

Sr. No.	Pg No	Point No	Tender Original Clause	Clarification	Request for Change / Modification / Addition / Deletion	Reply from SHCIL Services
1	13	First Bullet Point	Interface & Integration requirements	Do you currently use any such tool? Reason for asking: It would be good to continue with the same tool as it has all the past campaign and Online reputation/sentiment data. Would request for the name of the tool used.		We currently use the standard market tools.
2	44	#17	We wish to confirm that we have back-to-back arrangements from all the OEMs for the sizing (including CPUs, Memory, Cache, Hard Disk), prices and service level commitments. We would be responsible and committed to ensure that the sizing is adequate and service levels as required by the company are met and adhered. In case the hardware sizing is found to be inadequate and does not meet the SLA then the hardware upgrades, if any, will be provided without any further additional cost or burden to Bank than what has been specified by us in our commercial bid documents	We are not providing any hosting environment for the digital activities nor maintaining any servers.	Hence, we suggest removal of this point. If this point is from our internal storage perspective, then kindly ignore.	The caluses mentioned are mandatory can't be changed
3	45	Third para	We also hereby confirm that our prices as specified in the Annexure 3 – Financial Bid and adhere to the Payment terms specified in the RFP.	Does this mean Appendix 4?		Yes, Appendix 4
4	22	Part III – Commercial Bid	The bidders will have to submit the commercials as and when requirement shared by SSL.	How will SSL intimate us? OR In case of online bidding, will this data need to be entered online?		We will intimate the mode once the bidder quilifies in technical bids
5			Login issue on: https://eauction.auctiontiger.net/	When we try to login, it mentions that the your account is pending approval. Can you please help resolve the issue.		You need to get in touch with auction tiger helpline mentioned on the RFP document

Sr. No.	Pg No	Point No	Tender Original Clause	Clarification	Request for Change / Modification / Addition / Deletion	Reply from SHCIL Services Limited
1	21	Bidder's Quote/Offer	II. The commercial bids will be called from all the empanelled bidders.	We request you to kindly clarify, do we need to submit commercial bid with the proposal or not	Clarification	Commercial bids will be invited, once bidder qualified in technical bids
2	22	Part III – Commercial Bid	I. The bidders will have to submit the commercials as and when requirement shared by SSL.		Clarification	

3	21-22	Overall Bid: Point No. 1	The separately sealed envelopes containing Eligibility Bid, Technical Bid for the [empanelment of Digital Marketing Agency] shall be submitted in another single sealed envelope/online submission super-scribed on the top of the envelope as : „ Bid for Empanelment of Service Provider for [empanelment of Digital Marketing Agency] No. XXXXX dated DATE_OF_RFP_RELEASE ”	Kindly clarify do we need to submit proposal in hard copy or through online portal or both	Clarification	You need to bid online, and hard copy needs to be submitted as and when requested
3	47	Appendix 04 Technical Bid / Commercial Evaluation	Technical Bid Evaluation	We request you to kindly provide bifurcation of marks for point 2 to point 10		70% is for technical and 30% is for commercial as mentioned on the RFP document
4	47	Point No. 2 Search Engine Marketing: (Getting more traffic)	Proof of 10 successful campaign with good cpl,cpc, ppc views	Kindly clarify do we need to submit all cpl,cpc, ppc views of campaign Because for some client we can provide cpl and for some Client cpc and ppc according to their PO All three cpl, cpc, and ppc view for one client is difficult to provide.		We will consider as per evidence available
5	41	Annexure 1 Eligibility Criteria	Point No. 7 The Bidder/Prime Bidder should have an annual financial turnover of INR 1.5 cr. or above in each of the last three financial years from operations in India ie 19-20, 20-21&21-22	Can we submit CA certificate against F.Y. 21-22 as audited report is yet to be made		YES, You can submit the CA certified unaudited reports for FY 21-22