



APCOB Brand Transformation Cell (ABTC)

Ref: ABTC/RFP/2025-26/02. – V.1.0/C01

Date: 07.08.2025.

Corrigendum

Subject: *Queries Received Through Email from Interested Parties – Clarifications and Responses*

Sl. No.	Query / Suggestions	Draft Reply
1	<p>The Bidder should not have any pending Service Level Agreement for more than 3 months from the purchase order date issued by any Public Sector Bank /Cooperative Bank</p> <p><i>We request you to kindly this clause for our understanding.</i></p>	<p>Clarification Response: This clause means that once a Purchase Order (PO) is issued by a Public Sector Bank or Cooperative Bank, the Bidder must ensure that the Service Level Agreement (SLA) is signed within 3 months. Delays beyond this period are not acceptable.</p> <p>Additional Point: We understand that to comply with this clause, a self-declaration confirming that there are no such pending SLAs beyond the 3-month period is sufficient.</p>
2	<p>The Bidder should have a full- fledged office in Andhra Pradesh or Telangana.</p> <p><i>We request you to kindly allow,</i></p>	<p>The Bidder should have a full-fledged office in Andhra Pradesh or Telangana. Any working premises with valid Government-approved address proof (such as electricity bill, rental agreement, GST registration, etc.) will be accepted. If the Bidder does not have an office at the time of bid submission, a declaration must be submitted confirming that the office will be opened in Andhra Pradesh or Telangana before signing of the Service Level</p>

	<i>undertaking for opening of office in Andhra Pradesh or Telangana within 15 days after awarding of work.</i>	Agreement (SLA). Failure to open the office before SLA signing will lead to rejection of the SLA.
3	We request you to kindly clarify Client List for business relationship (i.e., Digital or social media)	The client list for business relationship of ₹1 crore and above in the previous financial year (F.Y. 2024–25), as per Form – 2A, includes the entire digital business. There is no specific split required between digital or social media components. All forms of digital marketing services provided to the client can be included under this category.
4	We request you to kindly clarify Client List for business relationship (i.e., Digital or social media)	The client list for business relationship in the BFSI sector of ₹1 crore and above during the financial year 2024–25, as mentioned in Form – 2B, refers to the entire digital business carried out with clients in the Banking, Financial Services, and Insurance sector. There is no need to separately indicate digital or social media services. Any form of digital marketing engagement, including social media, SEO, campaigns, paid media, etc., can be included under this category.
5	Years of experience in digital and social media (self-declaration as per Form – 3 and client proof) We request you to kindly clarify, it is digital and social media or digital/social media.	The phrase “years of experience in digital and social media” refers to both digital marketing and social media marketing as part of the Bidder’s experience. It is to be read as digital and social media, not as alternatives. Hence, experience in both areas can be jointly submitted through a self-declaration (as per Form – 3) along with supporting client proofs.

<p>6</p>	<p>We request you to kindly clarify the number of creatives required in a month/year</p>	<p>In addition to the provisions outlined under “ANNEXURE – E: Scope of Work”, the number of creatives required under the Content Creation & Management component is subject to variation depending on:</p> <ul style="list-style-type: none"> • APCOB’s ongoing and upcoming campaigns, • Seasonal and festival-based content, • Regulatory and compliance-related communication, and • Strategic branding and outreach requirements. <p>APCOB intends to adopt a significantly more aggressive and dynamic marketing approach in the coming period. Hence, the selected agency must be aligned with this vision and demonstrate a proactive, flexible and high engagement mindset in both planning and execution.</p> <p>In view of the above, the following is hereby clarified:</p> <ol style="list-style-type: none"> 1. Technical Presentation: <ul style="list-style-type: none"> • Agencies are expected to articulate their creative strategy, including innovation, emotional appeal, and contextual relevance in their technical presentation. • Agencies are also requested to share sample creatives/content (across formats) that reflect their creative capability and alignment with APCOB’s marketing tone and goals. 2. Creative Plan Proposal: Bidders are requested to propose a monthly and annual creative plan indicating: <ul style="list-style-type: none"> • Estimated number of deliverables • Content formats (e.g., static posts, videos, carousels, reels, stories, etc.) • Broad pricing breakup for each content type 3. Finalization of Scope and Quantity: The final number and nature of deliverables will be firmed up during the Service Level Agreement (SLA)
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		finalization , in alignment with APCOB’s annual digital marketing calendar.
7	We request you to kindly clarify, budget for paid ad campaigns - it is included in retainership or separate budget will be given	In addition to “ANNEXURE – E: SCOPE OF WORK” Sl. NO. 4, the budget for paid ad campaigns (such as Google Ads, Facebook/Instagram Ads, LinkedIn Ads, etc.) is not included in the agency’s retainership fee. The Bank will allocate a separate budget for media buying based on campaign requirements and internal approvals. The agency will be responsible for planning and proposing ad strategies, including target audience, platform mix, and campaign objectives, while the actual ad spend will be borne by the Bank. The budget details shall be presented during the technical presentation during tender opening.
8	We request you to kindly clarify the TAT for ORM (Either is it 24*7 or Collective response weekly), do we have to do competitor analysis, also please let us know keyword mentions.	The Online Reputation Management (ORM) activity is to be carried out during the official business hours of the Bank. A 24×7 response is not required. However, active monitoring and timely responses during working hours are essential. Additionally, the agency is required to carry out competitor analysis as part of ORM efforts. Regarding keyword mentions, the agency must track all relevant keywords related to APCOB, its services, products, and brand identity, which will be finalized in consultation with the Bank during onboarding.
9	We request you to kindly the number of video production required in a month/ year along with video duration	Video Production is expected to vary depending on APCOB’s campaign plans, event schedules, product promotions, and digital storytelling needs. However, based on the Bank’s current communication style and engagement approach, bidders are requested to propose a monthly and annual video production plan with estimated number of videos, formats (such as reels, explainers, testimonials, motion graphics, etc.), and pricing accordingly. The average video duration may range between 30 seconds to 2 minutes. Final requirements will be aligned during SLA finalization as per APCOB’s marketing calendar.

10	<p>We request you to kindly clarify the number of key events will held in a month or year - it is included in Retainer or separate budget will be given</p>	<p>Campaign Support for Key Events will include activities related to product and service launches, awareness drives, and participation in important occasions. On average, one major event is expected every two months. These events may include APCOB’s internal campaigns, launches, State or Central Government schemes, days of national importance, and major state festivals. Bidders are expected to include regular campaign support in the retainer. However, for large-scale requirements, a separate budget will be provided based on the scope and approval for each event.</p>
11	<p>It is provided that 2 full-time on - demand resources are required. Can you please clarify the designation for the same?</p>	<p>The requirement of 2 full-time on-demand resources is to support APCOB’s ongoing digital and print communication activities. These resources must handle social media management, content creation, creative designing, and coordination tasks. They will be responsible for maintaining APCOB’s social media platforms, posting approved content in a creative manner, designing print-ready materials (with open files) such as banners and flexes, and preparing digital flyers for special events. The resources must also act as single points of contact (SPOCs) between the agency and the Bank, ensuring smooth coordination. They are required to work from the designated Command & Control Centre along with other Bank staff. While a minimum of 5 years of experience is desirable. The suggested roles are:</p> <ol style="list-style-type: none"> 1. Graphic Designer cum Social Media Executive, and 2. Content Writer cum Digital Coordinator.
12	<p>Kindly clarify the role of command center in the scope of work. As description is not mentioned in the RFP.</p>	<p>The Command Centre is a centralized workspace where the Bank’s internal staff and the agency’s deployed team will work in coordination. The requirement of 2 full-time on-demand resources is to support APCOB’s digital marketing activities, and these are the same resources who will be stationed at the Command Centre. The Command Centre oversees the entire bank's activities, including content planning, execution, monitoring, and approvals. While the agency's role will remain confined to the scope defined in the RFP, SLA, or any mutually agreed work, the presence of these resources within the Command Centre ensures real-time coordination, faster</p>

		execution, and better alignment with the Bank’s branding and communication goals.
13	Kindly clarify the role of App Store / Play Store Optimization & ORM for APCOB Mobile App (End-to-End). As description is not mentioned in the RFP.	The scope of App Store / Play Store Optimization & ORM for APCOB Mobile App (End-to-End) is limited to digital marketing activities and not related to app development. All APCOB mobile applications—existing, updated, or future—will be developed solely by the Bank and its authorized IT vendors. The selected agency will be responsible for tasks such as Google/Play Store SEO, replying to user reviews and comments, running app promotion campaigns (e.g., Google App Campaigns), and creating digital creatives to drive downloads. This applies to all platforms where APCOB apps are listed, including Google Play Store, Apple App Store, or any other official app marketplace.
14	We request you to kindly clarify the budget/tender value of this project.	The budget/tender value for this project is open. Bidders are encouraged to submit a competitive financial proposal based on the scope of work, resource requirements, deliverables, and market standards. The Bank will evaluate all proposals on a value-for-money basis in alignment with the technical evaluation.
15	Will you accept digital marketing experience with PSU, NGO or government departments other than cooperative banks as valid experience under eligibility?	Yes, digital marketing experience with Public Sector Undertakings (PSUs), Government Departments, NGOs, or any other public institutions will be considered valid experience under eligibility criteria, as long as the nature of work is relevant to the scope defined in the RFP. While experience with Cooperative Banks and BFSI institutions is preferable and will carry weight under specific evaluation parameters, overall digital and social media marketing experience with reputable public or government linked entities is acceptable for meeting the basic eligibility.
16	Kindly provide a detailed breakup of the monthly	Campaign Support for Key Events is expected to cover a range of activities including product and service launches, awareness campaigns, and support for events of national

	<p>deliverables expected (number of creatives, videos, campaigns, etc.) under the scope of work.</p>	<p>and state importance. On average, one major event is expected every two months. These may include APCOB’s own product/service launch campaigns, initiatives of State or Central Government relevant to banking and financial inclusion, national importance days (such as Independence Day, Republic Day, etc.), and state-specific festivals or cooperative sector celebrations. Bidders are expected to include regular creative and digital support for such events as part of the monthly retainer. However, any large-scale, high-volume, or specialized requirements will be supported through a separate budget, based on specific approvals. In light of the Bank’s current digital presence and communication needs, bidders are expected to submit a draft monthly plan indicating estimated deliverables such as the number of creatives, videos, campaign posts, and suggested pricing accordingly.</p>
17	<p>Should the commercials be quoted as a single monthly retainership fee inclusive of manpower, media planning, and content production? Or will media buying be budgeted separately?</p>	<p>The commercials should be quoted as a single monthly retainership fee covering manpower deployment, content creation, media planning, social media management, ORM, video production (as per estimated scope), and other routine activities outlined in the RFP. However, media buying (paid ad spend) for platforms such as Google, Facebook, Instagram, LinkedIn, etc., will be budgeted separately by the Bank based on campaign-specific requirements. The agency is expected to provide media plans and strategy, while the actual ad budget will be approved and borne by the Bank.</p>
18	<p>Is there a provision for online bid submission, or only sealed hard copies are allowed as per the RFP? Kindly clarify.</p>	<p>As mentioned in the RFP, only sealed hard copy submissions are allowed. There is no provision for online bid submission. Bidders are required to submit their proposals in physical form to the designated address within the timelines specified in the RFP.</p>
19	<p>What is the weightage of technical presentation versus</p>	<p>As per the RFP terms, the evaluation will follow a two-stage process: Technical and Financial. The technical evaluation carries 60% weightage, and financial evaluation carries 40%. Within the technical evaluation, both documentary submissions and the presentation to</p>

	documentary technical scoring? Will case studies/demo presentations be required?	the Evaluation Committee will be considered. Bidders are expected to demonstrate their capabilities through a case study, approach strategy, and proposed plan for APCOB during the technical presentation. Further details on technical scoring criteria are provided in the RFP under the relevant annexure.
20	Will there be a single agency selected, or is APCOB open to empaneling multiple agencies for different zones/services?	As per the RFP terms, APCOB intends to select a single agency for the comprehensive execution of digital marketing services as outlined in the scope of work. There is no provision for empanelment of multiple agencies for different zones or services. The selected agency will be responsible for end-to-end execution across all zones/services? deliverables mentioned in the RFP.

Further Information:

1. The pre-bid meeting has **not been convened due to administrative exigencies.**
2. **All queries received as on date have been reviewed and replied to** through this corrigendum, in the interest of clarity and equal access to information for all bidders.
3. **Bidders are advised to consider the responses provided herein while preparing their proposals.** Any further clarifications, if required, may be submitted in writing within the timelines specified in the RFP.

Please note that **in case of any conflict between the corrigendum and the original RFP, the terms and conditions mentioned in the RFP shall prevail and stand final.**

Sd/-
Dy. General Manager
APCOB Brand Transformation Cell