

**REQUEST FOR PROPOSAL (RFP)
FOR CREATIVE DEVELOPMENT, JINGLE PRODUCTION &
MARKETING / RADIO MEDIA PLANNING
FOR BAANKNET RADIO ADVERTISING CAMPAIGN
RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796**

Dated 30/01/2026

The information provided by the bidders in response to this RFP Document will become the property of PSB ALLIANCE PRIVATE LIMITED. And will not be returned. The company reserves the right to amend, rescind, reissue this RFP Document and all amendments will be advised to the bidders, and such amendments will be binding on them. The company also reserves its right to accept or reject any or all the responses to this RFP Document without assigning any reason whatsoever.

This document is prepared by PSB ALLIANCE PRIVATE LIMITED prepared for selection of an agency for Phase-1 of the BAANKNET radio advertising campaign.

It should not be reused or copied or used either partially or fully in any form.



Disclaimer

While the document has been prepared in good faith, no representation or warranty, express or implied, is or will be made, and no responsibility or liability will be accepted by the Company or any of its employees, in relation to the accuracy or completeness of this document and any liability thereof expressly disclaimed. The RFP is not an offer by the Company, but an invitation for Service Providers' responses. No contractual obligation on behalf of the Company, whatsoever, shall arise from the offer process unless and until a formal contract is signed and executed by duly authorized officials of the Company and the Bidder.

The information contained in this RFP document, or any information provided subsequently to Bidder(s) whether verbally or in documentary form by or on behalf of the Company, is provided to the Bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

This RFP is neither an agreement nor an offer and is only an invitation by Company to the shortlisted Bidders for submission of bids. The purpose of this RFP is to provide the Bidder(s) with information to assist the formulation of their proposals. This RFP does not claim to contain all the information each bidder may require. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice, wherever necessary. Company makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP. Company may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP. The Company in no way is responsible for any assumptions made by the bidder. The bidder will need to factor in all services and costs to meet the requirements of the RFP and the Company at no time will accept any plea of the bidders for any assumptions, deviations or omissions made by them.

PSB Alliance Private Limited (hereinafter referred to as the "Company" / "PSB Alliance" / "PSBA") invites Request for Proposal (RFP) vide RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 dated 30/01/2026 from experienced advertising and creative agencies with proven capabilities and track records in **radio jingle conceptualisation, creative development, audio production, and marketing / radio media planning** for brand advertising campaigns under the BAANKNET brand.

For this engagement, the selected agency shall act as the **single point of contact for Phase 1 of the campaign** and shall be responsible for **creative conceptualisation, jingle production, regional language adaptations, and development of a detailed marketing and radio media plan**. The scope under this RFP is **limited to planning and production activities only** and **does not include radio media buying, on-air execution, or spot placement**.

Radio media buying and campaign execution shall be undertaken **under a separate procurement process (Phase 2)**, based on the approved marketing and media plan developed as an output of this RFP.

Schedule of Events

RFP Reference No.	:	RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026
Date of RFP Document	:	30/01/2026
Last date for submission of queries	:	13/02/2026
Date of Pre-Bid Meeting	:	06/02/2026 Address: PSB Alliance Private Limited Unit 1, 3rd Floor, VIOS Commercial Tower, Near Wadala Truck Terminal, Wadala East. Mumbai-400 037. The Pre-Bid Meeting shall be conducted through video conference (VC). The meeting link shall be shared with registered bidders.
Last date for submission of RFP Response	:	Date 13/02/2026 till 3:00PM
Address for Submission of Bids	:	PSB Alliance Private Limited Unit 1, 3rd Floor, VIOS Commercial Tower, Near Wadala Truck Terminal, Wadala East. Mumbai-400 037.
Date of Opening of Bids	:	13/02/2026 at 3:30PM
Issued By	:	PSB Alliance Private Limited
Contact Person	:	Ms. Neha Mogre/Mr. Vaibhav Khatri
Telephone	:	8712706064
Email	:	socialmedia@psballiance.com/dsb.it3@psballiance.com
Non-refundable Tender Application Fee	:	Tender Application fee of Rs. 5,000/- (Rupees Five Thousand only) is to be submitted on or before the bid response submission by way of a Demand Draft favouring PSB Alliance Pvt Ltd. payable at Mumbai OR NEFT as per the detailed below: <ul style="list-style-type: none"> • Payee Name: PSB Alliance Private Limited, • A/c No.: 41204656705 • IFSC Code: SBIN0001821 • Account Type: Current A/C Tender Application Fee shall be exempted for eligible MSME bidders as per Section 5.36 (iv) of this RFP.
Earnest Money Deposit (EMD) EMD can be deposited by means of a Bank Guarantee issued by a Scheduled Commercial Bank OR NEFT as per Annexure-11	:	INR 50,000/- (Indian Rupees Fifty Thousand only) Validity period- Valid for a period of 1 months with a claim period of 1 months.

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1. Introduction

1.1 About PSB Alliance

"PSB Alliance Private Limited" (herein after referred to as the "Company") is an umbrella organization for all Public Sector Banks primarily focusing on delivering financial and non-financial banking services. This Company would drive this project on behalf of all the Public Sector Banks, providing them with a common platform with safe, secure, and efficient environment in a cost-effective manner.

As the Company has been created by the Public Sector Banks (PSB), it can act as an intermediary for all the PSBs and create a common applications/platform by drawing on the experience and inputs from these Banks and take advantage of the combined Scale of operations. This will help the PSBs to lower their cost of acquiring new business platforms/technologies and at the same time will benefit their customers to have access to the latest technology coupled with standard robust processes.

1.2 Project Objective

The Company invites proposals from reputed Advertising / Creative Agencies for Phase 1 of the BAANKNET Radio Jingle Advertising Campaign, focused on creative development, jingle production, and marketing / radio media planning across selected cities in India for the "BAANKNET" portal.

The objective of this RFP is to develop high-recall audio assets (radio jingles) and to prepare a comprehensive marketing and radio media plan that will form the basis for subsequent radio media buying and on-air execution under a separate procurement process.

The Phase-1 engagement aims to:

- Create compelling, high-recall radio jingles aligned with BAANKNET's positioning as a trusted, bank-verified property e-auction platform.
- Define clear and effective call-to-action (CTA) messaging to drive measurable listener interest and platform visits.
- Establish credibility and trust through appropriate creative tonality and messaging.
- Develop a city-wise marketing and radio media plan, including station selection rationale, time-band strategy, frequency and reach logic, and budgetary framework.

The marketing and radio media plan shall cover the following cities:

NCR Delhi	Kolkata	Chennai
Surat	Mumbai	Bengaluru

The indicative campaign duration for planning purposes shall be three (3) months. Actual radio on-air execution shall be undertaken separately, based on the approved marketing and media plan.

1.3 Tender Document

The tender document may be downloaded from the Company's official website <https://www.psballiance.com/tenders-and-notice.html>

2. Eligibility Criteria

#	Bidder's Eligibility Criteria	Documents Required
1	The bidder should be a Government Organization/ PSU/ or a Public Limited Company/ Private Limited Company/LLP under companies act in India.	Certificate of Incorporation
2	The Bidder should have an office presence in Mumbai.	Copy of document with office address in Mumbai.
3	The Bidder should have been in existence for a minimum period of one year in India.	Certificate of Incorporation
4	The Bidder should have a positive net worth in the last financial year (FY 2024-25).	1. Audited Financial statements for the respective financial years and/or 2. Published Balance Sheet and/or 3. CA Certificate
5	The Bidder should not be blacklisted by any Government or PSU enterprise in India as on the date of the submission of bid.	Self-Declaration letter by Bidder authorized signatory.
6	The Bidder should hold a valid GST Number & PAN Card and should be registered with the appropriate authorities for all applicable statutory taxes/duties.	1. Copy of GST certificate to be submitted. 2. Copy of PAN Card to be submitted.
7	The Bidder should have experience in completing any 1 project for radio advertising campaigns for any institution under the Central or State Government/PSU/Private Limited Company/ LLP during the last financial year (2023-24, 2024-25) ending 31/03/2025 and up to date of bid submission.	Copy of the Purchase Order or contract stating the Scope of Work.

*PSB Alliance reserves the right to verify references provided by the Bidder independently. Any decision of PSB Alliance in this regard shall be final, conclusive and binding upon the bidder. Company may accept or reject an offer without assigning any reason whatsoever.

The above eligibility requirement is a minimum qualifying criterion only and shall not be considered for technical scoring, which shall be evaluated separately as per Section 7.6.

***Bidders not qualified in Eligibility criteria will not be taken further in the selection process.**

3. Scope of Work

3.1 Overview

The selected bidder shall provide **Phase 1 services** for the BAANKNET radio jingle campaign, covering **creative development, jingle production, regional language adaptations, and marketing / radio media planning**, with single-point accountability for timely delivery of all Phase-1 outputs.

This RFP **does not include radio media buying, on-air execution, campaign monitoring, or broadcast reporting**, which shall be undertaken under a **separate procurement process (Phase 2)** based on the approved outputs of this engagement.

3.2 Creative Strategy & Conceptualisation

The scope shall include:

- Development of a creative audio strategy aligned with campaign objectives
 - Definition of key messaging, tone, and brand recall elements
 - Clear articulation of how the jingle will convey **trust, credibility, and call-to-action**
 - Alignment of creative strategy with BAANKNET brand guidelines
 - Submission of creative concepts and scripts for PSB Alliance approval **prior to production**
-

3.3 Jingle Production

The scope shall include:

- Lyrics, music composition, arrangement, and recording
- Voice artist / singer sourcing and studio recording
- Production of a **30-second master jingle**
- Creation of cut-down versions (**20-second / 10-second**), if approved and required by PSB Alliance
- Audio mastering suitable for radio broadcast standards

Language Strategy

Bidders may propose:

- Option 1: One master jingle with regional language adaptations
- Option 2: Region-specific creative treatments

The proposal must clearly specify:

- Number of language versions
- Localisation approach
- Impact on timelines and Phase-1 commercials

PSB Alliance reserves the right to approve the proposed language strategy based on campaign effectiveness, timelines, and overall feasibility.

3.4 Marketing & Radio Media Planning (Strategy Only)

The scope under this RFP shall include **strategic planning only**, without any media buying or execution:

- City-wise radio media planning for the identified cities as specified in the RFP
- Recommendation of radio stations with **clear rationale**
- Definition of **prime and non-prime time bands** with justification
- Frequency and burst planning to optimise reach and recall for an indicative three-month campaign
- Development of a **detailed marketing and radio media plan**, including:
 - Station mix rationale
 - Time-band strategy
 - Frequency logic
 - Indicative budget framework

Radio media buying, rate negotiation, spot booking, and on-air coordination are expressly excluded from the scope of this RFP and shall be undertaken separately under Phase 2.

3.5 Deliverables

The Phase-1 deliverables shall include:

- Approved creative strategy and jingle scripts
 - Final master jingle/s and approved cut-down versions
 - Approved language versions
 - A comprehensive **Marketing & Radio Media Plan** for the identified cities
-

3.6 Out of Scope (Phase 2 – Not Covered Under This RFP)

The following activities are **explicitly excluded** from the scope of this RFP:

- Radio media buying and rate negotiation
- Spot booking and on-air execution
- Campaign monitoring and spot delivery tracking
- Broadcast proofs, reconciliations, or post-campaign performance reports

These activities shall be undertaken through a **separate RFP / procurement process**, based on the approved outputs of Phase 1.

4. Terms & Conditions

The following general terms and conditions are proposed to be included in the Contract. PSB Alliance reserves the right to add, modify, or delete any clause, as deemed necessary, prior to the execution of the final agreement.

- The selected Bidder shall enter into a formal contract agreement with PSB Alliance Private Limited. The agreement will include detailed provisions on scope of work, delivery timelines, performance standards, payment terms, review and approval processes, confidentiality, intellectual property rights, and penalties for delay or deviation from agreed deliverables.
- All creative material, including audio jingles, lyrics, scripts, music compositions, voice recordings, masters, cut-downs, and any other audio or communication assets developed under this engagement shall be the sole intellectual property of PSB Alliance Private Limited and shall be governed by the contract agreement.
- Bidders who do not comply with the terms and conditions of this RFP are liable to be rejected.
- The successful Bidder must commence project activities immediately upon execution of the contract agreement and strictly adhere to the campaign timelines.
- Bills for services rendered shall be submitted as per the deliverables and timelines specified in the contract agreement.
- All applicable taxes, including GST, shall be levied additionally at prevailing statutory rates.
- The Company reserves the right to apply deductions or penalties in accordance with the Service Level Agreement (SLA) and penalty framework defined in this RFP, in case of non-adherence to quality standards and approved timelines **relating to Phase-1 deliverables**.
- No advance payment shall be made.
- Phase-2, comprising radio media buying and on-air execution, shall be undertaken through a separate procurement process based on the approved outputs of Phase-1. Award of Phase-1 does not guarantee participation or award in Phase-2.

Other General Conditions

- The Agency shall maintain strict confidentiality of all campaign-related information, creative material, media plans, rate cards, and internal information received during the engagement. No information may be disclosed to any third party without prior written approval from PSB Alliance.
- All audio assets, including master jingles, cut-downs, language versions, and final broadcast-ready files, shall be submitted in editable and open formats, in addition to final approved versions.

-
- The Agency shall not share, publish, distribute, reproduce, repurpose, or use any audio creative / campaign material created under this engagement—whether in part or in full—for any external, promotional, or internal portfolio purposes without prior written consent from PSB Alliance.
- The engagement shall be governed by the laws of India. Any disputes arising out of or in connection with this engagement shall be subject to the exclusive jurisdiction of the courts in Mumbai.

4.1 Terms of Assignment

The selected Bidder shall perform the activities as defined in the Scope of Work. In the event of delay, non-performance, or deviation from approved deliverables, the Company shall impose liquidated damages and penalties as specified in this RFP and the SLA.

4.2 Amendment of Bidding Documents

At any time prior to the deadline for submission of bids, the Company, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may modify the Bidding Documents by amendment. All prospective Bidders may check Company's web site for amendments, and it will be binding on them.

Company may, at its discretion, extend the last date for bid-submission.

Company reserves the right to scrap the tender at any stage without assigning any reason.

4.3 Confidentiality of Bid Document

The Bidder, irrespective of his/her participation in the bidding process, shall treat the details of the documents as secret and confidential.

4.4 Documents Consisting of the Bid

The Bid prepared by the Bidder shall comprise the following components:

Technical Bid (Part I) of the bid document

The Bidder shall furnish as part of its technical bid, documents establishing the Bidder's capability to perform the Contract, including:

- Evidence of experience in executing radio advertising campaigns, including jingle production and/or radio media planning, of similar nature and scale.
- Details of qualified project and production team.
- Declaration of acceptance of the terms and conditions contained in this document.
- Duly signed and stamped RFP document and any corrigendum/addendums issued by the Company.

The Company may, at its discretion, reject any bid document not accompanied by the required enclosures or lacking sufficient documentary evidence.

4.5 Adherence to Terms & Conditions

The Bidders who wish to submit responses to this RFP should note that they should abide (in true intent and spirit) by all the terms and conditions contained in the RFP. If the responses contain any extraneous conditions put in by the Respondents, such responses may be disqualified and may not be considered for the selection process.



4.6 Execution of Agreements/ NDA

The selected bidder shall execute Non-Disclosure Agreement (NDA) on the draft suggested by the Company. As the selected bidder will have access to the data/information of the Company while implementing the project as per defined scope under RFP, the Company will require the selected bidder to sign a non-disclosure agreement along with the Contract in the NDA format provided by the Company, undertaking not to disclose or part with any information relating to the Company and its data to any person or persons, as may come into possession of the selected bidder during course of the implementation and security integration. All expenses and costs for execution of the Contract/Agreement and NDA shall be borne by the successful Bidder. The conditions stipulated in the NDA shall be strictly adhered to and any breach / violation thereof will entail termination of the Contract without prejudice to the other rights of the Company including recovery of liquidated damages as specified in this RFP or NDA.

4.7 Substitution of Project Team Members

During the assignment, the substitution of key staff identified for the assignment will not be allowed unless such substitution becomes unavoidable to overcome the undue delay or that such changes are critical to meet the obligation. In such circumstances, the Selected Bidder, as the case may be, can do so only with the prior written concurrence of the Company and by providing the replacement staff of the same level of qualifications and competence. If the Company is not satisfied with the substitution, the Company reserves the right insist the bidder to replace the resource. Further, the Company reserves the unconditional right to insist the Selected Bidder to replace any team member with another (with the qualifications and competence as required by the Company) during the course of assignment pursuant to this RFP. Company may allow any such substitution of key staff only with its written consent with similar experience and expertise.

4.8 Professionalism

The Selected Bidder should provide professional, objective and impartial advice at all times and hold the Company's interest paramount and should observe the highest standard of ethics, values, and code of conduct, honesty and integrity while executing the assignment.

4.9 Expenses

It may be noted that Company will not pay any additional amount/expenses / charges / fees / traveling expenses / boarding expenses / lodging expenses / conveyance expenses / out of pocket expenses etc. other than the amount mentioned in the award of the contract.

4.10 Performance Bank Guarantee

1. The successful Bidder shall furnish an unconditional and irrevocable Performance Bank Guarantee (PBG) of ₹1,00,000 (Rupees One Lakh only) valid for the entire duration of the contract, including a claim period of 1 month.
2. The PBG must be submitted within 7 working days from the issuance of the Purchase Order (PO).
3. The PBG shall be denominated in Indian Rupees, and all charges such as premium, commission, or documentation fees shall be borne by the Bidder.
4. The Company reserves the right to invoke the PBG in the event of material breach, persistent non-performance, or delay beyond the agreed timeline after a cure period of 30 days.



5. The PBG may be discharged or returned by the Company upon satisfactory completion of all contractual obligations by the Bidder. No interest shall be payable on the PBG.

4.11 Single Point of Contact

The selected Bidder has to provide details of single point of contact viz. name, designation, address, e-mail address, telephone/mobile no., fax no. etc.

4.12 Applicable Law and Jurisdiction of Court

The Contract with the selected bidder shall be governed in accordance with the Laws of India for the time being in force and as amended from time to time and will be subject to the exclusive jurisdiction of Courts at Mumbai.

4.13 Project Timeline

Contract Duration

The contract duration shall be thirty (30) calendar days from the date of execution of the contract, aligned with the Phase-1 scope of creative development, jingle production, and marketing / radio media planning, unless extended by PSB Alliance based on performance and mutual consent.

Indicative Project Timeline

1. Contracting & Initiation
 - Contract Award & Signing: As per PSB Alliance communication
 - Project Kick-off Meeting: Within 7 days of contract signing
2. Creative Development & Approval
 - Submission of initial creative concepts and jingle approach: Within 7 days of project kick-off
 - Approval and finalisation of creative concept: As per PSB Alliance feedback timelines
3. Jingle Production
 - Production of master jingle/s and approved language versions: As per mutually agreed production schedule
 - Submission of final broadcast-ready audio files prior to campaign on-air date
4. Marketing & Radio Media Planning
 - Submission of detailed city-wise marketing and radio media plan, including station strategy, time-band mix, and frequency rationale.
5. Closure of Phase-1 Deliverables
 - Submission of final approved jingles and the comprehensive marketing & radio media plan.

Any delay in deliverables or deviation from the approved timeline, not attributable to PSB Alliance approvals or force majeure, shall attract penalties as per the SLA and terms of this RFP.

Liquidated Damages

The Company will consider the inability of Bidder to deliver the services as per scope of work and terms and conditions within the specified time limit, as a breach of contract and would entail the payment of Liquidation Damages on the part of Bidder. The liquidation damages represent an estimate of the loss or damage that the Company may have suffered due to delay in performance of the obligations by Bidder and is applicable only if the delay is solely attributable to Bidder.

Services/ Scope will be treated as incomplete in one/all of the following situations:

- Non-delivery of any component or other services mentioned in the order
- Non-delivery of supporting documentation

If the Bidder fails to deliver any approved creative, jingle production, or marketing and radio media planning deliverables within the timelines specified in this RFP or SLA, the Company shall, without prejudice to its other remedies, deduct liquidated damages at the rate of **0.5% of the affected service value per week or part thereof** (three (3) days treated as a week), subject to a maximum of **10% of the affected service value**.

Further, the Company reserves the right to cancel the order and invoke the Performance Bank Guarantee in case of persistent delay, material breach, or non-performance by the Bidder. The Company may provide a cure period of thirty (30) days, and upon failure to cure within such period, may foreclose the Performance Bank Guarantee without further notice. In the event the Company agrees to extend delivery timelines at the request of the Bidder, it shall be a condition precedent that the validity of the Performance Bank Guarantee is extended for such period as required by the Company. Failure to do so shall be treated as a breach of this RFP.

4.14 Force Majeure

Neither Party will be liable for any delay or failure to perform its obligations, if the delay or failure has resulted from circumstances beyond its reasonable control, including but not limited to, act of God or governmental act, political instability, epidemic, pandemic, flood, fire, explosion, accident, civil commotion, war, computer viruses, industrial dispute, labour unrest and any other occurrence of the kind listed above, which is not reasonably within the control of the affected party.

Each Party agrees to give to the other a written notice as soon as reasonably possible on becoming aware of an event of force majeure and such notice shall contain details of the circumstances giving rise to the event of force majeure.

If the event of force majeure continues for a period of more than 30 consecutive days then either party may have the option to terminate the Agreement upon written notice of such termination to the other party.

4.15 Authorized Signatory

The selected bidder shall indicate the authorized signatories who can discuss and correspond with the Company, with regard to the obligations under the contract. The selected bidder shall submit at the time of signing the contract, a certified copy of the resolution of their Board,

authenticated by Company Secretary/Director, authorizing an official or officials of the company or a Power of Attorney copy to discuss, sign agreements/contracts with the Company. The bidder shall furnish proof of signature identification for above purposes as required by the Company.

4.16 Indemnity

The bidder shall, at its own cost and expenses, defend and indemnify the Company against all third-party claims (subject to notice in writing within 30 days of receipt of claim) arising out of the infringement of Intellectual Property Rights, including patent, trademark, copyright that is directly attributable to the bidder subject to the limitation of liability as defined in this RFP.

The bidder, subject to being notified within 30 days of such claims and shall have full rights to defend itself therefrom. Subject to the above, if the Company is required to pay compensation to a third-party resulting from such infringement, the Bidder will bear all court awarded damages/ expenses including legal fees, as awarded by the Court.

4.17 Assignment

Neither the contract nor any rights granted under the contract may be sold, leased, assigned, or otherwise transferred, in whole or in part, by the selected Bidder without advance written consent of the Company and any such sale, lease, assignment or transfer otherwise made by the selected Bidder shall be void and of no effect.

4.18 No Employees- Employee Relationship

The selected Bidder or any of its holding/subsidiary/joint-venture/ affiliate / group / client companies or any of their employees / officers / staff / personnel / representatives/agents shall not, under any circumstances, be deemed to have any employer-employee relationship with the Company or any of its employees/officers/ staff/representatives/ personnel/agents.

4.19 Vendor's Liability

Notwithstanding anything contained in this RFP, the Vendor's 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 overall contract value. The vendor's liability in case of claims against the Company resulting from willful misconduct of the Vendor, its employees and subcontractors or from infringement of patents, trademarks, copyrights or such other Intellectual property rights or breach of confidentiality (excluding personal sensitive data), shall be limited to two times the contract value.

In no event shall either party be liable to the other for any indirect, incidental or consequential damages or liability, loss of profits or goodwill, revenue, and anticipated savings. Gross Negligence means serious disregard which involves an indifference to, and a blatant violation of a legal duty with respect to the rights of others, being a conscious and voluntary disregard of the need to use reasonable care, which is likely to cause foreseeable grave injury or harm to persons, property, or both. Wilful Misconduct means where a party intentionally causes actual harm upon the other party and does not involve error or mistake in any form.



4.20 Intellectual Property Right

For the purposes of this RFP, “Deliverables” shall mean all audio creatives, jingles, scripts, compositions, recordings, language versions, and related materials.

Each Party shall always retain the exclusive ownership to its Pre-existing Material.

All Intellectual Property Rights in the Deliverables (excluding Pre-existing Material or third-party software, which shall be dealt with in accordance with the terms of any license agreement relating to that software) shall be owned by Company. In the event that any of the Deliverables or work product do not qualify as works made for hire, Bidder hereby assigns to Company, all rights, title and interest in and to the Deliverables or work product and all Intellectual Property Rights therein.

Notwithstanding the above, any intellectual property developed by a Party that is a derivative work of any pre-existing materials will be treated the same as pre-existing material and the developer of the derivative work will assign all right and title in and to the derivative work to the owner of the pre-existing material.

Residuals. The term "Residuals" shall mean information and knowledge in intangible form, which is retained in the memory of personnel who have had access to such information or knowledge while providing Services, including concepts, know-how, and techniques. There is no restriction on the use of the residual knowledge by personnel upon completion of their assignment with the Company. For avoidance of doubt, residual knowledge shall not include creative expression, musical composition, lyrics, scripts, melodies, jingles, or any audio or branding elements developed under this RFP.

Other than as agreed herein, nothing herein shall cause or imply any sale, license (except as expressly provided herein), or transfer of proprietary rights of or in any software or products (including third party) from one party to the other party with respect to work product, Deliverables or Services agreed under this RFP. Other than as agreed herein, nothing herein shall cause or imply any sale, license (except as expressly provided herein), or transfer of proprietary rights of or in any software or products including third party) from one party to the other party with respect to work product, Deliverables or Services agreed under this RFP.

4.21 Subcontracting

The bidder shall not subcontract or permit anyone other than its personnel to perform any of the work, service or other performance required of the bidder under the contract without the prior written consent of the Company. However, the bidder must note that the subcontracted personnel shall have the same qualification / skill set as asked for bidder’s team deployment in the RFP / subsequent corrigendum document – these will be confirmed through the documentary evidence submitted by the bidder to the Company. Compliance to SLA will be the bidder’s responsibility.

4.22 Dispute Resolution

If a dispute, controversy or claim arises out of or relates to the contract, or breach, termination or invalidity thereof, and if such dispute, controversy or claim cannot be settled and resolved by the Parties through discussion and negotiation, then the Parties shall refer such dispute to arbitration. Both Parties may agree upon a single arbitrator or each Party shall appoint one arbitrator and the two appointed arbitrators shall thereupon appoint a third arbitrator. The arbitration shall be conducted in English and a written order shall be prepared. The venue of the arbitration shall be Mumbai. The arbitration shall be held in accordance with the Arbitration and Conciliation Act, 1996. The decision of the arbitrator shall be final and binding

upon the Parties, provided that each Party shall at all times be entitled to obtain equitable, injunctive or similar relief from any court having jurisdiction in order to protect its intellectual property and confidential information.

4.23 Ownership of Deliverables

All the deliverables as per scope of this RFP will become the property of Company, provided, however, any customization done specifically for the Company by the bidder during the tenure of the contract will be the intellectual property of the Company.

4.24 Exit Management

To ensure a smooth and orderly transition of responsibilities, data, and materials at the conclusion or termination of the contract, the Bidder shall cooperate fully with PSB Alliance or its nominated successor agency.

Transfer of Assets and Information

During the exit management period, the existing agency shall promptly provide PSB Alliance or its nominated representative with the following:

- All final and working files related to jingles.
- Documentation related to copyrights, usage rights, and licenses for all deliverables.
- Any participant data, consent records, or communication materials relevant to the campaign.
- All other project-related information and records necessary to ensure continuity.

Before the expiry of the exit management period, the Bidder shall deliver all updated materials and data and shall not retain any copies, except for one archival copy solely for compliance purposes.

PSB Alliance or its nominated agency shall also return any materials identified as proprietary to the Bidder at the end of the transition period.

Transfer of Agreements

On request by PSB Alliance, the existing Bidder shall execute necessary assignments or transfer of rights, licenses, or access related to deliverables or tools, to enable smooth continuation of services.

PSB Alliance and its appointed representatives shall have the right to access premises or systems where data and materials are maintained, solely for the purpose of transition.

4.25 Contract Period

The contract duration shall be thirty (30) calendar days from the date of execution of the contract, aligned with Phase-1 deliverables comprising creative development, jingle production, and submission of the marketing and radio media plan.

4.26 Integrity Pact

To ensure transparency, equity, and competitiveness and in compliance with the CVC guidelines, this tender shall be covered under the Integrity Pact (IP) policy of the Company. The pact essentially envisages an agreement between the prospective bidders/vendors and the Company committing the persons/officials of both the parties, not to exercise any corrupt influence on any aspect of the contract.

Signing of the IP with the Company would be one of the preliminary qualifications for further evaluation. In other words, entering into this pact would be one of the preliminary

qualifications for this tender and the pact shall be effective from the stage of invitation of bids till the complete execution of the contract. Any vendor/bidder not signed the document or refusing to sign shall be disqualified in the bidding process. The Integrity Pact should be stamped as per the stamp law of respective state and duly signed with seal on all pages in presence of two witnesses.

4.27 Payment Terms

Payment Terms (Radio Campaign)

- Payment shall be released after submission and approval of:
 - Final master jingle and approved language versions
 - Comprehensive marketing & radio media plan
- No advance payment shall be made.
- GST shall be paid at applicable statutory rates.
- Undisputed invoices shall be paid within 45 days of receipt.

Dispute Handling

Any objection or dispute regarding the amount invoiced shall be raised by the Company within **21 days** from the date of receipt of the invoice.

The Bidder shall provide clarification within **14 days** of such notification.

If the disagreement continues after clarification, the issue shall be resolved in accordance with the **Dispute Resolution** clause (Section 5.22).

Upon settlement, payment for the disputed portion will be released within **30 days** of resolution.

Cost Inclusions

- The quoted price shall include all expenses necessary for completion of the assignment, including manpower, creative and editing services, captioning, and project management.
- The Company shall not be liable for any **out-of-pocket, travel, boarding, lodging, or incidental expenses**.
- The price quoted by the Bidder shall remain firm during the entire contract period and shall not vary due to fluctuations in exchange rates, inflation, or market conditions.

Any benefit arising from a reduction in taxes or costs shall be passed on to the Company

4.28 Erasures of Alteration

The Bid should contain no alterations, erasures or overwriting except as necessary to correct errors made by the Bidder, in which case corrections should be duly stamped and initialled / authenticated by the person/(s) signing the Bid. The Bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of bid not

substantially/conclusively responsive to the bidding documents in every respect will be at the Bidders risk and may result in rejection of the bid.

4.29 Right to Accept any bid and to Reject any or all bids/ Cancellation of Tender Process

The Company reserves the right to accept or reject in part or full any or all offers without assigning any reason thereof even after issuance of letter of Intent. Any decision of the Company in this regard shall be final, conclusive and binding upon the bidders. The Company reserves the right to accept or reject any Bid in part or in full, and to annul the Bidding process and reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for Company's action. During any stage of evaluation process, if it is found that the bidder does not meet the qualification criteria or has submitted false /incorrect information the bid will be summarily rejected by the Company and no further correspondence would be entertained in this regard. Company further reserves the right to amend, rescind, reissue or cancel this RFP and all amendments will be advised to the Bidder and such amendments will be binding upon them. The Company also reserves its right to accept, reject or cancel any or all responses to this RFP without assigning any reason whatsoever. Further please note that the Company would be under no obligation to acquire any or all the items proposed. No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed by duly authorized officials of the Company and the bidder.

4.30 Softcopy of Tender Document

The soft copy of the tender document will be made available on the Company's website <https://www.psballiance.com/tenders-and-notice.html>. However, the Company shall not be held responsible in any way, for any errors / omissions /mistakes in the downloaded copy.

4.31 Awarding of Purchase Order

Following techno-commercial evaluation, Purchase Order may be awarded to the bidder whose bid meets the requirements of this RFP and provides the best value to the Company from both a techno-functional and commercial point of view.

The Company reserves the right to award the Purchase order in whole or in part. The acceptance of the bid will be communicated by way of placing a purchase order in writing at the address supplied by the bidder in the bid document. Any change of address of the bidder should therefore be notified promptly to the Managing Director & CEO at the address given in this RFP. The terms and conditions of purchase order and RFP shall constitute a binding contract.

4.32 Compliance with Statutory and Regulatory Provisions

It shall be the sole responsibility of the Bidder as an entity registered in India to comply with all statutory, regulatory & Law of Land and provisions while delivering the services mentioned in this RFP. All suggested changes due to changes in Changes in Govt. Rule, Changes by Regulators shall be done without extra cost to the Company, till final approval of

deliverables under this RFP. All subsequent changes can be on mutually agreed change request basis.

4.33 Legal Compliance

The successful bidder hereto agrees that it shall comply with all applicable union, state and local laws and regulations in performing its obligations hereunder, including the procurement of licenses, permits and certificates and payment of taxes where required. If at any time during the term of the agreement, the Company is informed or information comes to the Company's attention that the Successful bidder is or may be in violation of any law or regulation (or if it is so decreed or adjudged by any court, tribunal or other authority), the Company shall be entitled to terminate the agreement with immediate effect.

The Successful bidder shall maintain all proper records, particularly but without limitation accounting records, required by any law, code, practice or corporate policy applicable to it from time to time including records, returns and applicable documents under the Labour Legislation.

The Successful bidder shall ensure payment of minimum wages to persons engaged by it as fixed from time to time under the Minimum Wages Act, 1948. In case the same is not paid, the liability under the act shall solely rest with the successful bidder.

4.34 Conflict of Interest

The Bidder shall disclose to the Company in writing all actual and potential conflicts of interest that exist, arise or may arise (either for the Bidder or the Bidder's team) in the course of performing the Service(s) as soon as practical after it becomes aware of that conflict.

4.35 Publicity

Any publicity by the vendor in which the name of the Company is to be used will be done only with the explicit written permission of the Company.

4.36 Earnest Money Deposit

The Bidder shall submit a **non-interest-bearing Earnest Money Deposit (EMD)** in the form of a **Bank Guarantee** or **NEFT transfer** favouring "*PSB Alliance Private Limited*" from any scheduled commercial bank in India, valid for a period of **one (1) month** with an additional **claim period of one (1) month**, for the amount specified in the RFP.

i. Non-Submission

Failure to submit the EMD in the prescribed format will result in **rejection of the Bid**.

The EMD of unsuccessful Bidders shall be refunded within **three (3) weeks** after completion of onboarding of the successful Bidder.

The EMD of the successful Bidder will be released upon signing of the Contract and submission of the required **Performance Bank Guarantee (PBG)**.

ii. Mode of Submission

The EMD may be submitted in either of the following forms:

- **Bank Guarantee:** as per the format provided in the Annexure.
- **NEFT Transfer:**



- **Payee Name:** PSB Alliance Private Limited
- **Account No.:** 41204656705
- **IFSC Code:** SBIN0001821
- **Account Type:** Current Account

iii. Forfeiture Conditions

The EMD may be invoked or forfeited if the Bidder:

- a. Withdraws its bid during the period of bid validity.
- b. Makes any statement or submits any document that is false, misleading, or conceals material information prior to contract signing.
- c. Fails to sign the contract in the manner required by the Company.
- d. Fails to furnish the required Performance Bank Guarantee within the stipulated timeframe.

In such cases, the concerned Bidder may also be **debarred** from participating in future RFPs/RFPs issued by PSB Alliance at the Company's sole discretion.

iv. MSME Exemption

In accordance with Government of India guidelines, PSB Alliance shall **waive the requirement of Tender Fee and EMD** for Bidders registered as **Micro, Small & Medium Enterprises (MSMEs)** under any of the following authorities:

- District Industries Centre (DIC)
- Khadi and Village Industries Commission (KVIC) / Board (KVIB)
- Coir Board
- National Small Industries Corporation (NSIC)
- Directorate of Handicrafts and Handlooms
- Udyog Aadhaar Memorandum / Udyam Registration

To claim exemption, Bidders must submit a **valid copy of their MSME registration certificate** current as on the last date of bid submission. MSME entities "under process of registration" will not be considered for exemption.

Traders engaged purely in resale activities without value addition are **not eligible** for exemption.

MSME Bidders availing this exemption must also submit a **self-declaration** undertaking that, if awarded the contract, failure to sign the agreement or provide the PBG within the specified deadline shall result in **suspension for three (3) years** from participation in PSB Alliance tenders.

4.37 Confidentiality

This RFP document and all related communications contain proprietary and confidential information of **PSB Alliance Private Limited**. The document is provided to each Recipient based on an explicit undertaking of confidentiality.

General Obligations

1. The Bidder shall not disclose, reproduce, or share any part of this document or related information with any third party without prior written consent of PSB Alliance.
2. All materials, creative briefs, customer data, and communications exchanged during the bid or execution phase shall be treated as **strictly confidential**.
3. The Bidder shall use such information **solely** for the purpose of preparing and executing the assignment.
4. Disclosure to employees, consultants, or subcontractors is permitted only on a **need-to-know** basis and provided such persons are bound by equivalent confidentiality obligations.
5. Upon completion or termination of the contract, all confidential materials, data, or records shall be **returned or securely destroyed** at the request of PSB Alliance, and a written confirmation of destruction shall be provided.

Permitted Disclosures

The confidentiality obligation shall not apply to information that:

- a. Is or becomes publicly available without breach of this Agreement;
- b. Was lawfully known to the Bidder prior to disclosure;
- c. Is lawfully obtained from a third party with the right to disclose; or
- d. Must be disclosed pursuant to applicable law, regulation, or order of a competent authority—provided that PSB Alliance is promptly notified and given an opportunity to seek protective measures.

Duration of Obligation

All confidentiality obligations shall **survive for a period of three (3) years** from the date of disclosure or until such information lawfully enters the public domain, whichever is earlier.

Breach of Confidentiality

Any unauthorized disclosure or misuse of confidential information shall constitute a **material breach** of contract and may lead to immediate termination, recovery of damages, and/or legal action under applicable law.

4.38 Termination

Termination by the Company

The Company shall have the right to terminate the Agreement, in whole or in part, by giving the Bidder **thirty (30) days' prior written notice**, if:

- a. The Bidder commits a material breach of any obligation under the Agreement and fails to cure such breach within thirty (30) days of receipt of written notice; or
- b. The Bidder:
 - becomes insolvent or unable to pay its debts as they fall due; or
 - has a receiver or liquidator appointed over its assets; or
 - enters into any arrangement with its creditors; or
 - passes a resolution for voluntary winding-up or dissolution.

Termination for Convenience

The Company may, at its sole discretion, terminate the Agreement for convenience by providing **ninety (90) days' prior written notice**, without assigning any reason.

Termination by the Bidder

The Bidder may terminate the Agreement only in the event of the winding-up or dissolution of the Company.

Effect of Termination

Upon termination of the Agreement:

- The Company shall pay the Bidder for all services **duly delivered and accepted** up to the effective date of termination, after adjusting any penalties, liquidated damages, or recoveries.
- The Company shall be entitled to appoint an alternate agency to complete the remaining scope of work, and any additional cost incurred due to default by the Bidder shall be recoverable from the Bidder.

Clauses relating to **Confidentiality, Intellectual Property Rights, Indemnity, Limitation of Liability, Dispute Resolution, and Governing Law** shall survive termination or expiry of the Agreement.

4.39 Jurisdiction

The jurisdiction of the courts shall be in Mumbai.

4.40 Notices

Notice or other communications given or required to be given under the contract shall be in writing and shall be faxed/e-mailed followed by hand-delivery with acknowledgement thereof, or transmitted by pre-paid registered post or courier.

Any notice or other communication shall be deemed to have been validly given on date of delivery if hand delivered & if sent by registered post than on expiry of seven days from the date of posting.

4.41 Security

Although the assignment primarily involves creative and media services, the Bidder shall ensure adequate protection and security of all information, documents, and digital assets shared or created during the engagement.

This shall include, but not be limited to:

- Secure storage and controlled access to creative audio files, jingles, scripts, language versions, media plans, rate cards, invoices, and reports;
- Use of licensed and authorized software tools for audio production, editing, and media planning activities;
- Prevention of unauthorized copying, distribution, modification, or misuse of campaign materials;
- Immediate notification to the Company of any data breach, loss, or unauthorized access affecting campaign-related information.

All digital materials and records shall be transferred to PSB Alliance through secure and approved channels, as and when requested, or upon completion or termination of the engagement.

4.42 Audits

The Company reserves the right to **inspect, review, or audit** any part of the services delivered under this contract to verify compliance with scope, quality, and contractual obligations.

- The Company may appoint internal or third-party auditors to conduct such reviews at reasonable notice.
- The Bidder shall extend full cooperation and provide all relevant records, documentation, and data (excluding financial cost sheets) required for audit purposes.
- Any non-conformities identified shall be rectified by the Bidder within mutually agreed timelines at no additional cost.
- Except for statutory or regulatory audits, the Company shall not conduct such audits more than twice in a financial year.

If any portion of the work is subcontracted (with prior approval), the Bidder must ensure that equivalent audit access rights are extended to PSB Alliance and its authorized representatives.

4.43 Risk & Title

All risks, responsibilities, and ownership of the deliverables shall remain with the Bidder until such time as the final approved audio creatives, jingles, and campaign materials, and other creative materials are formally **delivered and accepted** by PSB Alliance.

Upon acceptance and payment, **title and intellectual-property rights** to the deliverables shall transfer to PSB Alliance, and the Bidder shall have no further claim or lien on the materials produced.

5 General Instructions

5.1 Registration of RFP Responses

- Registration of RFP responses will be recorded by the Company upon receipt of submissions in the prescribed manner.
The submission must include **all required documents, credentials, and supporting materials** as outlined in this RFP.
- Responses should be submitted **only through hand delivery** at the address specified in the RFP document. Submissions received by fax, incomplete submissions, or those lacking required enclosures shall be liable for rejection.
- All materials submitted, including documents, creatives, and supporting annexures, will become the **property of PSB Alliance Pvt Ltd**. The Recipient shall be deemed to have granted PSB Alliance a **license to reproduce or reference** any portion of the submission for evaluation and documentation purposes, notwithstanding any copyright claims.

5.2 Request for Additional Information

- Bidders are required to direct all communications related to this RFP **in writing** to the designated PSB Alliance officials mentioned in the “Key Information” section.
All queries must be submitted at least **seven (7) days prior to the scheduled pre-bid meeting**.
- The Company will, at its discretion, respond to reasonable queries received within the prescribed period.
Responses or clarifications will be shared with all participating Bidders via email or published on the Company’s website.
- The Company reserves the right to **request additional documents or clarifications** after submission. Any information provided in response shall be deemed part of the Bidder’s formal submission.

5.3 Pre-Bid Meeting

- A **Pre-Bid Meeting** shall be held on the date specified in the “Key Information” section through video conference (VC). The objective is to ensure complete clarity on the scope of work, deliverables, and terms of the RFP.
- Only shortlisted and registered Bidders shall be permitted to attend the meeting, with a maximum of **two (2) representatives per organization**.
- Bidders are encouraged to email their queries in advance to enable comprehensive discussion during the session.
- Attendance at the pre-bid meeting is **optional** and shall not be a ground for disqualification.
- The Company reserves the right to invite external experts or consultants to address technical or creative aspects during the meeting.



5.4 Disqualification

Any form of canvassing/ lobbying/ influence/ query regarding short listing, status etc. will result in a disqualification.

5.5 Language of Bid

The language of the bid response and any communication with the Company must be in written English only. Supporting documents provided with the RFP response can be in another language so long as it is accompanied by an attested translation in English, in which case, for purpose of evaluation of the bids, the English translation will govern.

5.6 Period of Validity of Bids

Bids should remain valid for the period of at least six (6) months from the last date for submission of bid prescribed by the Company. A bid valid for a shorter period shall be rejected by the Company as non-responsive. In case the last date of submission of bids is extended, the Bidder shall ensure that validity of bid is reckoned from modified date for submission.

5.7 Errors and Omissions

Each Recipient should notify the Company of any error, fault, omission, or discrepancy found in this RFP document but not later than five business days prior to the due date for lodgement of Response to RFP.

5.8 Amendment of Bidding Documents

Any time prior to the last date for bid-submission, the Company may, for any reason, whether at its own initiative or in response to clarification(s) sought from the prospective Bidders, modify the RFP contents/ covenants by amendment. Clarification /amendment, if any, will be notified on Company's website. No individual communication would be made in this respect.

5.9 Authorization to Bid

The proposal/ bid being submitted would be binding on the Bidder. As such, it is necessary that authorized personnel of the firm or organization sign the bid documents. The designated personnel should be authorized by a senior official of the organization having authority.

1. All pages of the bid, shall be initiated by the person or persons signing the bid
2. Bid form shall be signed in full & official seal affixed.
3. Any inter-lineation, erasure or overwriting shall be valid only if they are initiated by the person or persons signing the Bid.
4. All such initials shall be supported by a rubber stamp impression of the Bidder's firm.

The proposal must be accompanied with an undertaking letter duly signed by the designated personnel providing a bid commitment. The letter should also indicate the complete name and designation of the designated personnel.

In case the principal Bidder authorizes his business partners/ authorize distributors to bid on his behalf, a separate authorization letter with a commitment to fulfil the terms of the RFP should be submitted. Necessary resolutions/authority available should be enclosed.



5.10 Recipient Obligation to Inform Itself

The Recipient must apply its own care and conduct its own investigation and analysis regarding any information contained in the RFP document and the meaning and impact of that information.

5.11 Cost Borne by the Respondent

All costs and expenses (whether in terms of time or money) incurred by the Recipient / Respondent in any way associated with the development, preparation and submission of responses, including but not limited to attendance at meetings, discussions, demonstrations, etc. and providing any additional information required by Company, will be borne entirely and exclusively by the Recipient / Respondent. Stamp duty that may be incurred towards entering into agreement with the successful bidder for awarding the contract will be borne entirely by the successful bidder.

5.12 No Legal Relationship

No binding legal relationship will exist between any of the Recipients / Respondents and the Company until execution of a contractual agreement to the full satisfaction of the Company.

5.13 Bid System

The Bid Proposal shall be binding on the Bidder. Accordingly, all pages of the Bid must be signed and stamped by duly authorized personnel of the Bidder. A self-attested copy of the Board Resolution / Authority / Power of Attorney authorizing such personnel to sign and submit the Bid on behalf of the Bidder shall be enclosed. An undertaking letter signed by the authorized signatory, confirming bid commitment and stating the name and designation of the signatory, must accompany the proposal.

- Bidders shall submit **two separate sealed envelopes**, namely:
 - (i) **Envelope 1 – Technical Bid**, and
 - (ii) **Envelope 2 – Commercial Bid**,at the time of bid submission. Both envelopes shall be submitted together.
- At the first stage, **only the Technical Bid envelopes shall be opened and examined**. Eligibility criteria and technical compliance shall be evaluated based on the Technical Bid submissions.
- Only those Bidders who are found **eligible and technically compliant** shall be invited to participate in the **technical presentation / interaction**, as per the evaluation process defined in this RFP.
- Bidders qualifying in the technical evaluation stage shall be considered **technically qualified**.
- The **Commercial Bid envelopes already submitted by technically qualified Bidders shall be opened on a later date**, which shall be **communicated separately** by the Company. Commercial Bid envelopes of Bidders who do not qualify technically shall remain unopened and shall be returned as per Company policy.
- The Bidder must submit hard copy and soft copy (pen drive) of the Technical Bid. The Commercial Bid shall be submitted strictly in the prescribed format.

- The Company reserves the right to accept or reject any bid at its sole discretion, without assigning any reason.
- Bid documents shall be submitted in sealed envelopes, properly superscribed, and must be organized, structured, serially page-numbered, and bear the Bidder's seal and authorized signatory's signature on each page. Brochures/leaflets shall not be loose and must be bound within the submission. All documentary proofs, wherever required, shall be enclosed.

5.14 Acceptance to Terms

A Recipient will, by responding to the Company's RFP document, be deemed to have accepted the terms as stated in this RFP document.

5.15 Submission to Company

The RFP response must be submitted as hard-bound paper copies along with one electronic copy (pen drive, PDF format), in two separate sealed envelopes, as detailed below:

Envelope 1: Technical Bid (Superscribed "Technical Bid") containing:

- Eligibility Criteria Compliance Form
- Relevant supporting documents / credentials
- All Annexures duly filled and signed by the authorized signatory

The Technical Bid must be complete in all respects and shall not contain any price or commercial information.

Bidders must provide compliance / non-compliance (with remarks) against all specifications and requirements of the RFP and Scope of Work. Proposals shall be prepared in English (MS Word / Excel / PDF).

The Company may seek clarifications during the technical evaluation. Failure to respond within the stipulated timeframe may result in the respective parameter being treated as non-compliant.

Envelope 2: Commercial Bid (Superscribed "Commercial Bid") shall contain the Commercial Bid strictly in the prescribed format.

Both Envelope 1 (Technical Bid) and Envelope 2 (Commercial Bid) must be submitted together at the time of bid submission.

At the first stage, only the Technical Bid envelopes shall be opened and evaluated. Eligibility criteria and technical compliance shall be assessed based on the Technical Bid, followed by technical presentations / interactions as applicable. Only technically qualified Bidders shall be considered for Commercial Bid opening.

The Commercial Bids already submitted by technically qualified Bidders shall be opened on a subsequently notified date, which shall be communicated by the Company separately. Commercial Bids of Bidders who do not qualify technically shall remain unopened.

Submission Address:

Head – IT

PSB Alliance Private Limited, Unit 1,

3rd Floor, VIOS Commercial Tower,

Near Wadala Truck Terminal,

Wadala (East), Mumbai – 400 037.

Only hand delivery at the above address is permitted. Any other mode of submission (including courier, fax, e-mail, or online submission) shall not be accepted.

5.16 Late Bids

Any bid received after the due date and time for receipts of bids as prescribed in the Key Information of the RFP will be rejected and returned unopened to the Bidder.

5.17 Modification and Withdrawal of Bid

1. The Bidder may modify or withdraw its bid after the bid's submission, provided that written notice of the modification including substitution or withdrawal of the bids is received by the Company prior to the deadline prescribed for submission of bids.
2. The Bidder's modification or withdrawal notice shall be prepared, sealed, marked and dispatched in accordance with the provisions as mentioned in this RFP. A withdrawal notice may also be sent by fax/e-mail but followed by a signed confirmation copy, postmarked not later than the deadline for submission of bids.
3. No bid can be modified after the deadline for submission of Bids
4. No bid can be withdrawn in the interval between the deadline for submission of bids and the expiry of the period of Bid validity specified by the Bidder on the Bid Form. Withdrawal of the bid during this interval shall result in forfeiture of Bid security.
5. The modification of the bid mentioning the clause being modified will be considered as an integral part of the original bid and the relevant modifications shall be considered for bid evaluation process.

5.18 Bid Opening

1. The Company will open only the Technical Bids as per the schedule mentioned in this RFP. The Commercial Bids already submitted by only technically qualified bidders shall be opened on a later date, which shall be notified separately by the Company.
2. Attendance of all the authorized representatives of the bidders who are present at Bid Opening will be taken in a register against name of the representative, name of the company/bidder and with full signature of the representative.
3. Each Bid will be numbered serially, signed and dated by the Officers of the Company except printed literature, brochure and reports.
4. The following details will be announced at the bid opening:
 - a. Bidder's name,
 - b. Bid Modifications or withdrawals, if any.



- c. Technical Details (in case of Technical bid opening),
 - d. Submission or non-submission of Bid Security (in case of Technical bid opening) and such other details as the Company, at its discretion, may consider appropriate.
5. Alterations in the bids, if any, made by the bidders should be signed legibly to make it perfectly clear that such alterations were present on the bids at the time of opening of the Bids. It would be ensured that alterations are signed by the bidder/company's executive who has signed the bid or by the bidder/company's representative authorised by the executive who has signed the bid.
6. An "on the spot statement" giving details of the bids opened and other particulars as read out during the opening of the bids will be prepared which will then be signed by all the bidders/representatives and Company officers present at the time of opening of bids.
7. Bids (and modifications sent pursuant to Clause – 6.17 of Section 6) that are not opened and read out at Bid opening shall not be considered further for evaluation, irrespective of the circumstances. Such Bids will be returned unopened to the Bidders.
8. Commercial Bids of those bidders who fail to technically qualify will be returned unopened to the concerned bidders.

The request for clarification and the response shall be in writing, and no change in the price or substance of the bid shall be sought, offered or permitted.

6 Evaluation Process

6.1 Objective of the Evaluation Process

The objective of the evaluation process is to identify the most competent and capable agency to **conceptualise, produce, and develop the BAANKNET radio jingle(s) and to prepare a comprehensive marketing and radio media plan**, ensuring strategic clarity, creative effectiveness, and value for money.

Execution of radio media buying and on-air campaign shall be undertaken separately in Phase-2, based on the approved marketing and radio media plan developed under this RFP.

The evaluation shall be conducted by an Internal Evaluation Committee constituted by PSB Alliance Pvt. Ltd. The Committee may, at its sole discretion, seek inputs from external subject matter experts or consultants to ensure objectivity, transparency, and technical rigor. The decision of the Committee shall be final and binding on all Bidders.

As part of the evaluation, the Company will:

- Verify the completeness, accuracy, and authenticity of submitted documents.
- Confirm that all forms, annexures, certifications, and signatures meet the requirements of this RFP.
- Assess the Bidder's technical, creative, and operational capabilities.
- Evaluate adherence to specifications, deliverables, and quality standards defined in the Scope of Work.

Minor deviations or non-material omissions may be waived at the sole discretion of the Company. Such waivers, if granted, shall be uniformly applicable and binding on all Bidders.

Submission of an RFP response shall not be construed as a contract. Bidders acknowledge that this process is an invitation to offer, and PSB Alliance reserves the right to apply any additional evaluation criteria deemed appropriate.

During the evaluation, the Company may seek clarifications, documents, or additional information. Bidders must submit the requested information **within three (3) business days**, failing which the respective parameter may be marked non-compliant or the bid may be rejected.

Shortlisted Bidders may be required to:

- Deliver a technical presentation covering creative approach, jingle strategy, and radio media planning & buying rationale (excluding media buying rates and execution);
- Provide sample audio creatives, radio jingles, or relevant campaign case studies;
- Participate in an interaction or discussion session with the Evaluation Committee.

The Company will provide shortlisted Bidders with **at least seven (7) days' prior notice** for presentations or interaction sessions.

Evaluation Framework

The bid evaluation will follow a two-stage process:

1. Technical Evaluation (70% weightage)

Assessment will be based on:

- Relevant experience in radio advertising campaigns, including jingle production and/or radio media planning;
- Quality and effectiveness of sample audio creatives or past radio campaigns;
- Understanding of campaign objectives and proposed creative strategy and radio media planning approach;
- Language adaptation and localisation approach (if applicable);
- Team structure, qualifications, and operational capability;
- Compliance with scope, timelines, and quality benchmarks.

2. Commercial Evaluation (30% weightage)

Commercial bids of only technically qualified Bidders shall be evaluated based on transparency, completeness, and cost competitiveness. PSB Alliance reserves the right to adopt a Quality-and-Cost-Based Selection (QCBS) methodology or any equivalent evaluation approach deemed appropriate.

6.2 Normalization of Bids

To ensure fair and consistent comparison, the Company may undertake a **normalization process** during technical evaluation.

This process may involve aligning varying proposal elements (e.g., formats, methodologies, content production parameters) to a common baseline so that all Bidders are evaluated on equal footing.

If normalization impacts commercial aspects, the Company may, at its discretion, request all technically shortlisted Bidders to **resubmit revised technical and commercial bids**.

Participation in such normalization shall be **binding and non-contestable**.

By submitting their response, Bidders **agree to the normalization process** and undertake to fully cooperate with PSB Alliance during such evaluation

Normalization shall not be used to alter the fundamental scope of work, pricing structure, or commercial assumptions submitted by the Bidders.

6.3 Preliminary Examination of Offers

1. The Company will examine the Bids to determine whether they are complete, the required formats have been furnished, the documents have been properly signed, and the Bids are generally in order.
2. The Company may, at its discretion, waive any minor infirmity, non-conformity, or irregularity in a Bid, which does not constitute a material deviation.

3. Prior to technical evaluation, the Company will determine the responsiveness of each Bid to the Bidding Document. For purposes of these Clauses, a responsive Bid is one, which conforms to all the terms and conditions of the Bidding Document without material deviations. Deviations from, or objections or reservations to critical provisions, such as those concerning Bid Security, Applicable Law, Bank Guarantee, Evaluation Criteria, will be deemed to be a material deviation.
4. The Company's determination of a Bid's responsiveness will be based on the contents of the Bid itself, without recourse to extrinsic evidence.
5. If a Bid is not responsive, it will be rejected by the Company and may not subsequently be made responsive by the Bidder by correction of the non-conformity.

6.4 Technical Evaluation Process

Technical evaluation shall be carried out **only for Bidders who qualify in the Eligibility Criteria.**

Each qualifying Bidder's submission will be evaluated against the technical parameters laid down in this document. The evaluation may include:

- Review of the Bidder's past experience, team strength, and relevant radio/audio portfolio;
- Assessment of proposed creative approach, jingle strategy, and radio media plan;
- Review of language adaptation, localisation approach, and audio production quality standards; and
- Technical presentation and interaction with the Evaluation Committee.

If clarifications are sought during evaluation, Bidders must respond within the prescribed timeframe.

Failure to do so may result in non-consideration of the relevant parameter.

6.5 Clarification of Bids

To assist in the scrutiny, evaluation and comparison of offers/bids, The Company may, at its sole discretion, ask some or all bidders for clarification of their offer/bid. The request for such clarifications and the response will necessarily be in writing and no change in the price or substance of the bid shall be sought, offered or permitted. Any decision of the Company in this regard shall be final, conclusive and binding on the bidder.

The Bidder shall disclose any proposed subcontracting arrangements, if applicable. Such disclosure shall not relieve the Bidder of its obligations or liabilities under the contract, and acceptance of such arrangements shall be at the sole discretion of the Company.

6.6 Technical Bid Evaluation Criteria

The Technical Bid shall be evaluated for a total of **100 marks**, based on the Bidder's demonstrated capability to conceptualise, produce, and deliver radio jingles and to develop a comprehensive marketing and radio media plan for the BAANKNET radio advertising campaign, in accordance with the Scope of Work defined in this RFP.

The Technical Evaluation shall be carried out in **two distinct parts**, namely **Part A (Documentary & Experience-Based Evaluation)** and **Part B (Technical Presentation & Concept Understanding)**.

PART A – Documentary & Experience-Based Evaluation (70 Marks)

Part A evaluation shall be based **exclusively on documentary evidence and audio samples** submitted as part of the Technical Bid. **Verbal explanations or presentations shall not be considered for scoring under Part A.**



Sl. No.	Evaluation Criteria	Mandatory Evidence Required	Scoring Bands (Based on No. of Completed Projects)	Maximum Marks
A1	Relevant Experience in Radio Advertising Campaigns (jingle production and/or radio media planning)	• Purchase Order / Work Order AND • Completion Certificate or client confirmation email for the same assignment	More than 2 completed campaigns: 16–25 marks Less than 2 completed campaigns: 0–15 marks	25
A2	Quality of Past Work (audio samples, creative effectiveness)	• Radio jingle audio file (minimum 30 seconds) used in a completed campaign AND • Evidence linking audio to the cited project (PO / client confirmation)	More than 2 high-quality jingles submitted: 11–20 marks 1-2 jingles / weak evidence: 0–10 marks	20
A3	Radio Media Planning Experience (Strategy Only) (station selection, time-band mix, frequency rationale)	• Actual city-wise radio media plan used in a completed campaign (rates may be redacted) AND • Client confirmation / PO referencing media planning scope	More than 2 city-wise media plans: 11–15 marks 1-2 media plans: 0–10 marks	15
A4	Team Capability & Project Governance (creative, production, media planning, coordination)	• CVs of key personnel (Creative Lead, Audio Producer, Media Planner, Account Manager) AND • Declaration of availability for this assignment	All key roles with >2 years relevant experience: 8–10 marks Most roles with 1–2 years experience: 4–7 marks Roles unclear / <1 year experience: 0–3 marks	10
	Total – Part A			70

Total – Part A 70

Clarification on Evaluation of Part A

- Only projects **supported by complete and verifiable evidence** shall be considered for scoring.
- Partial documentation, self-declarations, marketing decks, or illustrative samples **without linkage to a completed project** shall not be considered.

- Where a Bidder submits evidence for more than the minimum number of projects, **additional marks may be awarded** proportionately up to the maximum marks prescribed for the criterion.
- In case the minimum project requirement is not met for any criterion, the Bidder shall score **zero marks** against that criterion.

PART B – Technical Presentation & Concept Understanding (30 Marks)

Only Bidders who qualify under the Eligibility Criteria and whose Technical Bids are found compliant shall be invited to participate in the Technical Presentation.

Part B evaluation shall be based on the **presentation and interaction** with the Evaluation Committee and shall assess the Bidder’s understanding, creative thinking, and strategic approach for the BAANKNET campaign.

Sl. No.	Evaluation Criteria	Maximum Marks
B1	Understanding of BAANKNET campaign objectives, target audience, and positioning	10
B2	Creative concept and jingle idea (messaging, CTA clarity, articulation of trust & credibility)	10
B3	Radio media planning logic (city-wise station selection, time-band mix, frequency rationale – strategy only)	10
Total – Part B		30

Marks under Part B shall be awarded based on clarity of thought, logic, and alignment with campaign objectives. Marks awarded under Part B shall **not override** the scores obtained under Part A.

Technical Qualification Criteria

To be declared **Technically Qualified**, a Bidder must meet **all** of the following conditions:

1. Score a minimum of **50% marks in Part A (i.e., 35 out of 70)**, and
2. Score a minimum of **50% marks in Part B (i.e., 15 out of 30)**, and
3. Achieve an **overall Technical Score of at least 75 marks out of 100**.

Only Bidders meeting the above criteria shall be eligible for participation in the **Commercial Bid opening stage**.

Additional Provisions

- PSB Alliance reserves the right to conduct reference checks, verify submitted evidence, and seek clarifications from Bidders during the Technical Evaluation process.
- In case of **material adverse findings during verification**, PSB Alliance reserves the right to reject the Bid, notwithstanding the Technical Score obtained.
- If only one Bidder qualifies technically, PSB Alliance reserves the right to proceed with or cancel the process at its sole discretion.
- The decision of PSB Alliance with respect to the Technical Evaluation shall be **final and binding** on all participating Bidders.

6.7 Commercial Evaluation Process

Commercial evaluation under this RFP shall be **restricted to Phase-1 deliverables only**, namely **creative development, jingle production, and marketing & radio media planning**. Commercials related to **radio media buying and on-air execution are expressly excluded** and shall be undertaken under a separate Phase-2 procurement process, based on the approved marketing and radio media plan.

Only those Bidders who have been **declared Technically Qualified** (i.e., having secured the minimum qualifying technical marks as specified in this RFP) shall be **considered for opening of their Commercial Bids already submitted**. The Company shall notify such Bidders in writing of the **date, time, and venue** for opening of the Commercial Bids.

Commercial Bids of **only technically qualified Bidders** shall be opened in the presence of their authorized representatives. Commercial Bids of Bidders who are not technically qualified shall remain unopened.

The **final selection** of the successful firm will be based on a **Techno-Commercial Evaluation**, with the following **weightages**:

- Technical Evaluation: **70%**
- Commercial Evaluation: **30%**

The evaluation methodology vis-à-vis the weightages will be as follows:

$$S = \left(\frac{T}{T_{High}} \times 70 \right) + \left(\frac{C_{Low}}{C} \times 30 \right)$$

Where:

- **S** = Final Score of the Firm
- **T** = Technical Score of the Firm
- **T_{high}** = Highest Technical Score among all Firms
- **C** = Quoted Price of the Firm
- **C_{low}** = Lowest Quoted Price among all Firms

The Bidder securing the **highest combined Techno-Commercial Score (S)** shall be declared the **successful Bidder**.

Clarifications and Validity

During the evaluation process, PSB Alliance may, at its discretion, seek **written clarifications** from any Bidder regarding their bid. However, **no change in price or substance of the bid shall be permitted**.

Commercial Bid Conditions

- Commercial Bids must be **clear, unconditional, and complete in all respects**, and submitted strictly in the prescribed format.
- The quoted prices shall be **inclusive of all costs** related to Phase-1 deliverables, including creative development, coordination, production, editing, captioning, and reporting, but **exclusive of applicable GST**.
- **Conditional, incomplete, or qualified Commercial Bids** shall be liable for rejection.
- PSB Alliance reserves the right to **negotiate prices and/or terms with the Bidder achieving the highest Techno-Commercial Score (S)** prior to final award, in accordance with applicable procurement guidelines.

The decision of PSB Alliance with respect to the Commercial Evaluation and final selection shall be **final and binding** on all participating Bidders.

6.8 Key Guidelines

1. Bidder's proposal should strictly conform to the specifications.
2. Proposals not conforming to the specifications will be rejected subject to the Company's discretion. Any incomplete or ambiguous terms/conditions/quotes may result in disqualification of the offer at Company's discretion. The Bidder has to offer specific remarks for technical requirements and clearly confirm compliance. Any comments on technical requirements should be clearly informed in Remarks column.
3. Comments on other terms prescribed by the Company are to be provided in a separate section in Technical Bid. The Company is not bound to evaluate the deviations mentioned at any other section of the bid.
4. For supplementary information, a separate sheet should be used.
5. All pages should be numbered (like 1/xxx, 2/xxx where xxx is last page number of Bid document) and signed under the company seal.
6. Technical Bid documents are to be properly hardbound.
7. PSB Alliance reserves the right to reject any or all proposals. Similarly, it reserves the right not to include any vendor in the final shortlist.

6.9 Nature of Bid

Bids will be permitted only from a single entity.

7 Service Levels & Penalties

PSB Alliance expects the selected Service Provider to deliver **Phase-1 deliverables** of the BAANKNET radio jingle initiative in accordance with approved timelines, quality standards, and contractual obligations. Failure to comply with the Service Levels outlined below shall attract penalties as specified.

Parameter	Service Level Requirement
Creative Delivery	As per approved timeline
Marketing & Radio Media Plan Submission	As per approved timeline
Audio Quality	As per approved creative and technical standards
Reporting	Accurate and timely submission

7.1 Penalties

1 Delay or Timeline Non-Compliance

If the Service Provider fails to deliver approved creative assets, jingles, or the marketing & radio media plan within the stipulated timelines (excluding delays attributable to PSB Alliance approvals or force majeure), a penalty of **0.5% of the affected service value per week or part thereof** (three (3) days treated as a week) shall be levied, subject to a maximum of **10% of the affected service value**.

2 Quality Non-Compliance

If approved audio deliverables repeatedly fail to meet agreed quality standards (including poor audio clarity, incorrect messaging, deviation from approved creative, or non-compliance with broadcast-ready specifications), PSB Alliance may levy a penalty of up to 5% of the affected service value per instance, after written notice and verification.

3 Misuse of Brand Identity

Unauthorized use of the PSB Alliance or BAANKNET name, logo, or campaign creatives for promotional, commercial, or self-marketing purposes without written approval shall attract penalties as determined by PSB Alliance, including the right to terminate the contract.

4 Breach of Confidentiality

Any breach of confidentiality or unauthorized disclosure of campaign-related information shall attract penalties and/or legal action in accordance with this RFP and applicable law.

5 Penalty Cap



- The total penalties levied under this Section, including SLA penalties and Liquidated Damages, shall be capped at 10% of the total contract value.
- Penalties shall not apply where delays are attributable to PSB Alliance approvals or force majeure conditions.

7.2 At-Risk Amount

The monthly **At-Risk Amount (ARA)** shall be **10% of the estimated monthly payout**. Over the entire contract period, the total penalties (including SLA penalties + Liquidated Damages) shall not exceed **10% of the total contract value**.



8. Annexure & Appendix

Annexure A: Eligibility Criteria Compliance Form

RFP Title: Request For Proposal (RFP) for creative development, jingle production & marketing / radio media planning for BAANKNET radio advertising campaign

”

RFP Ref. No.: RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

Bidder Name: _____

Registered Office Address: _____

Authorized Contact Person: _____

Email ID: _____ **Contact No.:** _____

#	Bidder's Eligibility Criteria	Documents Required	Compliance (Yes/No)
1	The Bidder should be a Government Organization, PSU, or a registered Private Limited / Public Limited Company / LLP under the Companies Act, 2013 in India.	Copy of Certificate of Incorporation / Registration issued by Registrar of Companies (ROC).	
2	The Bidder should have an operational office in Mumbai for coordination, communication, and project support.	Copy of document showing office address (e.g., GST registration, utility bill, or lease agreement).	
3	The Bidder should have been in existence for a minimum period of one (1) year in India as on the date of submission.	Certificate of Incorporation / ROC record confirming date of establishment.	
4	The Bidder should have a positive net worth as on 31st March 2025 (FY 2024–25).	(i) Audited Financial Statements for FY 2024–25; and/or (ii) Published Balance Sheet ; and/or (iii) CA Certificate confirming positive net worth.	
5	The Bidder should not be blacklisted or debarred by any Government Department,	Self-Declaration on the Bidder's letterhead, signed	



#	Bidder's Eligibility Criteria	Documents Required	Compliance (Yes/No)
	PSU, or Financial Institution in India as on the bid submission date.	by the Authorized Signatory.	
6	The Bidder should hold a valid GST Registration and PAN Card and be compliant with all statutory tax registrations applicable under Indian law.	(i) Copy of GST Registration Certificate (ii) Copy of PAN Card	
7	The Bidder should have successfully completed at least one (1) project involving radio jingles campaign for any Central / State Government, PSU, or Private Limited Company / LLP during the last two financial years (FY 2023–24 and FY 2024–25, up to the date of bid submission).	Copy of Purchase Orders / Work Orders / Contracts clearly indicating the Scope of Work and completion or ongoing status.	

Declaration

We hereby declare that the information provided above is true and correct to the best of our knowledge and belief. We understand that any false declaration or misrepresentation shall lead to disqualification or termination of the contract if selected.

Authorized Signatory Name: _____

Designation: _____

Company Seal: _____

Signature: _____

Date: _____

Annexure B – Technical Compliance Form

RFP Title: Request For Proposal (RFP) for creative development, jingle production & marketing / radio media planning for BAANKNET radio advertising campaign

RFP Ref. No.: RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

Bidder Name: _____

Authorized Signatory: _____

Designation: _____

Date: _____

Instruction to Bidders

1. The Bidder shall indicate compliance against each technical criterion by marking **“Complied / Not Complied”**.
2. **Compliance shall be supported by mandatory documentary and/or audio evidence** as specified against each criterion.
3. **Self-declarations, generic capability statements, marketing decks, or undated samples without client linkage shall not be treated as sufficient evidence.**
4. All supporting documents shall be:
 - o Clearly indexed,
 - o Cross-referenced against the relevant criterion number, and
 - o Submitted as part of the Technical Bid.
5. PSB Alliance reserves the right to **verify submitted evidence directly with clients, broadcasters, or third parties**. Inability to facilitate verification may result in disqualification.

Technical Compliance Criteria

Criteria	Description	Complied / Not Complied
Creative & Jingle Capability	• At least one completed radio jingle audio file + corresponding PO / WO	
Audio Production Quality	• Studio ownership proof OR studio tie-up agreement AND sample mastered audio	
Voice Artist / Singer Sourcing	• Past jingle credit sheet naming voice artist OR contract extract / invoice	



Criteria	Description	Complied / Not Complied
Language Adaptation Capability	• Same jingle in minimum two languages (audio proof)	
Radio Media Planning Expertise	• City-wise media plan used earlier with broadcaster names redacted allowed	
Marketing & Campaign Planning Capability	• Campaign strategy deck (actual, not template)	
Team Capability	• CVs with role-specific radio experience + declaration of availability	
Delivery Timelines	• Completion certificate mentioning timelines OR client email confirmation	
Relevant Experience	• PO + Completion Certificate for the same campaign (both, not either)	

Supporting Documents Required

The Technical Bid shall include, as applicable:

- Radio jingle audio files (with campaign reference)
- Purchase Orders / Work Orders
- Completion Certificates or client confirmation emails
- Media plans and campaign strategy decks (actual, not illustrative)
- Studio ownership or tie-up documents
- CVs of key team members
- Client reference letters (on letterhead or official email)

Declaration

We hereby declare that the information and documents provided above are true and complete in all respects. We acknowledge that PSB Alliance may verify the submitted evidence and that any false statement or misrepresentation may lead to disqualification.

Authorized Signatory Name: _____

Designation: _____

Signature: _____ **Date:** _____

Company Seal: _____

**Annexure 8.3 – Technical Proposal Format
(To be printed on the bidder’s letterhead)**

RFP Reference No.: PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

Date: _____

To,
The Managing Director & CEO
PSB Alliance Pvt Ltd.
VIOS Tower, Wadala East,
Mumbai – 400 037

Technical Proposal Submission

We, the undersigned, submit our proposal in response to the Request For Proposal (RFP) for creative development, jingle production & marketing / radio media planning for BAANKNET radio advertising campaign issued by PSB Alliance Pvt Ltd.

We have examined the requirements, terms, and conditions in detail and hereby confirm our full compliance and willingness to deliver services as outlined in the RFP.

#	Particulars	Response from the Bidder
1	Name of the Bidder	
2	Year of establishment and constitution. (Attach a certified copy of Certificate of Incorporation / Partnership Deed as applicable)	
3	Location and full address of the Registered Office / Corporate Office	
4	Official Mailing Address of the Bidder	
5	Names and designations of authorized personnel empowered to make commitments to PSB Alliance	
6	Telephone and mobile numbers of authorized contact persons	
7	E-mail addresses of authorized contact persons	
8	Company Overview: • Nature and description of business	



#	Particulars	Response from the Bidder
	<ul style="list-style-type: none"> • Business background and service portfolio • Client profile (including financial, government, and PSU clients) • Domestic & international presence (if applicable) • Alliances and partnerships (if any) 	
9	<p>Experience Summary: Details of similar assignments executed in recent years (as per Eligibility Criteria of the RFP) involving radio advertising campaigns, including jingle production and/or radio media planning . (Include client name, scope of work, cities covered, duration, and attach supporting documents such as Work Orders, Completion Certificates, or Client Letters.)</p>	
10	<p>Infrastructure & Resource Capability:</p> <ul style="list-style-type: none"> • Audio recording and production studio access • Music composition and audio mastering capabilities • Tools/software used for audio production and editing • Media planning & buying tools and broadcaster coordination setup 	
11	<p>Proposed Methodology / Approach:</p> <ul style="list-style-type: none"> • Creative approach for the BAANKNET radio jingle campaign • Key messaging, tone, and call-to-action articulation • Language strategy (master jingle with adaptations or region-specific creatives) • Radio media planning approach (station selection, time-band mix, frequency rationale) • Quality control and approval process 	
12	<p>Proposed Project Management Plan:</p> <ul style="list-style-type: none"> • Workflow from creative approval to delivery of Phase 1 outputs • Coordination mechanism with PSB Alliance for approvals and execution • Phase-1 coordination, review, and approval framework 	



#	Particulars	Response from the Bidder
13	Team Details: <ul style="list-style-type: none"> • Key professionals (Creative Lead, Audio Producer, Music Composer, Media Planner, Account Manager) • Brief profiles with years of experience and relevant credentials 	
14	Compliance Confirmation: Declaration confirming compliance with eligibility, technical, SLA, and quality requirements as specified in the RFP	

Declaration

1. We confirm that we shall abide by all the terms and conditions contained in the RFP.
2. We unconditionally accept that PSB Alliance may apply evaluation and shortlisting criteria as defined in the RFP.
3. All information furnished by us in this proposal is true and correct to the best of our knowledge. In case of any misrepresentation, PSB Alliance reserves the right to reject our proposal at any stage.
4. We confirm that this proposal shall remain valid for **180 days** from the date of bid opening.
5. We confirm that we have read and understood all clauses of the RFP and that there are no deviations from the terms and conditions stipulated by PSB Alliance.

Signature: _____

Name of Authorized Signatory: _____

Designation: _____

Company Name: _____

Company Seal: _____

Date: _____

Place: _____

Annexure 8.4 Compliance Certificate

RFP Reference No.: RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

To,

Managing Director & CEO,

PSB Alliance Pvt Ltd.

VIOS Tower, Wadala East, Mumbai

Dear Sir,

Ref: - RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

1. Having examined the RFP including all annexures, the receipt of which is hereby duly acknowledged, we, the undersigned offer to provide the services in conformance to the said RFP and in accordance with our proposal and the schedule of Prices indicated in the Price Bid and made part of this RFP.
2. We confirm that this offer is valid for 180 days from the date fixed for opening of bids.
3. This Bid, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.
4. We undertake that in competing for and if the award is made to us, in executing the subject Contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".
5. We agree that the Company is not bound to accept the lowest or any Bid that it may receive.
6. We and the proposed OEM solution provider are not blacklisted at the time of submission of the bid by any regulator / statutory body/ any government department/ PSU/ PSE or banks in India.

Dated

(Signature)

(Name of Authorized Signatory) (Designation)

(Date) Place:

(Name and address of the bidder) (Company Seal)

Annexure 8.5 Proposed Agency Profile

RFP Reference No.: PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

To,

Managing Director & CEO
PSB Alliance Pvt Ltd.
VIOS Tower, Wadala East, Mumbai

#	Particulars	Bidder Response
1	Names and designations of the persons authorized to make commitments to the Company (including mobile number and email ID)	
2	No. of years of experience providing services covered within the RFP	

#	Name of Client where the vendor was associated for similar type of services	Duration of association with the Client
1		
2		
3		
4		

We hereby confirm that the information provided by us is true and to the Best of our Knowledge.

(Signature)
(Name of Authorized Signatory)
(Designation)
(Date)
Place:
(Name and address of the bidder)
(Company Seal)

Annexure 8.6 Confirmation of Terms & Conditions

RFP Reference No.: RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

To,

Managing Director & CEO
PSB Alliance Pvt Ltd.
VIOS Tower, Wadala East, Mumbai

Dear Sir,

Sub: Request for Proposal for _____

Further to our proposal dated _____, in response to the captioned RFP issued by PSB Alliance Pvt Ltd. we hereby covenant, warrant and confirm as follows:

We hereby agree to comply with all the terms and conditions/stipulations as contained in the RFP and the related addendums and other documents including the changes made to the original tender documents issued by PSB Alliance. PSB Alliance is not bound by any other extraneous matters or deviations, even if mentioned by us elsewhere either in our proposal or any subsequent deviations sought by us, whether orally or in writing, and the Company's decision not to accept any such extraneous conditions and deviations will be final and binding on us.

Yours faithfully,

(Signature)
(Name of Authorized Signatory)
(Designation)
(Date)
Place:
(Name and address of the bidder)
(Company Seal)

Annexure 8.7 Tender Offer Cover Letter

RFP Reference No.: PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

To,

Managing Director & CEO
PSB Alliance Pvt Ltd.
VIOS Tower, Wadala East, Mumbai

Dear Sir,

Having examined the tender documents including all annexures the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide _____ to PSB Alliance as mentioned in RFP document in conformity with the said tender documents, and in accordance with the Commercial bid and made part of this tender.

We understand that the RFP provides generic specifications about all the items and it has not been prepared keeping in view, any specific bidder.

If our tender offer is accepted, we shall obtain the guarantee of a bank for a sum equal to 3% of the Contract Price for the due performance of the Contract.

We agree to abide by this tender offer for 180 days from the date of tender opening and our offer shall remain binding upon us and may be accepted by the Company any time before the expiration of that period.

Until a formal contract is prepared and executed, this tender offer, together with the Company's written acceptance thereof and the Company's notification of award, shall constitute a binding contract between us.

We understand that the Company is not bound to accept the lowest or any offer the Company may receive. Dated this _____ day of _____, 20

Signature: _____

In the Capacity of :- _____ duly authorized to sign the tender offer for and on behalf of _____



Annexure 8.8 Submission Checklist

RFP Reference No.: PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

To,

Managing Director & CEO
PSB Alliance Pvt Ltd.
VIOS Tower, Wadala East, Mumbai

The bidder has to ensure that the following have been submitted as a part of the RFP submission process.

Failure to provide any of the documents as detailed below could lead to the disqualification of the bidder from the bid.

The following files need to be completed

Formats

The following Letters and Formats need to be submitted.

Format	Description	Submitted (Bidder)
Annexure- 9.3	Technical Proposal Format	
Annexure- 9.4	Compliance Certificate	
Annexure- 9.5	Proposed Agency Profile	
Annexure- 9.6	Confirmation of Terms & Condition	
Annexure- 9.7	Tender Offer Cover Letter	
Annexure- 9.8	Submission Checklist	
Annexure- 9.9	Pre-bid query format	
Annexure- 9.10	NDA Format	
Annexure- 9.11	Performance Bank Guarantee Format	
Annexure- 9.12	Integrity Pact	
Annexure- 9.13	EMD Format	
Annexure - A	Eligibility Criteria Compliance Format	
Annexure – B	Technical Compliance Form	
Annexure - C	Commercial Bid Format	

(Signature)

(Name of Authorized Signatory)

(Designation)

(Date)

Place:

(Name and address of the bidder)

(Company

Seal)



Annexure 8.9: Pre-Bid Query Format

Bidder’s request for Clarification - to be submitted before the last date mentioned in the RFP for submitting the pre-bid queries

If, bidder, desiring to respond to RFP, require any clarifications on the points mentioned in the RFP may communicate with PSB Alliance (Company) using the following format.

All questions received before deadline specified in the RFP will be formally responded to and questions/points of clarification and the responses will be circulated to all participating bidder if required. The source (identity) of the bidder seeking points of clarification will not be revealed. Alternatively, PSB Alliance may at its discretion, answer all such queries in the Pre-bid meeting.

Pre-Bid Query Format

Query Reference #	RFP Section (Point number)	RFP Page Number	RFP Excerpt	Query Description/ Clarification sought

Name and signature of authorized person issuing this request for clarification

Signature/Date

Official designation

1. In case of multiple queries, the contact details need not be repeated and only the details in the pre-bid query format (table provided above) are to be furnished for the subsequent queries.
2. The queries should be submitted in a spreadsheet using the same column headings specified in the table above, preferably in MS Excel file format.
3. Please indicate the preferred method and address for reply.



Annexure 8.10 NDA Format

(On Rs.100 Non-Judicial stamp paper)

This Non-Disclosure Agreement made and entered into at..... Thisday of.....20

BY AND BETWEEN

....., a company incorporated under the Companies Act, 1956 having its registered office at (Hereinafter referred to as the Vendor which expression unless repugnant to the context or meaning thereof be deemed to include its permitted successors) of the ONE PART;

AND

PSB Alliance Pvt. Ltd., a body corporate, established under the _____ Act _____ and having its Head Office at _____ (hereinafter referred to as "Company" which expression shall unless it be repugnant to the subject, meaning or context thereof, be deemed to mean and include its successors and assigns) of the OTHER PART.

The Vendor and Company are hereinafter collectively referred to as "the Parties" and individually as "the Party"

WHEREAS:

1. PSB Alliance is engaged in the business of providing services to PSBA and intends to Select Vendor for providing Agency for End-To-End Execution of Baanknet Radio Jingle Advertising Campaign.
2. In the course of such assignment, it is anticipated that PSB Alliance or any of its officers, employees, officials, representatives or agents may disclose, or deliver, to the Vendor some Confidential Information (as hereinafter defined), to enable the Vendor to carry out the aforesaid Implementation assignment (hereinafter referred to as " the Purpose").
3. The Vendor is aware and confirms that all information, data and other documents made available in the RFP/Bid Documents/Agreement /Contract or in connection with the Services rendered by the Vendor are confidential information and are privileged and strictly confidential and or proprietary of PSB Alliance. The Vendor undertakes to safeguard and protect such confidential information as may be received from the Company.

NOW, THEREFORE THIS AGREEMENT WITNESSED THAT in consideration of the above premises and the Company granting the Vendor and or his agents, representatives to have specific access to PSB Alliance property/information and other data it is hereby agreed by and between the parties hereto as follows:

1. Confidential Information:

- (i) "Confidential Information" means all information disclosed/furnished by PSB Alliance to the Vendor whether orally, in writing or in electronic, magnetic or other form for the limited purpose of enabling the Vendor to carry out the proposed Implementation assignment, and shall mean and include data, documents and information or any copy, abstract, extract, sample, note or module thereof, explicitly designated as "Confidential"; Provided the oral information is set forth in writing and marked "Confidential" within seven (7) days of such oral disclosure.
- (ii) The Vendor may use the Confidential Information solely for and in connection with the Purpose and shall not use the Confidential Information or any part thereof for any reason other than the Purpose stated above.

Confidential Information in oral form must be identified as confidential at the time of disclosure and confirmed as such in writing within seven (7) days of such disclosure. Confidential Information does not include information which:

- (a) is or subsequently becomes legally and publicly available without breach of this Agreement by either party,
- (b) was rightfully in the possession of the Vendor without any obligation of confidentiality prior to receiving it from PSB Alliance,
- (c) was rightfully obtained by the Vendor from a source other than PSB Alliance without any obligation of confidentiality,
- (d) was developed by for the Vendor independently and without reference to any Confidential Information and such independent development can be shown by documentary evidence, or is/was disclosed pursuant to an order of a court or governmental agency as so required by such order, provided that the Vendor shall, unless prohibited by law or regulation, promptly notify PSB Alliance of such order and afford PSB Alliance the opportunity to seek appropriate protective order relating to such disclosure.
- (e) the recipient knew or had in its possession, prior to disclosure, without limitation on its confidentiality;
- (f) is released from confidentiality with the prior written consent of the other party.

The recipient shall have the burden of proving hereinabove are applicable to the information in the possession of the recipient. Confidential Information shall at all times remain the sole and exclusive property of the disclosing party. Upon termination of this Agreement, Confidential Information shall be returned to the disclosing party or destroyed, if incapable of return. The destruction shall be witnessed and so recorded, in writing, by an authorized representative of each of the parties.

Nothing contained herein shall in any manner impair or affect rights of PSB Alliance in respect of the Confidential Information.

In the event that any of the Parties hereto becomes legally compelled to disclose any Confidential Information, such Party shall give sufficient notice to the other party to enable the other Party to prevent or minimize to the extent possible, such disclosure. Neither party shall disclose to a third party any Confidential Information or the contents of this Agreement without the prior written consent of the other party. The obligations of this Clause shall be satisfied by handling Confidential Information with the same degree of care, which the receiving party applies to its own similar confidential information but in no event less than reasonable care.

The obligations of this clause shall survive the expiration, cancellation or termination of this Agreement

2. Non-disclosure: The Vendor shall not commercially use or disclose any Confidential Information or any materials derived there from to any other person or entity other than persons in the direct employment of the Vendor who have a need to have access to and knowledge of the Confidential Information solely for the Purpose authorized above. The Vendor shall take appropriate measures by instruction and written agreement prior to disclosure to such employees to assure against unauthorized use or disclosure. The Vendor may disclose Confidential Information to others only if the Vendor has executed a Non-

Disclosure Agreement with the other party to whom it is disclosed that contains terms and conditions that are no less restrictive than these presents and the Vendor agrees to notify PSB Alliance immediately if it learns of any use or disclosure of the Confidential Information in violation of terms of this Agreement.

Notwithstanding the marking and identification requirements above, the following categories of information shall be treated as Confidential Information under this Agreement irrespective of whether it is marked or identified as confidential:

- a) Information regarding PSB Alliance and any of its Affiliates, customers and their accounts (“Customer Information”). For purposes of this Agreement, Affiliate means a business entity now or hereafter controlled by, controlling or under common control. Control exists when an entity owns or controls more than 10% of the outstanding shares or securities representing the right to vote for the election of directors or other managing authority of another entity; or
- b) any aspect of PSB Alliance business that is protected by patent, copyright, trademark, trade secret or other similar intellectual property right; or
- c) business processes and procedures; or
- d) current and future business plans; or
- e) personnel information; or
- f) Financial information.

3. Publications: The Vendor shall not make news releases, public announcements, give interviews, issue or publish advertisements or publicize in any other manner whatsoever in connection with this Agreement, the contents/provisions thereof, other information relating to this Agreement, the Purpose, the Confidential Information or other matter of this Agreement, without the prior written approval of PSB Alliance.

4. Term: This Agreement shall be effective from the date hereof and shall continue till the expiration of the Purpose or termination of this Agreement by PSB Alliance, whichever is earlier. The Vendor hereby agrees and undertakes to PSB Alliance that immediately on termination of this Agreement it would forthwith cease using the Confidential Information and further promptly return or destroy, under information to PSB Alliance, all information received by it from PSB Alliance for the Purpose, whether marked Confidential or otherwise, and whether in written, graphic or other tangible form and all copies, abstracts, extracts, samples, notes or modules thereof. The Vendor further agree and undertake to PSB Alliance to certify in writing upon request of PSB Alliance that the obligations set forth in this Agreement have been complied with.

Any provisions of this Agreement which by their nature extend beyond its termination shall continue to be binding and applicable without limit in point in time except and until such information enters the public domain

5. Title and Proprietary Rights: Notwithstanding the disclosure of any Confidential Information by PSB Alliance to the Vendor, the title and all intellectual property and proprietary rights in the Confidential Information shall remain with PSB Alliance.

6. Remedies: The Vendor acknowledges the confidential nature of Confidential Information and that damage could result to PSB Alliance if the Vendor breaches any provision of this Agreement and agrees that, if it or any of its directors, officers or employees should engage or cause or permit any other person to engage in any act in violation of any provision



hereof, PSB Alliance may suffer immediate irreparable loss for which monetary compensation may not be adequate. PSB Alliance shall be entitled, in addition to other remedies for damages & relief as may be available to it, to an injunction or similar relief prohibiting the Vendor, its directors, officers etc. from engaging in any such act which constitutes or results in breach of any of the covenants of this Agreement.

Any claim for relief to PSB Alliance shall include PSB Alliance's costs and expenses of enforcement (including the attorney's fees).

7. Entire Agreement, Amendment and Assignment: This Agreement constitutes the entire agreement between the Parties relating to the matters discussed herein and supersedes any and all prior oral discussions and/or written correspondence or agreements between the Parties. This Agreement may be amended or modified only with the mutual written consent of the Parties. Neither this Agreement nor any right granted hereunder shall be assignable or otherwise transferable.

8. Governing Law: The provisions of this Agreement shall be governed by the laws of India and the competent court at Mumbai shall have exclusive jurisdiction in relation thereto even though other Courts in India may also have similar jurisdictions.

9. Indemnity: The Vendor shall defend, indemnify and hold harmless PSB Alliance, its affiliates, subsidiaries, successors, assigns, and their respective officers, directors and employees, at all times, from and against any and all claims, demands, damages, assertions of liability whether civil, criminal, tortuous or of any nature whatsoever, arising out of or pertaining to or resulting from any breach of representations and warranties made by the Vendor. and/or breach of any provisions of this Agreement, including but not limited to any claim from third party pursuant to any act or omission of the Vendor, in the course of discharge of its obligations under this Agreement.

10. General: The Vendor shall not reverse-engineer, decompile, disassemble or otherwise interfere with any software disclosed hereunder.

All Confidential Information is provided "as is". In no event shall PSB Alliance be liable for the inaccuracy or incompleteness of the Confidential Information. None of the Confidential Information disclosed by PSB Alliance constitutes any representation, warranty, assurance, guarantee or inducement with respect to the fitness of such Confidential Information for any particular purpose.

PSB Alliance discloses the Confidential Information without any representation or warranty, whether express, implied or otherwise, on truthfulness, accuracy, completeness, lawfulness, merchantability, fitness for a particular purpose, title, non-infringement, or anything else.

11. Waiver: A waiver (whether express or implied) by PSB Alliance of any of the provisions of this Agreement, or of any breach or default by the Vendor in performing any of the provisions hereof, shall not constitute a continuing waiver and such waiver shall not prevent PSB Alliance from subsequently enforcing any of the subsequent breach or default by the Vendor under any of the provisions of this Agreement.

In witness whereof, the Parties hereto have executed these presents the day, month and year first herein above written.

For and on behalf of ----- Ltd.

For and on behalf of PSB Alliance



**PSB
Alliance**
Transforming Together

PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

()

(Designation)

()

(Designation)



Annexure 8.11: Performance Bank Guarantee Format

(ON A NON-JUDICIAL STAMP PAPER OF RS. 100.00)

Bank Guarantee No.

Bank Guarantee Amount

Expiry Date

Claim Period

Account

GUARANTEE FOR PERFORMANCE OF CONTRACT/AGREEMENT

THIS GUARANTEE AGREEMENT executed at _____ day of _____ Two Thousand _____

BY :

_____ Bank, a body corporate constituted under _____, having its Registered Office/ Head Office at _____, and a Branch Office at _____

(Hereinafter referred to as "the Guarantor", which expression shall, unless it be repugnant to the subject, meaning or context thereof, be deemed to mean and include its successors and assigns)

IN FAVOUR OF:

PSB Alliance, a body corporate, established under the _____ Act and having its Registered Office at _____ (hereinafter referred to as "Bank" which expression shall unless it be repugnant to the subject, meaning or context thereof, be deemed to mean and include its successors and assigns),

WHEREAS Company had called for the bids for _____ and for the purposes M/s..... have been appointed as the Vendor (hereinafter referred to as "Vendor") and accordingly has entered into Contract / Agreement on (Agreement) with Company subject to the terms and conditions contained in the said documents and the Vendor has duly confirmed the same.

AND WHEREAS pursuant to the Bid Documents, the Agreement, and the other related documents (hereinafter collectively referred to as "the said documents", the Bank has agreed to avail from M/s..... and M/s..... has agreed to provide to the Company, the Services / Systems and other required applications, more particularly described in the Schedule/Annexure to the said documents (hereinafter collectively referred to as "the Services"), subject to payment of the contract price as stated in the said documents and also subject to the terms, conditions, covenants, provisions and stipulations contained the said documents.

AND WHEREAS the Vendor has duly signed the said documents.

AND WHEREAS in terms of the said documents, inter alia, the Vendor is required to procure an unconditional and irrevocable performance Bank guarantee, in favour of the Company, from a Bank acceptable to the Company for a sum of Rs.....

(Rupees..... Only) being 10% of the total contract value for the faithful observance and performance by the Vendor of the terms, conditions, covenants, stipulations, provisions of the Agreement /the said documents.

AND WHEREAS at the request of the Vendor, the Guarantor has agreed to issue the

Guarantee in favour of the Bank for a sum of Rs.

(Rupees.....Only) being the 10% of the total Contract value

AND WHEREAS at the request of the Vendor, the Guarantor has agreed to guarantee the Company that the Vendor shall faithfully observed and performed of the terms of the said documents

NOW THEREFORE THIS AGREEMENT WITNESSETH AS FOLLOWS:

In consideration of the above premises, the Guarantor hereby unconditionally, absolutely and irrevocably guarantees to the Company as follows:

(1) The guarantor hereby agrees and guarantees that the Vendor shall faithfully observed and performed all the terms and conditions stipulated in the Contract/Agreement and the said documents.

(2) The Guarantor hereby guarantees and undertakes to pay, on demand and without demur, reservation, contest, recourse or protest or without any reference to the Vendor, to the Company at its office at Mumbai forthwith, and all monies payable by the Vendor to the extent of

Rs..... against any loss, costs, damages, etc. suffered by the Company on account of default of the Vendor in the faithful observance and performance of the terms, conditions, covenants, stipulations, provisions of the Agreement / said documents, without any demur, reservation, contest, recourse or protest or without any reference to the Vendor. Any such demand or claim made by the Company, on the Guarantor shall be final, conclusive and binding notwithstanding any difference or any dispute between the Company and the Vendor or any dispute between the Company and the Vendor pending before any Court, Tribunal, Arbitrator, or any other authority.

(3) The Guarantor agrees and undertakes not to revoke this Guarantee during the currency of these presents, without the previous written consent of the Bank and further agrees that the Guarantee herein contained shall continue to be enforceable until and unless it is discharged earlier by the Bank, in writing.

(4) The Company shall be the sole judge to decide whether the Vendor has failed to perform the terms of the Agreement / said documents for providing the Services by the Vendor to the Company, and on account of the said failure what amount has become payable by the Vendor to the Bank under this Guarantee. The decision of the Company in this behalf shall be final, conclusive and binding on the Guarantor and the Guarantor shall not be entitled to demand the Bank to establish its claim under this Guarantee but shall pay the sums demanded without any objection, whatsoever.

(5) To give effect to this guarantee, the Guarantor will be deemed to be the Principal Debtor to the Bank.

(6) The liability of the Guarantor, under this Guarantee shall not be affected by

- (a) any change in the constitution or winding up of the Vendor or any absorption, merger or



- (b) amalgamation of the Vendor with any other company, corporation or concern; or
 - (c) any change in the management of the Vendor or takeover of the management of the Vendor by the Government or by any other authority; or
 - (a) acquisition or rationalization of the Vendor and/or of any of its undertaking(s) pursuant to any law; or
 - (b) any change in the constitution of Company / Vendor; or
 - (c) any change in the setup of the Guarantor which may be by way of change in the constitution,
 - (d) winding up, voluntary or otherwise, absorption, merger or amalgamation or otherwise; or the absence or deficiency of powers on the part of the Guarantor to give Guarantees and/or Indemnities or any irregularity in the exercise of such powers.
- (7) This guarantee will remain in force for up to 6 months from the date of signing the contract.
- (8) Notwithstanding anything contained in this Guarantee, the Guarantor hereby agrees and undertakes to extend the validity period of this guarantee for a further period as may be requested by the Company, from time to time.
- (9) This guarantee shall be binding upon us and successors -in -interest and shall be irrevocable.
- (10) For all purposes connected with this Guarantee and in respect of all disputes and differences under or in respect of these presents or arising there from the courts of Mumbai where the Company has its Head Office shall alone have jurisdiction to the exclusion of all other courts.
- (11) Notwithstanding anything contained herein above
- I. Our liability under this Bank Guarantee shall not exceed Rs (Rupees only)
 - II. This Bank Guarantee shall be valid up to.....
 - III. We are liable to pay the guaranteed amount or any part thereof under this Bank Guarantee only and only if you serve on us a written claim or demand on or before (mention validity period + claim period)
- IN WITNESS WHEREOF the Guarantor has caused these presents to be executed on the day, month and year first herein above written as hereinafter appearing.

SIGNED AND
DELIVERED BY the
within named
Guarantor,

by the hand of Shri. _____, its authorized official.



Annexure 8.12 Integrity Pact

(On Rs.100 Non-Judicial stamp paper)

PRE-CONTRACT INTEGRITY PACT

General

This pre-bid pre contract Agreement (hereinafter called the integrity pact is made on

day of the month of _____202_, between, on one hand, PSB Alliance Pvt. Ltd., having its headquartered and Corporate Office at _____, acting through _____, _____ (hereinafter called the "BUYER" which expression shall mean and include, unless the context otherwise requires, his successors in office and assignees) of the first part and M/s _____represented by Shri _____, authorized signatory of M/s -----(hereinafter called the "BIDDER/SELLER" which expression shall mean and include, unless the context otherwise requires , his successors and permitted assigns)of the second part .

WHEREAS the BUYER proposes to procure (Name of the Store /Equipment /item and the BIDDER /SELLER is willing to offer /has offered the store and

WHEREAS the BIDDER is a private company/public company/Government /undertaking/partnership/ registered export agency, constituted in accordance with the relevant law in the matter and the BUYER is a Government of India, Public Sector Insurance Company.

Now, THEREFORE,

To avoid all forms of corruption by following a system that is fair, transparent and free from any influence /prejudiced dealings prior to, during and subsequent to the currency of the contract to be entered into with a view to:-

Enabling the BUYER to obtain the desired said store/equipment at a competitive price in conformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement, and

Enabling the BIDDERS to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the BUYER will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereby agree to enter into this integrity pact and agree as follows: -

1. Commitments of the BUYER

1.1 The BUYER undertakes that no official of the BUYER, connected directly or indirectly with the contract, will demand, take a promise for or accept directly or accept, directly or through intermediaries, any bribe, consideration, gift, reward favour or any material or immaterial benefit or any other advantage from the BIDDER, either for themselves or for any person, organization or third party related to the contract in exchange for an advantage in the bidding process, bid evaluation contracting or implementation process related to the contract.

1.2 The BUYER will, during the pre-contract stage treat all BIDDERS alike, and will provide to all BIDDERS the same information and will not provide any such information to any particular BIDDER which could afford an advantage to that particular BIDDER in comparison to other BIDDERS.

1.3 All the officials of the BUYER will report to the appropriate Government office any attempted or completed breaches of the above commitment as well as any substantial suspicion of such a breach.

2. In case any such preceding misconduct on the part of such official (s) is reported by the BIDDER to the BUYER with full and verifiable facts and the same is prima facie found to be correct by the BUYER, necessary disciplinary proceedings, or any other action as deemed fit including criminal proceedings may be initiated by the BUYER and such a person shall be debarred from further dealings related to the contract process. In such a case while an enquiry is being conducted by the BUYER the proceedings under the contract would not be stalled.

3. Commitment of BIDDERS

The BIDDERS commit itself to all take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following:-

3.1 The BIDDER will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantages, commission, fees, brokerage or inducement to any official of the BUYER, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation contracting and implementation of the contract.

3.2 The BIDDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward, favour, any material benefit or other advantage commission fees, brokerage or inducement to any official of the BUYER or otherwise in procuring the contract forbearing to do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or for bearing to show favour or disfavour to any person in relation to the contract or any other contract with the Government.

3.3 BIDDERS shall disclose the name and address of agents and representatives and Indian BIDDERS shall disclose their foreign principals or associates.

3.4 BIDDERS shall disclose the payment to be made by them to agents/brokerage or any other intermediary, in connection with this bid/contract.

3.5 The BIDDER further confirms and declares to the BUYER that the BIDDER is the original manufacturer/integrator/authorized Government sponsored export entity of the has not engaged any individual or firm or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the BUYER or any of its functionaries, whether officially or unofficially to the award of the contract to the BIDDER, nor has such any amount been paid promised or intended to be paid to any such Individual, firm or company in respect of any such intercession, facilitation or recommendation.

3.6 The BIDDER, either while presenting the bid or during pre-contract negotiations or before signing the contract shall disclose any payment he has made, is committed to or intends to make to officials of the BUYER or their family members agents, brokers or any other intermediaries in connection with the contract details or/and the services agreed upon for such payments.

3.7 The bidder will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation contracting and implementation of the contract.

3.8 The BIDDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.

3.9 The BIDDER shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information provided by the BUYER as part of the business deal, relationship regarding plans, technical proposals and business details, including information contained in any electronic data carrier. The BIDDER also undertakes to exercise due and adequate care lest any such information is divulged.

3.10 The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.

3.11 The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.

3.12 The BIDDER will not, directly or through any other person or firm, offer, promise or give to any of the Principal's employees involved in the tender process or the execution of the contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any kind of favour whatsoever during the tender process or during the execution of the contract.

4. Previous Transgression

4.1 The BIDDER declares that no previous transgression occurred in the last three years immediately before signing of this integrity pact, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any public sector enterprise in India or any government Department in India that justify BIDDER'S exclusion from the tender process.

4.2 The BIDDER agrees that if it makes an incorrect statement on this subject, BIDDER can be disqualified from the tender proposed or the contract, if already awarded. Can be terminated for such reason.

5. Earnest money (security deposit)

5.1 While submitting commercial bid, the BIDDER shall submit a declaration as per the format mentioned in the RFP for Earnest money/security.

5.2 The declaration against Earnest money / Security deposit shall be valid for the contract period or the complete conclusion of the contractual obligations to the complete satisfaction of both the BIDDER and the BUYER, including warranty period, whichever is later.

5.3 In case of the successful BIDDER a clause would also be incorporated in the article pertaining to performance bond in the purchase contract that the provisions of sanction for violation shall be applicable for, forfeiture of performance bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this pact.



5.4 No interest shall be payable by the BUYER to the BIDDER on Earnest Money/Security Deposit for the period of its currency.

6. Sanctions for violations

6.1 Any breach of the aforesaid provisions by the BIDDER or anyone Employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER) shall entitle the BUYER to take all or any one of the following actions, wherever required:

- (i) To immediately call off the pre-contract negotiations without assigning any reason or giving any compensation to the BIDDER. However, the proceeding with the other BIDDER(s) would continue.
- (ii) The Earnest Money Deposit (in pre-contract stage) and/or Security Deposit /Performance bond (after the contract is signed shall stand forfeited either fully or partially, as decided by the BUYER and the BUYER shall not be required to assign any reason, therefore.
- (iii) To immediately cancel the contract, if already signed, without giving any compensation to the BIDDER.
- (iv) To recover all sum already paid by the BUYER, and in case of an Indian BIDDER with interest thereon at 2% higher than the prevailing prime lending rate of State Bank of India, while in case of a BIDDER from a country other than India with interest thereon at 2% higher than the LIBOR. If any outstanding payment is due to the BIDDER from the BUYER in outstanding payment could also be utilized to recover the aforesaid sum and interest.
- (v) To encash the advance bank guarantee and performance bond/ warranty bond, if furnished by the BIDDER in order to recover the payments, already made by the BIDDER, along with interest.
- (vi) To cancel all or any other contracts with the BIDDER, the BIDDER shall be liable to pay compensation for any loss or damage to the BUYER resulting from such cancellation/ rescission and the BUYER shall be entitled to deduct the amount so payable from the money (s) due to the BIDDER.
- (vii) To debar the BIDDER from participating in future bidding processes of the Government of India for a minimum period of five years, which may be further extended at the discretion of the Buyer
- (viii) To recover all sum paid in violation of this pact by bidder (s) to any middleman or agent or broker with a view to securing the contract.
- (ix) In case where irrevocable letters of credit have been received in respect of any contract signed by the BUYER with the BIDDER, the same shall not be opened.
- (x) Forfeiture of performance bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this pact.

6.2 The BUYER will be entitled to take all or any of the actions mentioned in Para 6.1(i) to (x) of this pact also on the commission by the BIDDER or anyone employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER), of an offence as defined in chapter IX of the Indian penal code, 1860 or prevention of corruption.

6.3 The decision of the BUYER to the effect that breach of the provisions of this pact has been committed by the BIDDER shall be final and conclusive on the BIDDER. However, the BIDDER can approach the independent monitor (s) appointed for the purpose of this pact.

7. Fall Clause



The BIDDER undertakes that it shall not supply similar Product/systems or subsystems in comparable business circumstances at a price lower than that offered in the present bid in respect of any other Public Sector Banks/Insurance Companies in India and if it is found that within one year after the signing of the contract that similar product/systems or sub-systems is supplied by the BIDDER to any other Public Sector Banks/Insurance Companies in India at a lower price, with due allowance for elapsed time, will be applicable to the present case and the difference in the cost would be refunded by the BIDDER to the BUYER, if the contract has already been concluded.

8. Facilitation of Investigation

In case of any allegation of violation of any provision of this pact or payment of commission, the BUYER or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER and the BIDDER shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

9. Law and place of jurisdiction

This Pact is subject to Indian Law. The place of performance and jurisdiction shall be Mumbai.

10. Other Legal Actions

The actions stipulated in this Integrity pact are without prejudice to any other legal action that may follow in accordance with provisions of the extent law in force relating to any civil or criminal proceedings.

11. Validity

11.1 The validity of this Integrity Pact shall be from date of this signing and extend up to 5 years or the complete execution of the contract to the satisfaction of both the BUYER and the BIDDER/SELLER. In case BIDDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract.

11.2 Should one or several provisions of this Pact turn out to be invalid, the remainder of this Pact shall remain valid. In this case, the parties will strive to come to an agreement to their original intentions.

12. The BIDDER undertakes that he shall not approach the Court while representing the matter to External Independent Monitors (IEMs) and he will await their decision in the matter within a time ceiling of 90 days.

13. The parties hereby sign this Integrity Pact at _____ on _____

Signed, Sealed and Delivered for "PSB Alliance Pvt. Ltd." By it's constituted Authority	Signed, Sealed and Delivered for M/s _____ by it's constituted Authority
Signature: _____	Signature: _____
Name: _____	Name: _____
Designation: _____	Designation: _____
Address: _____	Address: _____
Company: _____	Company: _____
Date: _____	Date: _____
Company Seal	Company Seal



Witness I	Witness II
Signature: _____	Signature: _____
Name: _____	Name: _____
Designation: _____	Designation: _____
Address: _____	Address: _____
Company: _____	Company: _____
Date: _____	Date: _____

Annexure 8.13 Format for Earnest Money Deposit (EMD) Bank Guarantee

This Bank Guarantee (hereinafter called “**Guarantee**”) is issued by <Name of Bank> (hereinafter “**Guarantor**”, which expression shall mean and include its successors) in favor of **PSB Alliance Private Limited** a company incorporated under the Companies Act, 2013 and having its registered office at Unit 1, 3rd Floor, VIOS Commercial Tower, Near Wadala Truck Terminal, Wadala East.Mumbai-400 037. (hereinafter referred to as “**Company**”) for and on behalf of [•] (hereinafter referred to as the “**Bidder**”).

WHEREAS:

1. The Company has issued a Request for Proposal (“**RFP**”) for as set out in the RFP reference no. **PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026**.
2. As per the terms of said RFP the Bidder needs to furnish a Bank Guarantee for a sum of Rs. [•]/- (Rupees [•] Only) as Earnest Money Deposit.
3. The Bidder, who are our constituents intends to submit their Bid for the said work hereby furnish guarantee in respect of the said sum of Rs. [•]/- (Rupees [•] only).

NOW THIS GUARANTEE WITNESSETH THAT:

1. We the Bank do hereby agree with and undertake to the Company, their successors, assigns that in the event of the Company coming to the conclusion that the Bidder has not performed their obligations under the said conditions of the RFP or have committed a breach thereof, which conclusion shall be binding on us as well as the said Bidder, we shall on demand by the Company, pay without demur to the Company, a sum of Rs. [•]/- (Rupees [•] Only) that may be demanded by Company. Our guarantee shall be treated as equivalent to the Earnest Money Deposit for the due performance of the obligations of the Bidder under the said conditions, provided, however, that our liability against such sum shall not exceed the sum of Rs. [•]/- (Rupees [•] Only).
2. We the Bank also agree to undertake to and confirm that the sum not exceeding Rs. [•]/- (Rupees [•] Only) as aforesaid shall be paid by us without any demur or protest, merely on demand from the Company on receipt of a notice in writing stating the amount is due to them and we shall not ask for any further proof or evidence and the notice from the Company shall be conclusive and binding on us and shall not be questioned by us in any respect or manner whatsoever. We undertake to pay the

amount claimed by the Company within 24 hours from the date of receipt of the notice as aforesaid. We confirm that our obligation to the Company under this guarantee shall be independent of the agreement or agreements or other understandings between the Company and the Bidder. This guarantee shall not be revoked by us without prior consent in writing of the Company.

3. We the Bank hereby further agree that –
- a) Any forbearance or commission on the part of the Company in enforcing the conditions of the said RFP or the binding contract as per the terms of the RFP or in compliance with any of the terms and conditions stipulated in the said Bid and/or hereunder or granting of any time or showing of any indulgence by the Company to the Bidder or any other matter in connection therewith shall not discharge us in any way our obligation under this guarantee. This guarantee shall be discharged only by the performance of the Bidder of their obligations and in the event of their failure to do so, by payment by us of the sum not exceeding Rs. [●]/- (Rupees [●] Only)
 - b) Our liability under these presents shall not exceed the sum of Rs. [●]/- (Rupees [●] Only).
 - c) Our liability under this guarantee shall not be affected by any infirmity or irregularity on the part of our said constituents in tendering for the said work or their obligations there under or by dissolution or change in the constitution of our said constituents.
 - d) This guarantee shall remain in force up to 180 days from the date of reverse auction, provided that, if so desired by the Company, this guarantee shall be renewed for a further period as may be indicated by them on the same terms and conditions as contained herein.
 - e) Our liability under this presents will terminate unless these presents are renewed as provided herein up to 180 days or on the day when our said constituents comply with their obligations, as to which a certificate in writing by the Company alone is the conclusive proof, whichever date is later.
 - f) Unless a claim or suit or action is filed against us within six months from that date or any extended period, all the rights of the Company against us under this guarantee shall be forfeited and we shall be released and discharged from all our obligations and liabilities hereunder.

Notwithstanding anything contained hereinabove:

- a) Our liability under this Company Guarantee shall not exceed Rs. [●]/- (Rupees [●] only).
- b) This Company Guarantee shall be valid up to [●].
- c) We are liable to pay the guaranteed amount or any part thereof under this Company Guarantee only and only if you serve upon us a written claim or demand on or before [●].
- d) All claims under this bank guarantee will be made payable at <bank's local branch (in India)>
- e) This guarantee shall be returned to us immediately upon its expiry. However, we shall be discharged from all liability under this guarantee upon its expiry, whether or not this document has been returned to us.

Notwithstanding anything to the contrary contained hereinabove, any claim arising under this bank guarantee shall be lodged by you within a period of [•] months from the date of expiry of this bank guarantee.

This Guarantee shall be interpreted and be governed by laws of India. Any dispute arising out of or in relation to this Guarantee shall be settled by litigation exclusively in Mumbai courts.

This Guarantee is executed on ___ day of _____ by the duly authorized signatory of Guarantor.

Yours faithfully,
For and on behalf of

Authorized official



Annexure C Commercial Bid Format

(To be submitted on the bidder's letterhead)

RFP Reference No.: RFP Ref. No. PSBA/RFP/BAANKNET/2025-26/796 Dated 30/01/2026

Date: _____

To,
The Managing Director & CEO
PSB Alliance Private Limited
VIOS Tower, Wadala East, Mumbai – 400 037

Subject: Submission of Commercial Proposal – for creative development, jingle production & marketing / radio media planning for BAANKNET radio advertising campaign

Dear Sir/Madam,

We hereby submit our **Commercial Proposal** for providing **creative development, jingle production, and radio media planning services** for the BAANKNET radio advertising campaign, as per the scope defined in the RFP issued by PSB Alliance Private Limited.

The prices quoted below are **inclusive of all costs** necessary for end-to-end execution of the scope of work, but **exclusive of applicable taxes**, unless otherwise specified.

Important Instructions

- The Commercial Proposal must be submitted strictly in the format prescribed below.
- The intent of this format is to ensure clarity, transparency, and comparability across bids.
- Any assumptions made by the Bidder must be explicitly stated in the Commercial Proposal.

General Commercial Guidelines

- All costs shall be quoted in Indian Rupees (INR), exclusive of applicable taxes.
- The Commercial Bid must include all costs necessary for end-to-end execution of the scope of work.
- No additional costs shall be payable unless expressly approved in writing by PSB Alliance.

8.2 Cost Segregation (Mandatory)

The Commercial Proposal must clearly segregate costs under the following heads:

Creative & Production Costs (One-time)

8.3 Format A: Creative & Production Costs (One-time)

Sr. No.	Cost Component	Description	Amount (INR)
A1	Creative Strategy & Conceptualisation	Marketing Plan	
A2	Production Cost		
A2.1	Creative concept & scripting	Concept, lyrics, audio strategy	
A2.2	Music composition & arrangement	Original / stock music	
A2.3	Voice artist / singer fees	Male / female / neutral	
A2.4	Recording & production	Studio, editing, mastering	
A2.5	Language adaptations	6 languages (Hindi, Marathi, Gujrati, Tamil, Bengali, Kannada)	
A2.6	Cut-down versions	20 sec	
Total A			₹

- The quoted cost must include two (2) rounds of revisions, if required.
- The bidder must clearly mention:
 - Number of language versions included
 - Duration(s) covered under the quoted cost
- Any additional versions, languages, or revisions must be quoted separately as optional items.



8.4 Commercial Summary

Component	Amount (INR)
Creative & Production Cost (A)	

Notes

- The quoted prices shall be **firm and fixed** for the contract duration.
- The Commercial Bid shall be **inclusive of all creative, production, coordination costs**, but exclusive of applicable taxes.
- No separate payment shall be made for campaign monitoring, coordination, or reporting activities.

Declaration

We hereby declare that:

- The prices quoted above are **true, complete, and inclusive** of all service components as per the Scope of Work.
- We agree to abide by all terms and conditions specified in the RFP.
- The quoted rates shall remain valid for **180 days** from the date of bid opening.

Authorized Signatory Name: _____

Designation: _____

Company Name: _____

Signature: _____

Date: _____

Place: _____

Company Seal: _____