

## Replies to Pre-bid Queries received for Digital Marketing Agency

S. No.	Pg No	Point No	Tender Original Clause	Clarification	SSL Response
1				What is the customer breakup of the existing customer between demat account and trading account	Not related to RPF documents
2				Who is our Primary & Secondary audience and preferred market?	There is no segregation however all the milleance are our prospect
3				What is the journey in terms of SHCIL & customers - who comes, how they connect, is it online only or offline + online, what are the services	Online
4	12 of 53		Expectations from the pitch presentation: SSL competition analysis	Who is your competition - for which product or services	SSL is SEBI registered corporate Stock Broker. The other players specially discount brokerage houses are main competitor
5				What is the media/campaign objective, what action is users suppose to take after seeing an Ad?	Open an account
6				the scope has been called twice in the RFP which one of the two should we put emphasis on	Specify the details in email
7				Are there any specific problems you are facing currently: > In terms of customer acquisition > In terms of brand recall > In terms of audience notice and engagement	Not related to RPF documents
8	9 of 53	2.0. Requirements Summary	Applications The scope of works in the Request for Proposal (RFP) for the [Empanelment of Digital Marketing Agencies] would include but not be limited to providing service/solution for [Digital Marketing Activities] and its maintenance and support for the tenure of the Contract.	We need clarity on this point, there are no new applications listed for the future in the RFP, so, we need SSL to please elaborate details of this expectation, so that we may understand and appropriately plan our response.	This is for future reference

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9	9 of 53	2.0. Requirements Summary	Data Integration	Data integration - please elaborate on this?	SSL is using different types of system for data analysis, like Trading Back Office, Trading front office, e-KYC module etc. The vendor should capable enough to make the integration as and when required. As of now we are not able to share the Data Volume and format
			1. The selected vendor will be responsible for successful data integration with existing customer data available with the Company.	We need to know various data access points available as of today. e.g data in Database, CSV , Excel, CRM, other sources.	
			2. The selected vendor will be responsible for developing integration scripts, upload scripts, testing, and rectification with the electronic data	existing customer data volume and description	
				Data format and record structure	
10	18 of 53	12		We need clarity on this point, there are no new applications listed for the future in the RFP, so, we need SSL to please elaborate details of this expectation, so that we may understand and appropriately plan our response.	SSL is using Third party software like Trading Back Office, Trading front office, e-KYC module etc. The vendor should capable enough to make the integration as and when required
11	14 of 53	Interface and Integration Requirements	To aggregate content from various Social Media Sites and relevant platforms across the web.	is there also an expectations that the tool would work on password protected websites (Login credentials will be required)	NO
12	14 of 53	Interface and Integration Requirements	Ability to integrate with other channels like CRM, Email, Complaint Management System, Lead Management System, etc. to have an automated and integrated approach.	CRM, Email, Complaint Management System, Lead Management System Also if the APIs would be provided to us	The API will be shared as and when required
13	14 of 53	Interface and Integration Requirements	Ability to see translation of the comment in vernacular languages other than English or Hindi.	Please define the vernacular languages other than English or Hindi and how compulsory they are	All other major ( Top 5 ) vernacular languages which are available in the market / vendor
14	14 of 53	Licenses	The tool should crawl the web including Social Media Platforms, Forums, Blogs, News, Communities, Websites, etc. to aggregate content/ mentions for the Bank's Products/Services, key competition	Please share current and projected volume monthwise so that we can extrapolate growth accordingly	Can not be shared

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15	28 of 53		Data Migration The selected Bidder will assist the company in migration exercise without any cost to the company.	we are understanding as data handover in case of contract termination	The clues will be applicable at the time of contract termination
16	11 of 53	3 7)	Conversion Tracking Conversion tracking can include signing up for a newsletter, downloading a content offer or taking any action on a product. It is a way to determine the effectiveness of an advertising campaign, design change and other marketing components as consumers move toward conversion.	What action is user suppose to take after landing on the page, please elaborate the user journey	System should redirect the client on our KYC portal to complete the account opening journey
17	4 of 53	3	<i>Submission of tenders will be electronically. Kindly refer Appendix 07 towards Guidelines to submit bid documents online.</i>	There is no appendix 07 in the document, so will require the clarification on the same	The submission of tender bid will be physically or through post/courier. Bidder should ensure that BID reach to SHCIL Services Ltd on or before last date of submission and timing mention in RFP document. Refer Corrigendum dated Aug 25, 2021
18	5	3	Submission of tenders will be electronically. Kindly refer Appendix 07 towards Guidelines to submit bid documents online.  to submit bid documents online. Also how to pay DD since the documents will be required online.	Cannot find Appendix 07 in tender	The submission of tender bid will be physically or through post/courier. Bidder should ensure that BID reach to SHCIL Services Ltd on or before last date of submission and timing mention in RFP document. Refer Corrigendum dated Aug 25, 2021  Bank details to transfer tender fees of Rs.5000/- to SHCIL Services Limited. Refer Corrigendum dated Aug 25, 2021

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19	10	1a & 1d	On-site optimization: On-site search engine optimization includes metadata optimization and content generation, including optimizing content for Voice / Video. Technical optimization: This includes a thorough multi-point audit, page speed projects, server log analysis, CMS/responsive design, indexation improvement, HTTPS and site migrations.	Pricing for this varies based on analysis & scope of work defined after a deep initial audit report	Bidder should provide pricing case wise / instance wise.
20	10 & 11	4	Mobile Marketing (Full Section)	Most of this is included in SEM Campaigns. However do you expect us to not only create content but also handle the content distribution via SMS & Whatsapp? Or do you already have an existing SMS & WhatsApp distribution partner.	Yes
21	18	12	Selected Bidder shall inform their readiness for the pre-delivery/post-delivery inspection at least 15 days in advance. Inspection of the centralized application and data base servers, etc. will be carried out at the Vendor's Data Centre/DRC. All reasonable facilities, tools and assistance including access to drawings and production data should be provided to Company's officials and the representatives during inspection. There shall not be any additional charges for such inspection. However, Company will have the discretion to recover the costs related to travel and stay of its staff / representatives if the services offered for inspection is not as per Company's requirement or the test conditions are not complied with	We are a remote team after Covid & we do not have an office. We do not intend to have an office in the near future & hence hire only specialists on board.	As per eligibility criteria, Bidder needs to provide Location of Registered office/ Corporate office

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22	19	17	However, the selected Bidder shall install and commission the solution, in terms of this RFP, at locations designated by Company or at such Centers as Company may deem fit and the changes, if any, in the locations will be intimated to the Bidder.	Kindly guide on what kind of solution?	Necessary infrastructure is needed in the provided location office as per RFP documents
23	22	Part II	c. Detailed technical write up covering the detailed scope of work	Is this the final Presentation Deck?	Detail documents are per RFP
24	48	4	No point mentioned related to campaign related pricing where ads would be run across OTT platform, Youtube etc.	These platforms have a minimum budget which is over the mentioned budget under Paid Marketing of 3 lakh. Is this pricing to be mentioned somewhere else?	Separate Reimbursement Invoice
25	48		Commercial Evaluation	Do we assume that this tender includes only the fees to the agency and not external spends	Please refer the page no 48 of RFP document
26	48		Commercial Evaluation	Its mentioned, number of posts is 20 per month. Would want to know how many of these are animated/ video format. This has an affect on pricing	2 or 3 per month
27	48		Commercial Evaluation	How many Youtube video animations	2 or 3 per month
28	14	Interface & Integration requirements	This will need more than 2 third-party tools which we will have to subscribe on monthly/yearly basis. Will the price of procuring these tools part of our Rs3lakh monthly budget or this is over and above that?	Having this within Rs3lakh budget will leave very less money for the actual paid campaign	Separate Reimbursement Invoice
29	14	Interface & Integration requirements	In case we procure these tools, will the billing happen directly in SHCIL Services name?	Ideally there should a debit note billing for the same	Yes
30	14	Interface & Integration requirements	There is no mention of the number of sentiments we need to track within the given scope.	Can you please specify a number	Can not be shared
31		Prebid Meeting	PR Agency onboarding and Invoice	PR Agency	Separate Reimbursement