

Dated 07.03.2025

CORRIGENDUM -2

In reference to the Request for Proposal (RFP) bearing Tender Reference No. CO:NEO:PUR:2024-25:416 for “Supply, Implementation & Maintenance of Digital Marketing Solution (MarTech) and Development & Maintenance of Corporate Website along with Facility Management Services”, all interested Bidders are hereby informed that the Changes/Revisions/Addendum as per Corrigendum-2 are to be taken into account for bid submission. Bidders are requested to note and comply accordingly.

S. No.	Addition / Deletion / Modification	RFP Clause No. / Annexure No. & Page No.	Existing Requirement / Condition / Annexure	Revised Requirement / Condition / Annexure
1	Addition	A. Site features/modules, Page No. 78		<p>Additional features of Corporate Website for Search and Accessibility are as under:</p> <p>Search Functionalities</p> <ul style="list-style-type: none">• Enable keyword searches across all content types, including documents, videos, audio, images, and other media, leveraging file names, tags, metadata, and the text content, regardless of location or format for website visitors and website’s CMS.• Provide the ability to define and perform advanced searches by setting parameters such as document type, format (e.g., docx, pdf, xls etc), or categories in advance. Implement filtering and sorting options within the user interface to refine search results effectively.• Incorporate a "Suggestions" feature that displays frequently searched items, associated keywords, and corrects spelling errors.• Provide search functionality across all applicable languages.• Voice Search facility should also be available in the Corporate website.

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				<p>Accessibility of the Website</p> <ul style="list-style-type: none"> • Website should be designed to be user-friendly and developed in a way that is accessible to all people, including individuals with disabilities. • The Accessibility Guidelines under the Rights of Persons with Disabilities Act, 2016 must be followed. • Website to conform to the international accessibility standards, the World Wide Web Consortium (W3C), GIGW 3.0 Govt. of India Guidelines for websites and the Web Content Accessibility Guidelines (WCAG) 3.0, Google Core Web Vitals. • The Website should comply with IS 17802 for accessibility in communication technology products issued by the Bureau of Indian Standards under the Web Accessibility Guidelines. • Skip to Main Content: Clickable links should be provided to skip repetitive navigation and directly access content using the keyboard. • Icons and Labels: Text should be supplemented with icons, whatever appropriate to enable users with learning disabilities, understand the information easily. Icons should be provided along with text labels for key navigation options as well as important features like print, etc. • Accessibility Options: Options to change the font size, set a preferred colour scheme and spacing should be available. • Identification of File Type and Size: Information about files (such as Word, Excel, PDF) should be provided along with their size has been provided with the limb text to help users identify the same. Icons for different file types should be provided with the links to help

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				<p>users in deciding whether they wish to access the link. For example, if link opens a PDF file, the limb text specifies its file size and file type.</p> <ul style="list-style-type: none"> • Headings and Structure: Web pages should be organized with appropriate headings and subheadings. H1 should indicate the main heading, while H2 and lower levels should indicate subheadings for a structured layout. • Page Titles: Each page should have an appropriate title to improve understanding. • Alternative Text for Images: Brief description of an image is provided for users with visual disability. If one is using a browser that supports only text or have turned off the image display, one should still know what the image is all about by reading the alternate text in absence of an image. • Consistent Navigation: Consistent means of navigation and style of presentation throughout the website should be incorporated. • Keyboard Support: The website should be navigable using a keyboard by pressing Tab and Shift + Tab Keys. • Customized Text Size: The size of the text on web pages can be changed either through the browser, the Accessibility Options page, or by clicking the text sizing icons at the top of each page. • Use of Assistive Technology Products: The website should be designed to make video and multimedia accessible, to use descriptive URLs, to use ARIA Roles (Accessible Rich Internet Applications), to avoid using placeholder text in forms and to minimize the use of tables. The Bidder should adhere to the universal design principles and guidelines for Indian Government Websites to make use of assistive technology products

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				<p>for visually impaired persons.</p> <ul style="list-style-type: none"> • Adjust Contrast Scheme: The website should provide different contrast schemes to help users with visual impairments such as low vision and colour blindness to view the webpage information with ease. Facility should be available for changing the contract of the web pages. • Increase Text Spacing: Accessibility options page to provide with an option to increase white space between words. Option for increasing white space up to two levels should be available. • The website should be able to integrate with Conversational Artificial intelligence/Natural Language Processing and AI tools to improve user experience.
2	Addition	C. Language, Page No. 84		<p>Additional features of Corporate Website on Regional languages are as under:</p> <ul style="list-style-type: none"> • The Website should support English, Hindi & 14 other Regional languages. Regional languages to be finalized during design phase. • Multisite Management: Support the management of multiple sites within a hierarchy, including multiple versions of the same site and multilingual capabilities (English, Hindi, and 14 regional languages). • Website to store cookies and automatically choose the preferred language. • The system should detect the user's location and suggest a language option. Default language: English. • Users should be able to select a language from a dropdown. Initially, only English and Hindi will be available, but multi-lingual support should be incorporated from the start.

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3	Addition	J. Website's Content Management, Page No. 89		<p>Additional capabilities of Corporate Website are as under:</p> <ul style="list-style-type: none"> • Support multi-tenancy and should allow Bank to create any number of micro-sites from a single instance. • Define user specific Roles & Permissions i.e. assign users page-wise, microsite-wise, section-wise, component-wise, module-wise access permissions i.e. to Create, Update, Delete, View, Review, Publish etc. 						
4	Addition	6. Projections & Considerations, Page No. 39		<p>Key points on creation of Digital Assets are as under:</p> <p>The Bidder will be responsible for all aspects of creative generation required by the Bank utilizing the proposed Content Management Solution. This includes subscription to stock image & video resources along with image and video editing software.</p> <p>The Bidder will be responsible for developing and delivering creative assets for different marketing campaign. The Bank anticipates running campaigns covering a range of products, services and brand-building initiatives. The specific deliverables for each campaign will be part of the campaign brief which will be provided during initiation of campaign.</p> <p>The following list provides an indicative overview of the types of creative assets expected:</p> <table border="1" data-bbox="1323 1249 2049 1471"> <thead> <tr> <th data-bbox="1323 1249 1397 1326">S. No.</th> <th data-bbox="1397 1249 1877 1326">Digital Assets</th> <th data-bbox="1877 1249 2049 1326">Qty. per Campaign</th> </tr> </thead> <tbody> <tr> <td data-bbox="1323 1326 1397 1471">1.</td> <td data-bbox="1397 1326 1877 1471">Display Ads: Various sizes and formats (static, animated, HTML5) optimized for different platforms and placements.</td> <td data-bbox="1877 1326 2049 1471">~ 5-10</td> </tr> </tbody> </table>	S. No.	Digital Assets	Qty. per Campaign	1.	Display Ads: Various sizes and formats (static, animated, HTML5) optimized for different platforms and placements.	~ 5-10
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				<table border="1"> <tr> <td data-bbox="1317 250 1397 432">2.</td> <td data-bbox="1397 250 1877 432"> Email Marketing Templates: Eye-catching and responsive email templates for various campaign stages (e.g., acquisition, nurturing, promotional). </td> <td data-bbox="1877 250 2047 432">~ 3-5</td> </tr> <tr> <td data-bbox="1317 432 1397 582">3.</td> <td data-bbox="1397 432 1877 582"> Website Banners and Landing Pages: Visually compelling banners and dedicated landing pages optimized for conversions. </td> <td data-bbox="1877 432 2047 582">~ 1-2</td> </tr> <tr> <td data-bbox="1317 582 1397 842">4.</td> <td data-bbox="1397 582 1877 842"> Social Media Creatives: Engaging visuals and copy tailored for each social media platform (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube). This includes static image post, stories and carousel posts. </td> <td data-bbox="1877 582 2047 842">~ 3-5</td> </tr> <tr> <td data-bbox="1317 842 1397 957">5.</td> <td data-bbox="1397 842 1877 957"> Video Content: Short-form (10-20 sec) videos for social media, website, and advertisement. </td> <td data-bbox="1877 842 2047 957">~ 1-2</td> </tr> </table>	2.	Email Marketing Templates: Eye-catching and responsive email templates for various campaign stages (e.g., acquisition, nurturing, promotional).	~ 3-5	3.	Website Banners and Landing Pages: Visually compelling banners and dedicated landing pages optimized for conversions.	~ 1-2	4.	Social Media Creatives: Engaging visuals and copy tailored for each social media platform (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube). This includes static image post, stories and carousel posts.	~ 3-5	5.	Video Content: Short-form (10-20 sec) videos for social media, website, and advertisement.	~ 1-2
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5	Addition	21.14 Compliance and assurance, Page No. 126		<p>Additional points on Compliance and assurance are as under:</p> <p>p) Bank shall conduct regular monitoring and assessment of the Successful Bidder's performance and risk management practices throughout the contract term. This continuous monitoring and assessment will ensure that the Bank can holistically manage and evaluate the ongoing risks associated with the services, detect any emerging risks and ensure that all necessary corrective actions can be promptly taken to address any issues identified during the assessments.</p> <p>q) Regular assessments will include evaluations of the</p>												

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				<p>Successful Bidder's operational performance, risk management processes, adherence to security and regulatory requirements and overall service delivery. The Bank shall work with the Successful Bidder to address any gaps or non-compliance identified in the assessments, ensuring that corrective measures are immediately implemented.</p> <p>r) The Successful Bidder Shall put in place necessary controls within its organization for maintaining confidentiality of the Bank's and its customers data. The Successful Bidder shall be liable for any security breach, data leakage or unauthorized access, and shall bear all associated costs, including legal, recovery and reputational damages to the Bank.</p> <p>s) The Successful Bidder shall not publish, disclose or share any Bank-related data with third parties, including the Bank's customers, without the Bank's prior written consent, except where legally required, for necessary operational purposes or with the Bank's consent.</p> <p>t) It is the obligation of the Successful Bidder to co-operate with the relevant authorities in case of insolvency/resolution of the Bank.</p> <p>u) The Successful Bidder shall designate and maintain a pool of skilled resources who will be considered "essential personnel" for the delivery of core services under this Agreement. These personnel will be responsible for ensuring the continuity of critical functions, particularly during exigent circumstances such as emergencies, natural disasters, or pandemics. In the event of such situations, the Successful Bidder shall implement necessary backup arrangements to ensure that a limited but sufficient number of essential personnel are available to work on-site to support critical operations.</p>

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6	Deletion	J. Website's Content Management, Page No. 89	4. Scalability and provision to add more regional languages in future. Costing for English and Hindi languages should be included in the initial implementation cost itself. Addition cost for any other language (apart from English and Hindi) should be mentioned as optional line item in commercials.	This point stands deleted.				
7	Deletion	Social Media management platform, Page No. 64	<p>Social Media Management Platform</p> <ol style="list-style-type: none"> 1. Availability Solution should offer social media deployment of posts across platforms: Meta/Facebook, Instagram, YouTube, LinkedIn, X (formerly Twitter) etc. 2. Solution should have features and functionalities to respond to customer queries across all relevant social media platforms. 3. NLP/ Text Mining Solution should provide automated suggestions for customer queries and posts. 4. Solution should check that the posts are compliant as per regulatory requirements. 5. Solution should recommend ideal timing basis the type of content. 	This clause stands deleted.				
8	Deletion	Social Media management platform. Page No. 276	<p>Social Media Management Platform</p> <table border="1" data-bbox="680 1209 1294 1469"> <tr> <td data-bbox="680 1209 860 1398">Availability</td> <td data-bbox="860 1209 1294 1398">1) The Solution should offer social media deployment of posts across platforms: Facebook, X, Instagram, YouTube, LinkedIn, etc.</td> </tr> <tr> <td data-bbox="680 1398 860 1469">NLP/ Text Mining</td> <td data-bbox="860 1398 1294 1469">2) The Solution should provide automated suggestions for</td> </tr> </table>	Availability	1) The Solution should offer social media deployment of posts across platforms: Facebook, X, Instagram, YouTube, LinkedIn, etc.	NLP/ Text Mining	2) The Solution should provide automated suggestions for	This clause stands deleted.
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				customer queries and posts 3) The Solution should recommend ideal timing basis the type of content 4) The solution should monitor social mentions								
9	Deletion	Annexure 3: Pro-forma for Deed of Indemnity, Page No. 197	Annexure 3: Pro-forma for Deed of Indemnity			This entire Annexure-3 stands deleted.						
10	Deletion	Pont No. 27.6, Page No. 131	The AMC rates quoted by the Bidder in the Commercial Bid shall be valid for a period three years after expiry of the Five-year contract period.			This point stands deleted.						
11	Deletion	Annexure 2: Letter for Conformity of Product as per RFP, Page No. 196	Compliance	Compliance (Yes/ No)	Remarks/ Deviations	The word “ Deviations ” stands deleted.						
			Terms & Conditions				<table border="1"> <thead> <tr> <th>Compliance</th> <th>Compliance (Yes/ No)</th> <th>Remarks</th> </tr> </thead> <tbody> <tr> <td>Terms & Conditions</td> <td></td> <td></td> </tr> <tr> <td>Scope of Work</td> <td></td> <td></td> </tr> </tbody> </table>	Compliance	Compliance (Yes/ No)	Remarks	Terms & Conditions	
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Terms & Conditions												
Scope of Work												
12	Modification	28. Intellectual Property, Point No. 28.1, 28.9, 28.10, Page No. 134	28.1 The Bank intends to procure and own the MarTech Solution developed by the successful bidder.			These three points have been changed as under: 28.1 The Bank intends to procure and own the MarTech Solution which is developed and/or customized by the successful bidder for the Bank. 28.9 An escrow agreement needs to be executed for keeping the source code of MarTech Solution developed and						
			28.9 If the successful bidder has used any specific proprietary platform or components, an escrow agreement needs to be executed.									

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			28.10 The core source code of the solutions in scope would be kept in escrow arrangement and complete information regarding the arrangement shall be provided by the bidder.	<p>customized for the Bank as well as the complete source code of the Corporate Website.</p> <p>28.10 The source code mentioned in point no. 28.9 would be kept in escrow arrangement and complete information regarding the arrangement shall be provided by the bidder.</p>
13	Modification	9.15 Bidder's Liability, Page No. 181	<p>1. The Bidders aggregate liability in connection with obligations undertaken as a part of the project regardless of the form or nature of the action giving rise to such liability (whether in contract, tort or otherwise), shall be at actuals and limited to the value of the contract. The Bidders liability in case of claims against the Bank resulting from misconduct or gross negligence of the Bidder, its employees and subcontractors or from infringement of patents, trademarks, copyrights (if any) or breach of confidentiality obligations shall be unlimited. In no event shall the Bank be liable for any indirect, incidental or consequential damages or liability, under or in connection with or arising out of this tender and subsequent agreement or services provided. The bidder should ensure that the due diligence and verification of antecedents of employees/personnel deployed by him for execution of this contract are completed and is available for scrutiny by the Bank.</p> <p>2. The Bidder's aggregate liability in</p>	<p>This entire clause has been changed as under:</p> <p>The Bidders aggregate liability in connection with obligations undertaken as a part of the project regardless of the form or nature of the action giving rise to such liability (whether in contract, tort or otherwise), shall be at actuals and limited to the value of the contract. The Bidders liability in case of claims against the Bank resulting from misconduct or gross negligence of the Bidder, its employees and subcontractors or from infringement of any third-party patents, trademarks, copyrights (if any) or breach of confidentiality obligations (except for any breach in relation to Personal Data, which shall be limited to the total contract value or the actuals of the penalty incurred by the Bank, whichever is higher) shall be unlimited. In no event shall the Bank be liable for any indirect, incidental or consequential damages or liability, under or in connection with or arising out of this tender and subsequent agreement or services provided. The bidder should ensure that the due diligence and verification of antecedents of employees/personnel deployed by him for execution of this contract are completed and is available for scrutiny by the Bank.</p>

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			<p>connection with obligations undertaken as a part of the project regardless of the form or nature of the action giving rise to such liability (whether in contract, tort or otherwise), shall be at actuals and limited to the value of the contract resulting from misconduct or gross negligence of the Bidder, its employees, and subcontractors. However, claims arising out of any breaches in respect of infringement of Page 182 of 314 Supply, Implementation & Maintenance of Digital Marketing (MarTech) Solution and Development & Maintenance of Corporate Website along with Facility Management Services. patents, trademarks, copyrights (if any) or breach of confidentiality obligations shall be unlimited. In no event shall the Bank be liable for any indirect, incidental, or consequential damages or liability, under or in connection with or arising out of this tender and subsequent agreement or services provided. The bidder should ensure that the due diligence and verification of antecedents of employees/personnel deployed by him for execution of this contract are completed and is available for scrutiny by the Bank</p>	
14	Modification	9.6 Indemnity, Point Number 1, Page No. 174	1. The Bidder shall indemnify the Bank, and shall always keep indemnified and hold the Bank, its employees, personnel, officers, directors, harmless from and against any and	<p>This point has been changed as under:</p> <p>1. The Bidder shall indemnify the Bank, and shall always keep indemnified and hold the Bank, its employees, personnel, officers, directors, harmless from and against any</p>

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			all losses, liabilities, claims, actions, costs and expenses (including attorney's fees) relating to, resulting directly or indirectly from or in any way arising out of any claim, suit or proceeding brought against the Bank as a result of:	and all losses, liabilities, claims, actions, costs and expenses (including attorney's fees) relating to, resulting directly from or in any way arising out of any claim, suit or proceeding brought against the Bank as a result of:												
15	Modification	Social Media Management platform, Page No. 279	Social Media Management platform	The heading has been changed to “ Campaign Management Platform ”												
16	Modification	Availability & System Performance, Page No. 166	<table border="1"> <thead> <tr> <th>SL</th> <th>Metrics</th> <th>Requirement</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>Real time use case orchestration</td> <td>Less than 15ms</td> </tr> </tbody> </table>	SL	Metrics	Requirement	7	Real time use case orchestration	Less than 15ms	<p>This clause has been changed as under:</p> <table border="1"> <thead> <tr> <th>SL</th> <th>Metrics</th> <th>Requirement</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>Real time use case orchestration</td> <td>Less than 1 second</td> </tr> </tbody> </table>	SL	Metrics	Requirement	7	Real time use case orchestration	Less than 1 second
SL	Metrics	Requirement														
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7	Real time use case orchestration	Less than 1 second														
17	Modification	9.19. Intellectual Property Rights, Page No. 184	While the successful bidder/ OEM shall retain the intellectual property rights for the application software, it is required that successful bidder shall grant the perpetual License to the bank for the bank's exclusive use without limitation on the number of users . The successful bidder shall place the source code of customizations done for the bank (and the procedures necessary to build the source code into executable form) for the application software, in escrow with a reputable agency (a bank or established software escrow firm in	<p>The 1st paragraph has been changed as under:</p> <p>While the successful bidder/ OEM shall retain the intellectual property rights for the application software, it is required that successful bidder shall grant the Enterprise Level License to the bank for the bank's exclusive use. The successful bidder shall place the source code of customizations done for the Bank (and the procedures necessary to build the source code into executable form) for the application software, in escrow with a reputable agency (a bank or established software escrow firm in India) acceptable to the Bank during the contract period without</p>												

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			India) acceptable to the Bank during the contract period.	any additional cost to the Bank.
18	Modification	Last Date and Time submission of Bids	11/03/2025 up to 15:00 hrs.	08/04/2025 up to 15:00 hrs.
19	Modification	Time & Date of Opening of technical bids	11/03/2025 up to 15:30 hrs.	08/04/2025 up to 15:30 hrs.

20. Modification in the Clause “6. Projections & Considerations” in Page No. 39,

Existing Usage Projections for MarTech:

S.No	Metrics	UOM	Year 1 (FY25) projection figures		Year 2 projected figures	Year 3 projected figures	Year 4 projected figures	Year 5 projected figures
			0-6 months	6-12 months				
1	Registered digital banking users on bank’s platforms and source systems	L	5.0	7.5	12.0	18.0	28.0	45.0
2	SMS	L/Day	~1	1 to 2	2 to 3	3 to 4	4 to 5	5 to 6
3	Email	L/Day	~1	1 to 2	1 to 2	2 to 3	2 to 3	3 to 4
4	WhatsApp	L/Day	~1	<2	<2	2 to 3	2 to 3	3 to 4
5	Push notifications	L/Day	2 to 3	5 to 6	6 to 7	7 to 8	9 to 10	10 to 11
6	Integrated Customer Care Calls	L/Day	~1	1 to 2	3 to 4	4 to 5	5 to 6	6 to 7
7	BAU Campaigns	#	~100	100-200	200-250	250-300	300-320	320-350
8	New Campaigns	# per month	10 to 20	20 to 30	30 to 40	40 to 50	40 to 50	50 to 60

Revised Usage Projections for MarTech: (Tentative figures, actuals may vary)

S.No	Metrics	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
1	New registration on Bank's Digital Channels	In Lacs	35	40	30	25	20
2	SMS	Lacs/month	70	100	150	210	270
3	Email	Lacs/month	50	85	110	135	160
4	WhatsApp	Lacs/month	50	85	110	135	160
5	Push notifications	Lacs/month	150	240	360	450	580
6	Outbound Calls	Lacs/month	30	50	70	90	120
7	BAU Campaigns	# per year	150	200	250	280	300
8	New Campaigns	# per month	30	40	50	60	70

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