

**EXPRESSION OF INTEREST FOR EMPANELMENT
OF A DIGITAL MEDIA AGENCY**

I. EMPANELMENT OF A DIGITAL AGENCY: Export-Import Bank of India ('the Bank') invites sealed Expression of Interest ('the Application') from interested Digital Media Agencies, having at least 5 years of experience in development and maintenance of websites, social media platforms, mobile apps, etc. and digital marketing, to enhance the brand image and the digital presence of the Bank.

The capability profile of the Digital Media agency should comprise of the following online communication services, but *not* limited to:

- i. Development and maintenance of corporate websites, microsite, mobile apps, intranet portals, etc.;
- ii. Designing and content creation, including but not limited to, copywriting, infographics, videos & photos, for managing the Bank's digital presence, in accordance with the brand guidelines and / or campaign, in various languages such as Hindi, Indian regional languages, French & Spanish;
- iii. Online Reputation Management through social media management, crisis management, search engine optimization (SEO), influencer engagement, thought leadership in the online space, etc.
- iv. Online media planning through sponsored content, social media advertising, SEO marketing, e-mail campaigns, etc. in line with the overall brand / tactical campaign of the Bank.
- v. Infrastructure to handle live webcasts and feeds, AV production for online media, developing mechanism for helpdesk / live chats, trade indices, etc.
- vi. Engagement with relevant news website / blogs to disseminate information on the Bank by supporting Bank's PR & Print Advertising.
- vii. Regular reporting and measurement of the reach and return on investment of the Bank's digital presence.

It is desired that Digital Media Agencies applying for empanelment should have the capability to execute the above mentioned services for the Bank.

II. PRE-QUALIFICATION CRITERIA FOR EMPANELMENT OF DIGITAL MEDIA AGENCY:

The Agency should have:

- (a) Presence in India, with a full-fledged office in Mumbai, with minimum staff strength of 25.
- (b) Minimum Annual turnover of ₹ 5 crore in the last 2 years (i.e. 2014-15 and 2015-16). Documentary evidence showing a minimum of ₹ 5 crore in revenue from digital media services should be attached.
- (c) Been in existence for the last 5 years, i.e. the date of incorporation of the Digital Media Agency should not be later than 31st December 2011.
- (d) Developed and maintained Corporate Websites/ Microsites / Social Media Platforms & digital campaigns of clients (proof to be enclosed).
- (e) Experience working with Banks, Financial Institutions or Export Credit Agencies.

III. TERMS & CONDITIONS FOR EMPANELMENT:

- a) The agency should not be disqualified/ blacklisted by Reserve Bank of India, Indian Banks' Association and/or by any other Bank. The promoters and / or directors of the agency should have a clean track record. A declaration by the Agency to that effect is to be enclosed with the Application.
- b) The agency should have full-fledged office in Mumbai and representative offices/branches in other major cities, preferably in cities where the Bank has its offices.
- c) The agency should have the resource to handle multi-media, multi-lingual content, with proficiency and proof reading facilities in major Indian languages. Ability to work in Hindi is mandatory.
- d) The agency shall have sufficient experience in working with banking & financial services institutions (BFSI) in Private and Public sector.
- e) The agency shall have a proven track record of meeting a diversity of communication requirements at short notice.
- f) The Bank reserves the right to reject all or any application/proposal without assigning any reason thereof.
- g) Conditional or Incomplete Applications for empanelment are liable to be rejected.
- h) The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to the Bank's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. The Bank reserves the right to impose penalty in case of any violation of the above.
- i) Agency will be empanelled for a period of three years subject to the satisfaction of the Bank after the period of one year. The performance of the empanelled Agency will be evaluated at the end of every quarter. If

the empanelled Agency's services do not meet the Bank's expectations, the Bank will have the right to terminate the services of the Agency and appoint the next short-listed Agency without any obligation or without assigning any reasons to anyone and the Bank shall not be held liable for any losses or damages caused by such action.

IV. PAYMENT

- a) The contract will be on a retainerhip basis on a mutually agreed monthly payment.
- b) No advance payment shall be made to the agency.
- c) All applicable taxes including Income Tax etc. will be deducted at source as required under Income Tax Act, 1961 and other relevant provisions of Law as applicable.

V. JURISDICTION

In case of any dispute or difference arising between the parties under this Application and arising/ relating to this Application shall be governed by and construed in accordance with the laws of India and the parties hereto irrevocably submit to the exclusive, jurisdiction of the Courts in MUMBAI to try any suit, proceeding in connection herewith in that behalf.

VI. SUBMISSION OF APPLICATIONS FOR EMPANELMENT

The applications must be submitted in sealed cover, superscribed "EoI for Empanelment of Digital Media Agency" addressed to General Manager, Corporate Communications Group, Export-Import Bank of India, Floor 21, World Trade Centre Complex, Centre One Building, Cuffe Parade, Mumbai - 400005 on or before **5 PM on Thursday, February 23, 2017**.

VII. DOCUMENTS TO BE SUBMITTED ALONG WITH APPLICATION FORM

- a) Copies of Audited Balance Sheet for 2014-15 and 2015-16. If the digital media agency is a part of a large communication services group and does not have a separate Balance Sheet for the digital media services, then revenues arising from its digital services function should be submitted, attested by a competent authority.
(Note: As per the Audited Balance Sheet, if the Agency is not found eligible then the Agency will be barred from the selection process at any stage.)
- b) Declaration by the agency as stipulated in Clause III (a). Format as per Annexure I.
- c) Three proofs of existing clients from BFSI / Government sector with references who can be contacted for validation.

- d) Proofs of work done for clients, as mentioned in Clause II (d).
- e) Detailed profiles of two Client Servicing Executives, who will be assigned to the Bank, as per the specified format in Annexure II.
- f) Copy of PAN Card and Service Tax registration certificate of the Company.
- g) Copy of AoA and MoA of the Company.

VIII. SELECTION PROCEDURE- FOR EMPANELMENT

The agencies which fulfill the criteria at (II & III) above would be evaluated according to following criteria as per marks apportioned:

A. Infrastructure & Digital Media capabilities: Weightage - 50 Marks (Point wise answers to be provided)

- A.1. Details of Client servicing team of minimum 2 persons assigned for digital media services: 15 Marks (Relevant qualifications of the executives to be attached as per Annexure II).
- A.2. Prior work experience on developing Website / Microsite, content development, handling campaigns on Social Media: 15 Marks (proof of work done for existing clients to be furnished).
- A.3. List of Government / PSU / BFSI clients handled during the last two years. 10 Marks (2 Marks for each client, with maximum 10 marks).
- A.4. Prior experience working with Exim Bank or an international development financial agency: 5 Marks.
- A.5. Presence in India and overseas: 5 marks (1 Mark for each office)

NOTE: Based on the above criteria (A), a maximum of 5 shortlisted Agencies will be called for presentation and financial bids in the Bank in early March 2017, where they would be evaluated as per the following points. It is in the interest of the Agencies that they be prepared with their Presentations at the time of submission of applications. They may be invited for presentations at a short notice. The duration for the presentations will be approximately 30 minutes:

B. Digital Media Solutions Presentation & Financial Bid: Weightage - 50 Marks

- B.1. Presentation on the Bank's existing positioning and proposed digital media strategy to enhance the Bank's image: 25 Marks
- B.2. Case studies where the Agency provided exemplary services by way of social / digital media to manage crisis or enhance online reputation of its client: 25 Marks

Please Note: Shortlisting of the agency/agencies will be done strictly on the criteria given above. The Bank reserves the right to shortlist, select or reject any or all the agencies. The Bank's decision will be final in selection of the agency/agencies. The agency selected by the Bank will be informed accordingly.

APPLICATION FOR EMPANELMENT

1. NAME OF THE AGENCY:
2. OFFICE ADDRESS IN MUMBAI:
3. PHONE :
4. FAX :
5. HEAD OFFICE ADDRESS (if not same as 2. Above)
6. E-MAIL :
7. AGENCY STRUCTURE :
(Whether Partnership Firm or Sole Proprietorship Firm or Private Limited/Limited Company etc.)
8. NAME OF DIRECTORS / PARTNERS/ PROPRIETORS ETC.:
(Along with PAN Card & CIBIL Report)
9. BRANCH(ES) (If any):
10. DATE OF INCORPORATION:
11. TURNOVER OF THE AGENCY DURING PAST 2 YEARS (IN ₹ CRORES)
(with bifurcation of earnings from only digital media services):
(To be supported by audited balance sheet for last two years)
YEAR
2014 – 2015:
2015 – 2016:
12. SERVICE TAX REGISTRATION NO.: (Please attach the copy)
13. PAN NO. OF THE FIRM: (Please attach the copy)
14. DETAILS REGARDING ANY CIVIL SUIT/LITIGATION IN THE CONTRACTS EXECUTED BY THE AGENCY DURING THE LAST 5 YEARS. GIVE DETAILS IF ANY:

ANNEXURE I

Declaration

I /We do hereby certify that:

- (i) Our Agency has not been disqualified / blacklisted by Reserve Bank of India, Indian Banks' Association, any other Bank and/or Company;
- (ii) No litigation is being pursued against the Agency or its promoters and / or directors;
- (iii) The Agency and its promoters / directors have not defaulted with any of its lenders and no dues or demands are pending against them;

The information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

Signature

Name and Designation of Authorized Signatory

Name of the Agency

Seal

Date:

Place:

(In case the Agency is unable to make this declaration, please provide information regarding the reason for disqualification by RBI / IBA/ any other institution and the reason(s), thereof.)

ANNEXURE II

**FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF
WHO WILL BE DEDICATED TO EXIM BANK AFTER EMPANELEMENT**

1. Name of Staff [*Insert full name*]:
2. Date of Birth:
3. Nationality:
4. Education [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]:
5. Membership of Professional Associations:
6. Other Training and / or Certifications:
7. Languages [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]:
8. Employment Record [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment see format here below: dates of employment, name of employing organization, positions held.*]:
From [Year]: To [Year]:
Employer:
Positions held:
9. Detailed Tasks Assigned in Digital Media activities
10. Work Undertaken that Best Illustrates capability to Handle Tasks Assigned:
 - a) *List all tasks to be performed under this assignment*
 - b) *Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10.]*
 - Name of assignment or project:
 - Year:
 - Location:
 - Client:
 - Main project features:
 - Positions held:
 - Activities performed:

Signature of the Director