and above the PR fees?	No, there would not be any separate cost for translation. The total cost which will be quoted by the bidder shall also include the translation cost.	No change
3	Ketchum Sampark	Page No.19, Minimum eligibility clause, Point No.8	We have our own seven offices i.e., Mumbai, Delhi, Bengaluru, Chennai, Hyderabad, Kolkata and Pune. Can agency be allowed to set up Lucknow office, upon getting empaneled.	Yes, the agency shall provide an undertaking that they shall setup an office in Lucknow as soon as they get empaneled as L1 bidder by SIDBI within a month of empanelment. Also it may be clarified that, the	No change

				second/third bidder need not set up an office in Lucknow.	
4	Ketchum Sampark	Page No.22, First stage of evaluation, Sr.No.1	Regarding the recommendation from PSU clients, would SIDBI consider companies promoted by public sector entities?	Would consider if public sector undertaking stake is a minimum of 51%.	No change
5	Ketchum Sampark	Page No.3	Does the agency need to submit the presentation and concept note on 5th March 2021 along with the technical/commercial bid submission?	The bidders shall only submit the minimum eligibility bid by 5 th March,2021. Upon getting shortlisted/qualified in Minimum eligibility criteria, the bidders shall submit the technical bids/presentation and concept note to SIDBI as mentioned in the said RfE before the last date of technical bid submission which shall be intimated later.	No change
6	Perfect Relations	Page No.22, First Stage Evaluation, Sr. No.2	Projects as per scope of work handled in BFSI for last three years - please confirm if this only needs to have MSME bank client's supporting's?	The clients can be from any BFSI sector. Not necessarily pertaining to MSME Sector.	No change
7	Perfect Relations	Page No.22, First Stage Evaluation, Sr.No.2	Number of references/recommendations from government/PSU clients at national level - can we submit this for companies that have JVs or public private partnership clients? Also, can	Recommendation/references can be submitted from companies which has a minimum of 50% so as to cover the joint venture having 50-50 ownership split.	No change

			we share references of previous clients?	Recommendation/references of previous clients are fine as long as public sector undertaking stake is a minimum of 51%	
8	Perfect Relations	Page No.19, Minimum eligibility clause, Point No.8	We don't have an office or employee in Lucknow currently, can we give an undertaking that if we are empaneled we will set up the office and other resources in Lucknow immediately.	Yes, the agency shall provide an undertaking that they shall setup an office in Lucknow as soon as they get empaneled as L1 bidder by SIDBI within a month of empanelment.	No change
9	Perfect Relations	Page No.18	PR Experience- Can we furnish the number of clients we have worked for and proof of our operations?	Agency may refer to page 89 of the RfE (Format VI). Agency to furnish recommendation of client in the said format.	No change
10	Perfect Relations	Page No.19	The agency has founders CIBIL report and have applied for Perfect Relations Report (it will take 10 to 12 working days), can it be submitted later?	The agency may provide an undertaking to submit the CIBIL Report of the founders/directors by 5 th March,2021 or Maximum by 8 th March,2021.	No change
11	Perfect Relations	Page No. 22-24	Please confirm if second envelope of Technical Bid will also contain supporting's of first stage evaluation or only the five points mentioned in the technical bid	Yes, the technical bid shall contain both the first stage and second stage of evaluation.	No change

12	Perfect Relations	Page No.24	Second stage evaluation - PPT on volume and quality of coverage generated by agency in last one year – Maximum for how many clients can be shared?	The agency can submit as many as deemed fit.	No change
13	Perfect Relations	Page No.24	Second stage evaluation- SIDBI 2024 Strategy- if divided amongst multiple agencies - how will we manage corporate positioning for the brand?	Any kind of effective crisis management example (whether bank or corporate) qualifies under this.	No change
14	Adfactors PR	Page No.27, 9.v.1	Exclusion of “Liquidity Damage” clause as all services/deliverables are with prior approval of the client.	This will be as per RfE terms.	No change
15	Adfactors PR	Page No.29	Termination rights should be reciprocal as this is an independent contract. Agency should be given equal right.	While executing the Master Service Agreement the clause of Termination shall be modified accordingly giving the agency equal right for terminating a contract by giving prior notice to SIDBI for a period of 3 months.	No Change
16	Adfactors PR	Page No.33	Right in Intellectual property and Materials: Third party IPR should be excluded from the definition of IPR as the same can't be assigned to the client under a PR Contract.	This will be as per RfE terms.	No change
17	Adfactors PR	Page No.36 & 37	The agency is bound by confidentiality obligation with other clients and hence the agency will be able to provide only copies of information/records pertaining to the services. Request for modification.	This will be as per RfE terms.	No change

18	Adfactors PR	Page No.37, Indemnity Clause	Deliverables once published in public domain becomes the property of media and hence can not be claimed-The same may be deleted. 1.3 clause to be deleted as no deployment taking place.	The agency shall always maintain the confidentiality of the information /materials provided by SIDBI before disseminating the same to media. This will be as per RfE terms..	No Change
19	Adfactors PR	IPR Infringement, Page No.37	IPR Infringement clause shall be subject to Third party IPR exclusion mentioned on Pg 33 of Right in Intellectual property and material clause.	This will be as per RfE terms..	No change
20	Adfactors PR	Page No.40	The agency can not have breach of confidentiality, Infringement of IPR and Indemnity provision as an exclusion from Limitation of Liability as the agency is covered under Indemnity Insurance, which in case of such exclusion will become void hence request you to remove these exclusions.	This will be as per RfE terms.	No change
21	Adfactors PR	Page no.40, 9.xxvii.2	What does conflict of interest mean? As we can not agree to non compete. We gain expertise in the industry by servicing more clients in the same sector.	Conflict of Interest means the agency engaged with similar client as SIDBI shall not pass on any information to other clients / shall not refuse to provide any service to SIDBI because of any other client etc.	No change

22	Adfactors PR	Page No.44, Preservation of Document/Data by the service provider	Since the service is related to PR all the information/material shared with the agency will be for media engagement only, hence may be deleted.	The information/material shared with the agency shall not be disclosed to any other client of agency except the media while dissemination of the same.	No Change
23	Adfactors PR	Page No.46, Point no.9.xxxii.5	This should be subjected to Limitation of Liability Page No.40	This will be as per RfE terms..	No change
24	Adfactors PR	Page No.89	Instead of Format-IV , can we submit client certificates in other formats as proof?	The agency shall submit all the formats as mentioned in the said RfE.	No change