JAC JACM					0	0		r
NNo.	Sr. No. 1		Page No. 8	Clause No. Section 3	Description in RFP Digital Strategy - Scope of Work The agency to define, plan and execute - digital	growth, adoption etc. for each of the projects,	Additional Remark (if	NPCI Comments Please refer to statistics available on the website ww.npci.org.in under each product head. This needs to
Note Note <t< td=""><td>2</td><td>NPCI/RFP/2018-</td><td>8</td><td>Section 3</td><td>Digital Strategy - Scope of Work The agency to define, plan and execute – digital</td><td>Kindly share more details / insights on target audience for each of your products. Also the</td><td></td><td>Each target groups for the respective products need to be outlined by the agency as part of the proposal. As the</td></t<>	2	NPCI/RFP/2018-	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital	Kindly share more details / insights on target audience for each of your products. Also the		Each target groups for the respective products need to be outlined by the agency as part of the proposal. As the
Image: probability of the section	3	NPCI/RFP/2018-	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute - digital	Will this include both paid and organic promotions? If paid is included, how much is		respective channels B2B, B2C, B2G Yes it includes both paid and organic promotions. Paid promotions will be executed by the 3 empaneld media
Image: Constraint of the section of the se	4	NPCI/RFP/2018-	8	Section 3	strategy for every product of NPCI Product strategy : All NPCI products – Existing List available on the website and future products as per	2019-2020 We understand that the agency will also be mandated to manage and execute campaigns to drive customer adoption of NPCI products.	identify channels and media	ideas Media budgets would vary from brief to brief while the agency can propose the media strategy, media buying is
No. No. <td></td> <td></td> <td></td> <td></td> <td></td> <td>the next quarter and next financial year for media spends. Kindly provide tentative distribution of budgets on each product marketing. Any</td> <td>growth & scale</td> <td>Media budgets would vary from brief to brief while the</td>						the next quarter and next financial year for media spends. Kindly provide tentative distribution of budgets on each product marketing. Any	growth & scale	Media budgets would vary from brief to brief while the
Normal Normal Normal Mathematical Section Sectin Section Section Sectin Section Section Sectin Section Section S	5		8	Section 3	The agency to define, plan and execute – digital strategy for every product of NPCI	will help to provide a vision doc. wrt. each of the products wrt. downloads, transactions etc. What would be the yearly marketing budgets		RuPay, Bharat BillPay and NETC, Details of the same are
1 Normal 1 Normal	6		8	Section 3	The agency to define, plan and execute - digital	to allocating these budgets in a certain way across the year. As in, a certain set of products in Q1, and another set of products in Q2 and so forth. This will help us to set up a priority wise approach across different		also allocate the required budgets as part of their
s. service s. start start s. start <th< td=""><td>7</td><td></td><td>8</td><td>Section 3</td><td>available on the website and future products as per</td><td>the vision for each of NPCI products in terms of scaling up and user adoption.</td><td>How much does NPCI want to scale up card issuance for RuPay. 2. Similarly, it would be good to know what incremental nos. is NPCI looking for the download of BHIM app.? On</td><td>scope of work on page 8 of the RFP document. Agency needs to define the incremental change across the</td></th<>	7		8	Section 3	available on the website and future products as per	the vision for each of NPCI products in terms of scaling up and user adoption.	How much does NPCI want to scale up card issuance for RuPay. 2. Similarly, it would be good to know what incremental nos. is NPCI looking for the download of BHIM app.? On	scope of work on page 8 of the RFP document. Agency needs to define the incremental change across the
Normal Section Number of Section 10 Section S	8		8	Section 3	The agency to define, plan and execute - digital	separate experimentation budgets every month. This is to ensure that we explore additional platforms or new campaigns for growth. We will be using test and control methodology on experimentation. Also, pls supgoest If any previous learnings are		campaign startegies basis comitted results. Previous learnings are documented and can be shared with the shortlisted agency.
1Summe1SummeSummeSumme summary and summa	9	NPCI/RFP/2018- 19/MK/13	9	Section 3	research, analytics, CRM and Chatbot agencies or	Kindly suggest your vendor agencies we would be working within suggested areas		Media Agencies - Dentsu, MediaCom & YAAP Research - Nielsen & Kantar IMRB PR - AD Factors Social Listening - Mirum
111 <th< td=""><td>10</td><td></td><td>9</td><td>Section 3</td><td>The agency to define, plan and execute – digital</td><td>agencies or we will be responsible for execution as well? Our understanding is that we will be working on both strategy as well as</td><td></td><td>We expect the empannled agency to come up with the digital stratergy and execute it excluding the paid media ideas. If the over arching thouh is cracked by the ATL agency, then we expect the digital agency to take the</td></th<>	10		9	Section 3	The agency to define, plan and execute – digital	agencies or we will be responsible for execution as well? Our understanding is that we will be working on both strategy as well as		We expect the empannled agency to come up with the digital stratergy and execute it excluding the paid media ideas. If the over arching thouh is cracked by the ATL agency, then we expect the digital agency to take the
LatencyKarmonKar	11		9	Section 3	Weekly Operations reviews with the NPCI team	How often will we have F2F meetings with all responsible agency partners & internal NPCI stakeholders?		F2F meetings will happen as per work and business
Normal Series	12		9	Section 3	The agency to define, plan and execute - digital	other agencies? Are we allowed to ask them to disclose their agency data? If so, any criteria for the same? (ex. Only related to products under a common promotion cycle.		parties. Campaign reports, key insights and recommendation, shall be shared with the onboarded
NAME CONSTRUCT 9 No. 1 Production is not or state and matching of the interval state an	13		9	Section 3	Agency will need to come up with innovative ideas to drive the objectives on a month on month basis	What are the KPI to track & report (userbase, active userbase, new users, cost of acquisition, churn, transactions, frequency of transaction). We understand that it will vary product to product and with time. Please		document. Specific data will be provided to the final
NUMBER COMPARE COMPARE NUMBER NUME	14		9	Section 3	The agency to define, plan and execute – digital	Please suggest if any historical data around digital efforts in the last few years can be		Campaign reports, key insights and recommendation, shall be shared post the onboarding of the agency.
No. No. <td>15</td> <td></td> <td>9</td> <td>Section 3</td> <td>drive the objectives on a month on month basis. This will ensure that there is a constant conversation/engagement with the target audience</td> <td>What would be the target expectation (like, MoM, QoQ, YoY on core metrics)</td> <td></td> <td>Outcomes will need to be proposed by the agency as part of their strategy. Final numbers will be shared post</td>	15		9	Section 3	drive the objectives on a month on month basis. This will ensure that there is a constant conversation/engagement with the target audience	What would be the target expectation (like, MoM, QoQ, YoY on core metrics)		Outcomes will need to be proposed by the agency as part of their strategy. Final numbers will be shared post
Home on the loss of the l	16		9	Section 3	Google and Digital Channels to understand mediums and effectively use them to meet brand	(tech integration teams, business decision makers - quarterly review, team to decide on strategic direction) who will have to be		marketing, product teams, business leads and
NCMPUTPON NCMPUTPON No. Status Numerican Numerican distribution Numerican distribution Numerican distribution 13 NCMPUTPON 20 Sector 3 Sector 30 Sector 3	17	NPCI/RFP/2018- 19/MK/13	9	Section 3	Customize creatives, plans and campaigns to the bank marketing channels	Kindly share more details on 'Leverage and support Bank Marketing channel'		channels need to be leveraged to push out communication, campsigns, creatives. Basis the requirment from all banks, agencies are expected to keep the bandwith to cater all banks if all wish to participate in
19NUMPOR 200019.9Betters 1Laters 1: Conditional process 16 based on the sectors 10 based on the se	18		9	Section 3	Innovations	/ intiatives will qualify for an innovation agenda. Please elaborate with an example.	AR /VR technologies will qualify	Tales and RuPay Foodie Files Digital Campaigns. Refer to the videos published on NPCI YouTube page. The assumption hols true for innovation ideas with usage of
Answer Normal Normal<	19	NPC//RFP/2018- 19/MK/13	9	Section 3	LinkedIn, Google and Digital Channels to understand mediums and effectively use them to meet brand	piece? Do they need to coordinate workshop sessions with different media platforms for internal stakeholders / vendors ? Also, wat will be the intensity of such workshops. Is this 1 per quarter per media platform (Facebook, Linkedh. Gooole)		learning to any of the stakeholders of the company as on required. Yes, as clarified in the description. Intensity needs to be in sync with NPCI and Agency's past
1 NCRPTO00 9 Beford 3 Description Processing of the second of	20		9	Section 3	Competitive Analysis reports to be shared on a	covered here. We understand that we would need to track competition in terms of their digital strategy and how they are leading their digital marketing efforts for user adoption and		NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer
12. NCRUPT POID 19. Sectors Description Description <th< td=""><td>21</td><td></td><td>9</td><td>Section 3</td><td> Sync up and work with current brand, media, research, analytics, CRM and Chatbot </td><td>Kindly share more details on these agencies. Will these agencies be based out of Mumbai or geographically spread across India or, globally?</td><td></td><td>The agencies/stakeholders will be based out of India, predominantly Mumbai</td></th<>	21		9	Section 3	 Sync up and work with current brand, media, research, analytics, CRM and Chatbot 	Kindly share more details on these agencies. Will these agencies be based out of Mumbai or geographically spread across India or, globally?		The agencies/stakeholders will be based out of India, predominantly Mumbai
NPCRPP 2016 PCRP 20170Sector 3Weakly Operations tenders with the NPC Lens Mode sequency with set algorithm of the Direct and the Direc	22	NPCI/RFP/2018- 19/MK/13	9	Section 3	Deliver the Digital Strategy for each product through	any affiliate channels. Kindly share any nos. or information of current budgets for affiliates, current download nos. you get from affiliates or any other supplementary information around your acquisiton strategy through		Yes, we run campaigns with affiliates. The past campaign reports will be shared post onboarding of agency.
NPCIREP2016 9 Becton 3 Competitive Analysis seports to be shared on a whole on a momenta predocts whole a mom	23		9	Section 3	Weekly Operations reviews with the NPCI team	How frequently will we align with offline marketing team? What shall be the typically		agencies will have to collaborate with the offline agency and other agency partners.
NPCIREP2016 INCREP72016 9 Section 3 Competition Analysis reports to be shared on a basing indexed on webg shares Per share more defaults and shares Competition Analysis is shares Competitis shares Competition Analysis is sha	24		9	Section 3		wise)? This information will help us to track		NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer usage pattern.
NPCURPF2016 9 Section 3 Media Stategy - Scope 41 Work bit Stategy - Scope 41 Work bit Stategy - Scope 41 Work Stategy - Scope 41 Work Bit Stategy - Scop	25		9	Section 3	Weekly/Monthly basis			Data sets range from redemptons, transcations, issuances, fan growth, engagement rate, views, comments, visits, leads, activation to name a few data sets
27 19.MC13 9 Section 3 Deliver the Digital Strategy for each product integed promotion for the general profeed and profeed parallelise Characterization and profeed parallelise parallelise Characterization and profeed parall	26	NPCI/RFP/2018- 19/MK/13	9	Section 3	Deliver the Digital Strategy for each product through the media agencies	been historically the primary channels?		Paid marketing campaigns have been conducted on social media, rich media takeovers, programmatic and display advertising, influencer tie-ups
NPCURFP2016 19M0/13 9 Section 3 Depails States/- scope of Vick Proper States/- less scope depails of except depails scape depails of except depails of except depails scape depails of except depails of except depails scape depails of except depails of except depails scale-response of except depails and scale-response of except depails scale-response of except depails scale-response of except depails and scale-response of except depails scale-response o	27		9	Section 3	Deliver the Digital Strategy for each product through the media agencies	current performance and explore possibilities		channels acces would not be provided, instead reports
NPCIRPP2016 10 Section 3 Characterization of the section of the secti	28		9	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	What is the current RoAS (or anything		Campaign specific numbers will be provided to the onboadred agency
30 NPCURFP2016- 19MO13 21 Section 3 Curtom took and Analytics regroms generation to walkelike winch the agginary benerosite for walkelike management management management management deals or watch relation to winch benerosite and the agginary benerosite for walkelike management management management management deals or watch relation to winch benerosite and the agginary benerosite for walkelike management management management deals or watch relation to winch participation Construction participation Construction participation Construction participation Construction participation Construction participation Construction participation Construction Const	29		10	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital	platforms and products last year? What are the third party analytics tools used		onboadred agency
NPCRRPP2016 21 Section 3 management maintaines must be available of NPCR MMR030 Visit is its call on section on the NPCR MMR030 Classification provided under team requirement on page and rest team rest team requirement on page and rest te	30	NPCI/RFP/2018- 19/MK/13	21	Section 3	which the agency has access to.	or subscribed to currently? Should we suggest better tools for future use? Will it be possible to integrate new tools or is there a mandate to use specific tools?		Tableau Agency is ffree to suggest but do share benefits and
April No. April No. Application <	31		21	Section 3	management/ maintenance must be available at NPCI, Mumbai office on a short notice for support services whenever required. Social Media - Scope of Work:	team? No.of members, time duration, expertise level		Clarrification provided under team requirement on page number 21 of the RFP document
33 MPCHRFP2016 19 4.Sope of Work Social Media - Scope of Work What versional regulages are we looking and the it comes to communications of the prime with regulages in the set looking and the priority in the iterations of the iterations of the prime with regulages in the set looking and the iterations of the iterations of the prime with regulages in the set looking and the iterations of the prime with regulages in the set looking and the iterations of the iterations of the iterations of the iterations of the iteration of the iterations of the iteration of t	32		9	4. Scope of Work:	 Purpose The purpose of digital marketing for NPCI is to build a brand and increase its brand's visibility for its products, through building relationships with merchants, banks and financial institutions, and communicating with existing 	across from a social media perspective across different products and what will be the vision for them individually over the next 3-6-9 12 months. Also, what will be the key metrics based on which you will measure the success of the digital agency.	the FB / LinkedIn / Instagram / Twitter page strength after 3-6-9	Platform wise KPIs are specified on page 11 of the RFP document.
34 NPCIRFP201b 100 100 4. Scope of Work Implication (spage) and scope (spage) and s	33	NPCI/RFP/2018- 19/MK/13	9	4. Scope of Work:	Social Media - Scope of Work: Deliverables	when it comes to communicating with our		top 10 widely spoken languages in India. BHIM App supports 13 languages currently.
NPCIRFP2016 10 4. Scope of Work Imagination and the set of the regional management	34	NPCI/RFP/2018- 19/MK/13	10	4. Scope of Work:	regional languages as per the requirements of NPCI from time to time. Have local language experts proficient in regional languages and dialects. 4. Provide support in Hindi, English and any other	Which all regional langugages do the provide need to support in?		top 10 widely spoken languages in India. BHIM App
NPCIRFP2016 19M/C13 10 4. Scope of Work 7. Test different synthesis of context, which are not by ed context are you seguring? charmels synthes/ the business. Page from the scope of work on opage 100 for RFP documents tables from the scope of work on opage 100 for RFP documents tables from the scope of work on opage 100 for RFP documents tables from the scope of work on opage 100 for RFP documents tables from the scope of work on opage 100 for RFP documents tables from the scope of work on opage 100 for RFP document. The obsolated humages from the scope of work on opage 100 for RFP document. The obsolated humages are parameters in the scope of work on opage 100 for RFP document. The obsolated signery may suggest from the scope of work on opage 100 for RFP document. The obsolated signery may suggest from the scope of work on opage 100 for RFP document. The obsolated signery may suggest from the scope of work on the scope of work on opage 100 for RFP document. The obsolated signery may suggest from the scope of work on the scop of work on the scope of work on the scop of work on t	35	19/MK/13	10	4. Scope of Work:	regional languages as per the requirements of NPCI from time to time. Have local language experts proficient in regional languages and dialects.	of the vendor responsibility?		handled by ORM agency and not the onboarded agency. Agency needs to educate us on the kind of format and
NPC/IRFP2015 10 Social Media Menagers in influences of the median register	36	NPCI/RFP/2018- 19/MK/13	10	4. Scope of Work:	limited to traditional digital options.	type of content are you suggesting?		channels that are prevalent today and how it could benefit the business. Page 10 of the RFP document has basic formats currently explored.
	37	NPCI/RFP/2018- 19/MK/13	10	Section 3	Account leads & Social Media Managers Planners/Strategists Copy writers Art	channeling our products throught celebrity influencers or other medium range		RFP document. The onboraded agency may suggest influencer tie-ups but the execution will be done by the

			1		What kind of workshop do we need to		Workshops to be arranged are on how each channel
38	NPCI/RFP/2018- 19/MK/13	11	4. Scope of Work:	Social Media - Scope of Work: Deliverables	What kind of workshop do we need to conduct on social? What is the expectation from a WhatsApp		functions and how can existing business be managed effectively
39	NPCI/RFP/2018-			WhatsApp Business & Broadcast	Business & Broadcast perspective ? Is it to advise on how whatsapp can be leveraged for customer infination on transactions etc., or to do referral campaigns, propagate new offers, a new partnership infimation of is to leverage whatsapp for adoption of NPCI products		WhatsApp API integration across NPCI products and WhatsApp Content strategy and execution
	19/MK/13 NPCI/RFP/2018-	11	4. Scope of Work:	Platform wise KPIs – Will need an organic increase	through viral camapigns by sharing of media on whatsapp. Do we have a boost budget available to gain		Paid promotions may be suggested by the agency but wil
40	19/MK/13 NPCI/RFP/2018-	11	4. Scope of Work:	by 10%-20% month on month on the below metrics	Social Media objective for BHIM is - Installs or		The objective is to drive app installs, usage and offer
41	19/MK/13	11	4. Scope of Work:	Social Media - Scope of Work: 3. Objective	brandino? NETC and NACH don't have social presence.		redemptions
42	NPCI/RFP/2018- 19/MK/13	11	4. Scope of Work:	Social Media - Scope of Work: Deliverables	Do we need to make an official page or should we will continue in NPCI page? Which account will have a major focus on		New pages could be created if there a long term plan for the product. Agency could recommend but NPCI shall take the final call on the same.
43	NPCI/RFP/2018- 19/MK/13	11	4. Scope of Work:	Social Media - Scope of Work: Deliverables	social in terms of no of posts or will it be equal for all 7 accounts?		Current focus platforms have been specified on page 11.
44	NPCI/RFP/2018- 19/MK/13	13	 Scope of Work: (Hygiene Deliverables) 	No. 6, HTML	Are these HTML mailers or HTML ads?		HTML is required for emailers, banner ads, and website pages
45	NPCI/RFP/2018- 19/MK/13	13	4. Scope of Work:	Hygiene Deliverables	What are the creative budgets for the month?		Media budgets would vary from brief to brief while the agency can propose the media strategy, media buying is
	NPCI/RFP/2018-				For Hygiene deliverables in page 13, are we talking about sharing 4 blogs per week or		not in scope.
46	19/MK/13	13	4. Scope of Work:	Hygiene Deliverables The Agency would need to provide onsite resources	talking about sharing 4 blogs per week or creating them?		The request is to write and publish blogs
47	NPCI/RFP/2018- 19/MK/13	21	Team Requirements	to NPCI as external access to the websites will not be provided this includes no access via VPN, Remote access, sharing of the source code and whitelisting IP addresses to allow access to the sites	Is the requirement of onsite resource mandated only for tech requirement (Web development & maintenance), or, is it also mandated for social media & digital consulting as well ?		Primary onsite requirement is for web devlopment and maintenance. Social media management can be done from remote locations.
48	NPCI/RFP/2018- 19/MK/13	14	Website Scope of Work - Overall Scope	Managing overall contert in an efficient, consistent and accurate manner. Ensuring no typos or incorrect information gets placed on the website with adequate apprvals and quality checks at every phase of site updates.	In case of content updation by anyone from NPCI team or content provided by NPCI, will we be held liable for misinformation or typos?		Agency discretion is of utmost importance to ensure accuracy and consistency.
49	NPCI/RFP/2018- 19/MK/13	14	Website Scope of Work - Overall Scope	Arrangement to conduct periodic risk management analysis at least once in a year	Should the risk management analysis conducted be be external or internal and what level of report is expected?		This will be a report shared with the agency partner. The agency will need to recitly/close the highlighted risk on the respective digital channels where the risk has been observed. Hosting of the websites is managed by NPCI. The partner
50	NPCI/RFP/2018- 19/MK/13	14	Website Scope of Work - Overall Scope	Website should be compatible and support natively IPv6 and IPv4 .IPv6.	Are we responsible for managing the hosting of the websites and microsites as well?		Indexing of the websites is managed by NP-C. The partner is only expected to have clarity in understanding and putting forth requirements with the respective teams to ensure resolution and optimum solutions are put forth to ensure seamless flow across digital platforms.
51	NPCI/RFP/2018- 19/MK/13	14	Website Scope of Work - Overall Scope	All the vulnerabilities un-earthed by the security auditors have to be fixed/ rectified without any cost to NPCI with quick turnaround times. (Within 7-14 days of observations being shared with the Development team.)	In case of security vulnerabilities due to external closed source software or providers do we have approval to change said software / provider. In case of open source tools or software or providers will we require to fix their code to resolve vulnerability?		In cases where there is a vulnerability identified the partner would need to work with the InfoSecurity team to rectify the vulnerability. If the specific vulnerability requires a software change, the partner would need to plan for the same and ensure no lapse in current services would occur in the transition process.
52	NPCI/RFP/2018- 19/MK/13	15	Website Scope of Work - Designing Requirements	Colours and images should be chosen according to NPCIs requirements.	Please state NPCI requirements according to which images and colors should be chosen.		The details are present on the NPCI website under - https://www.npci.org.in/brand-centre under brand guidelines header.
53	NPCI/RFP/2018- 19/MK/13	15	Website Scope of Work - Designing Requirements	The website as well as the microsites should be one stop solution to provide information and solve problems for all the stakeholders.	What are the key actions you need users (citizens / businesses) to be taking on the website? What are the key user profiles who would be coming to the website?		The key actions we would want would be to adoptuse the service. The profiles coming on the site would be basis the product offering we have a mix of B28 offerings and B2C as well hence it needs to be tailored to cater to the varying audoiences. Majority of the services are B28 or B2BsoC eg RuPay, IMPS, Bharat Bill Pay.
54	NPC/RFP/2018- 19/MK/13	15	Website Scope of Work - Designing Requirements	The website as well as the microsites should be one stop solution to provide information and solve problems for all the statishibiters.	The primary purpose of all 5 websites is providing information on why, what & how to use NPCTs solutions. Apart from integrations like (eVYC, CBL, check, Whatsapp share, CPM, Surveymonkey ec), dynamic pages wold be Announcements (new & events), Careers (job openings) and General enquity (message to satim), predominantly other pages are static, admin can edit cortient via the CNR signific. Chatto will also pass on the enguity to admin, Kindly confirm		The requirement across all platforms is the need to have CMS enabled updateson real time basis. For CBL, etVC, WhatApp etc., the intel is to enable upcoming channels and or anable asso of ready requests to onboard new customers with NPCI products and services.
55	NPCI/RFP/2018- 190/K/13	16	Website Scope of Work - Technical Requirements	The proposed project is for designing, developing, enhancing, implementing and maintaining the NPCI, RuPay, BHMUP, BHM Aschaar Website and Bhurat Bil/Roy website.	Confirmation of scope understanding: Client needs reversing of the current NPC vesibility media reversing of the current NPC vesibility products (frugue), BHM UPL BHM Adatama Bhanat Bhigay Marriag a new vesibale of their own. Currently these are product linking in the second vesibility of the second scope of the https://www.pbi.org/ab/product- correlation-they are able to the https://www.pbi.org/ab/product- docervesibility-able of the second https://www.bhim-adatama.org.in overview.bhim-adatama.org.in overview.bhim-adatama.org.in overview.bhim-adatama.org.in overview.bhim-adatama.org.in overview.bhim-adatama.org.in overview.bhim-adatama.org.in overview.bhim-adatama.org.in become https://www.bhima.adatama.org.in become https://www.bhima.adatama.org.in becom		The requirement is to manage and enhance the currently locite websites of NPG. Carlwy, BHBAR to de BwardBilling and carbse microalise in NPG and BHBABBAB and and carbse microalise in NPG and BHBABBAB witch are allready underway but will need to be seen to closure and changes to be catered to.
56	NPCI/RFP/2018- 19/MK/13	16	Website Scope of Work - Technical Requirements	Drupal Platform : Since 4 of NPC/s existing websites are based on Drupal CMS the agency needs to ensure tokeep the version up to date and to have resources that have Drupal experience of 3 Years and above.	Is the client open to a different tech stack (like Gatsby + Wordpress), other than Drupal?		Existing website needs to be managed on the current platform (drupat) only.
57	NPCI/RFP/2018- 19/MK/13	18	Dynamic Content Management System (CMS) Features:	The front-end website as well as the backend administrator panel shall be made compliant to handle the Bi-lingual requirements.	RFP says billingual - what are the languages do you need the information to be available in? If it is two - we are assuming it is English and Hindi.	7	While we cater to the following languages in BHIM App - Hindi, English, Tamii, Telugu, Malayalam, Bengali, Odia, Kannada, Punjabi, Assamese, Urdu, Marathi and Gujarati. Would need support for atleast Hindi, Marathi and English on the websites.
58	NPCI/RFP/2018- 19/MK/13	21	Team Requirements	The Agency would need to provide onsile resources to NPCI is external access to the website will not be provided this includes no access via VPN, Remote access, sharing of the source code and whileisting IP activesses to allow access to the sites. Hence the Agency needs to provide a minimum of 2 Drugal resources to take alread the day to day updates/development and new requirements put forth by NPCI.	Is the client open to having the development team work out of our office?		As the access to the websites CMSCode would not be provided outside NPCI intranet hence the development resources need to be working from NPCI office. The extended team can be working from the partner office but the operational force needs to be present at NPCI office.
59	NPCI/RFP/2018- 19/MK/13	22	Quantum of Work on maintenance front	The averages updates carried across the NPCI, RuPay & BHMUPI website are in the range of 350- 500 updates in anoth. Which include but are not restricted to Circular updates, Statistics update, Banner updates, Conter dist, Updates, Offer updates on the RuPay and BHMUPI website, Video link addition updates, New accion crastion newsletter design development and implementation.	RFP states on a monthly basis, we could expect about 400 content updates on the sites. The proposal would be for one time design and development services, as well as an AMC (ongoing maintenance services). Kindly confirm.		The proposal is for an AMC. The scope defines the average volume of updates on a monthly basis. Design and Development effort across estimg and new website would need to be factored in the current monthly AMC. Basis of scope would be similar to the current websites of RuPay and BHIMUPI.
60	Section 3 - Scope	1	Product Strategy	All NPCI products	There are 14 products listed on the NPCLorg.in website, and the RFP specifically names 6. Are product specific digital		Digital strategies are primarily required for the products mentioned in the RFP. However, existing and new
61	Section 3 - Scope	8	Product Strategy	All NPCI products	strategies required for all products? Is there an estimate on how many new		product strategies could arrise if business demands. New products could be introduced as per business needs
	Section 3 - Scope	8	Product Strategy		products may be added annually? Should the commerical bid be provided basis the existing products only, or is there an		and market demand.
62		R		All NPCI products	expectation that additional products will be handeled in the same commercial bid and team provided?		New products could be introduced as per business needs and market demand.
63	Section 3 - Scope	8	Media Strategy	All NPCI products	There are 14 products listed on the NPCLorg in website, and the RFP specifically names 6. Are product specific media strategies required for all products?		Media strategies are primarily required for the products menformed in the RFP. However, existing and new product strategies could arrise if business demands. Media campaign execution will not be done by the digital agency.
64	Section 3 - Scope		Innovations	Innovation Agenda	Would the innovation ideas needed, be limited to existing platforms, or can ideas any and into the creation of new properties if	For eg. The creation of a	New properties can be created/proposed provided the
65	Section 3 - Scope	9	Innovations	Innovation Agenda	expand into the creation of new properties if necessary? If execution of these ideas involves the use of specialist equipment, or advanced development, what would be the process of	For e.g. The development of an AR app, or a digital	ROl/benefits for the platform can be shared.
	Section 3 - Scope	9	Learning		budgeting and commerical implementation of the same?	engagement kiosk.	
66	Section 3 - Scope	9	Learning Review	Learning - Workshops	What is the expected frequency of workshops with Facebook, Linkedin, Google etc?		We would require such workshops to happen regularly atleast 1 in each quarter of financial year RuPay Competitors - VISA, Master Card, Maestro, AMEX.
67	Georgia - Scope		eweW	Competitive Analysis	Please provide a list of competition to be covered?		NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer
68	Section 3 - Scope	<u>a</u>	Review	Competitive Analysis	Are we looking at competition across all 14 current products?		usage pattern. For cetain products the composition is RuPay Competitors - VISA, Master Card, Maestro, AMEX. NETC - RGSL tags and other toil tags present. For the other products the competition differs from a consumer usage pattern. For the rest of the products there may not be competition available as they are category firsts.
69	Section 3 - Scope		Leverage and support Bank Marketing Channel	Leverage and support Bank Marketing Channel	Further detail is needed as to the work which would be required here -		NPCI deals with 1100+ banks today. Bank marketing channels need to be leveraged to push out communication, campaigns, and creatives.
70	Section 3 - Social I		3	Objective	What is a qualified lead and new business in the context of the NPCI digital platforms?		For each of the products, a qualified lead would be different. eg - Lead on RuPay could be a new card
L	1	9	I	I		I	request or An offer redemotion or A transaction etc.

	Section 3 - Social I		4.2			Is this the video format adopted	Format for videos is not fixed the partner needs to
71	Section 3 - Social I	10	4.4	Videos (AJ+ format recommended)	What is meant by AJ+?	by the Al Jazeera property - AJ+?	suggest formats which ensures high reach and encacement across channels. While we cater to the following languages in BHIM App -
72	Section 3 - Social I	10	4.4	Regional Language Support	What are the regional languages for which immediate support is required?	In the case of assets specifically	Vinie we cater to me totowing languages in Dmin App - Hindi, English, Tamil, Telugu, Malayalam, Bengal, Odia, Kannada, Punjabi, Assamese, Urdu, Marathi and Gujarat. Would need support for atleast Hindi, Marathi and English on the websites.
73	Section 3 - Social I	10	4.5	Provide Images/Vectors	What is the expectation from this? Is this the development of illustrations for use across all digital and non-digital assets? Or is this for stock imagery as well?	In the case of assets specifically created for NPCI, there would not be any rights issue, however in the case of stock or other royally free imagery, rights management will play an issue, as location of use changes the licences	Images and vectors will be required across all digital assets
74	Section 3 - Social I	11	Deliverables	Whatsapp Business and Broadcast	Is a WhatsApp business acount setup for the products? Is it a API based Whatsapp for Business account or using the mobile app?		It is WhatsApp for Business API integration with our existing app and Mobile App access via a dashboard provided by select partners working with Facebook.
75	Section 3 - Social I	11	Deliverables	Platform Wise KPIs	Is a tool currently setup for monitoring, or should a tool be recommended?		The process is physically managed currently. A tool could be recommended but should be part of the retainer.
76	Section 3 - Social I	11	Deliverables	Platform Wise KPIs	If a tool is required for measuring and monitoring, how does it need to be budgeted?		If a tool is recommended, it has to be part of the proposed retainer
77	Section 3 - Social	13	Hygiene Deliverab Hygiene Deliverab	Hygiene Deliverables	Are the listed quantity expected per product or overall across all products? What is the required scope for events		Activities stated are subjective basis peak campaign period and may vary depending on requirements
78	Section 3 - Websit	13	Overall Scope	Events Coverage	coverage - i.e - what is expected to be done as part of events coverage? What are the websites and microsites		Events need to be leveraged through Social media coverage, live activities, onground + online integration Websites and microsites have been specifeid on page 8
79 80	Section 3 - Websit	14	Overall Scope	Overall Scope Overall Scope	covered as part of the scope of work? The scope of work mentions a website 'revamp'. What is the expectation here? Is this a one-time activity?		of the RFP document. The scope requires an analysis of the current websites and suggestions to improve on the same.
81	Section 3 - Websit	16	Technical Require	Technical Requirements	The requirements mention - designing, developing, enhancing, implementing and maintaining 'the NPCI, RuPay, BhimUPI, BHIM Aadhaar, & Bharat BillPay website - Are these one time projects, or ongoing maintenance?		All the websites that are live or being developed will need to be looked at as ongoing AMC. The agency would need to do analysis and then execute the suggested changes/improvements.
82	Section 3 - Websit	16	Technical Requirements	Technical Requirements	Does a new technological platform need to be recommended as part of the submission?		Existing website needs to be managed on the current platform (drupal) only.
83	Section 3 - Websit	16	Technical Requirements	Monitoring Requiremenets	System monitoring is usually covered by a separate server and software combination. Is a solution already in place which has to be managed or a new solution has to be recommedned?		System monitoring is already in place but the agency will need to work with the respective teams to own the application end of things and suggest or request changes from a hardware perspective if needed.
84	Section 3 - Websit	10	Technical Requirements	IPV6 Support	IPV6 support is dependent on the hardware, operating system software, & DNS configuration, the website code itself will be compliant. For IPV6 support changes will need to be made across the chain. Would this	The currnet NPCLorg.in website does not have a AAAA DNS record	The same can be worked on along with the respective teams at NPCI. Agency selected would be introduced to each of the spocs from the team.
85	Section 3 - Websit	16	Technical Requirements	Site Search anf Full Text Search	be possible? Are these features implemented to expectation currently or do they need to be implemented?		Site search is in place but the same needs to be bettered and other changes with respect to SEO also would need to be looked and dwollened
86	Section 3 - Websit	1/	Technical Requirements	Archives Management	implemented? Are these features implemented to expectation currently or do they need to be implemented?		to be looked and developed. The features are in place but the agency will need to check the current manner in which it is implemented and proposeldevelop/enhance it once they are onbaorded.
87	Section 3 - Websit	16	Technical Requirements	Website Statistics	The metrics requested would be available in Google Analytics; do we need to enable access to these through the website		The access is arready enabled. The agency would be required to analyse and suggest changes basis the data available on a weekly/monthly basis.
88	Section 3 - Websit	17	Dynamic Content Management System (CMS)	Dynamic Content Management System (CMS)	Are the required features listed here already developed for the current CMS? Or are they		Live websites of NPCI, RuPay, BHIMUPI and BHIMAadhaar have the CMS in place. These would require updates/changes for new websites and the same
89	Section 3 - Websit	17	System (CMS) Features Dynamic Content Management System (CMS)	Features Secure Shell	required as part of a new website. When using SSH secure shell, is the requirmeent to use a SSH tunnel to access the site backoffice, or to actually manage the		would need to be developed. The site is accessed through the NPCI Intranet and an ARCOS client. Specific will be shared with the shortlisted
90	Section 3 - Websit	17	System (CMS) Features Dynamic Content Management System (CMS)	ATM Locator	the site backoffice, or to actually manage the site through a SSH terminal? Is the ATM Locator developed?		agency. Yes, it is developed. Please check the NPCI website
91	Section 3 - Websit	19	Features Dynamic Content Management	ATM Locator	How is the ATM location supposed to be updated? Will it have Latitude and Longitude		under What We Do > NFS > ATM locator. Please check the NPCI website under What We Do > NFS > ATM locator
92	Section 3 - Websit	19	System (CMS) Features Other	Development of eKYC, Cibil etc	data? Would these be required under the same scope of work, or expected as separate		NFS > ATM locator. The development is required under the current scope of work and is to be implemented on the RuPay website.
93	Section 3 - Websit	20	Requirements	Current API	oroiects at required point of time? What are the current APIs in use for which appropriately skilled team has to be provided?		work and is to be impermented on the RuPay weosite. Offers API for BHIMUPI & RuPay are in place. We are also pulling API from 3rd party vendors for offers. Details for these would be shared once the agency is finalized. Offers API implementation can be seen on the RuPay international, domestic and BHIMUPI offers pages.
94	Scope of Work	21 8 to 9	Requirements Section 3	Digital Strategy: Media Strategy - Scope of Work	Can we pitch only for media strategy?		international, domestic anf BHIMUPI offers pages. NPCI has 3 empaneled media agencies. Media execution will be done by these agencies only.
95	Scope of Work	8 to 9	Section 3	Media Strategy – Scope of Work	As we are one of the 3 agencies that currently bid on the media briefs, is this a conflict?		NPCI has 3 empaneled media agencies. Media execution will be done by these agencies only.
96	RFP_Digital Agency FINAL_0, NPCI/RFP/2018- 19/MK/13	10	Section 3 – Scope of Work	Emailers	We understand that NCPI is looking to send emailers as a part of campaign, please clarify 1. Additionally how many profiles needs to be created? 2. Please share Database application / format details		The requirement is to develop emailer creatives.
97	RFP_Digital Agency FINAL_0, NPCI/RFP/2018- 19/MK/13	10	Section 3 – Scope of Work	Emailers	Please clarify, how many email / SMS and push notifications on mobile app are part of campaign requirement?		Creative creation support is required for emailers and SMS script is required for SMS content.
98	RFP_Digital Agency FINAL_0, NPCI/RFP/2018- 19/MK/13	14	Section 3 – Scope of Work	Website Scope of Work	Plese clarify, Is personalization experience requred on websites by tapping visitors usage / behaviour pattern / geo location etc		Personalization basis data point is available and by using trends in the digital channels across other brands.
99	RFP_Digital Agency FINAL_0, NPCI/RFP/2018- 19/MK/13		Section 3 – Scope of Work	Website Scope of Work	Please clarify, Does NCPI want to take real time action for visitors coming on their website by analysing visitor profile, Do NCPI needs complete data of visitors coming on your various digital properties or sample data will suffice.		NPCI would want to move towards real time action for visitors coming on the website but to begin with the websites would need to have such modules and systems to be implemented. NPCI would like to capture and better the experience of all is users hence complete data would be required sample would not be enough.
100	RFP_Digital Agarcy FINAL_0, NPCIRFP/2018- 19/MK/13	9	Section 3 – Score of Work	Review	Is NCPI currently able to track and do the following activities: 1. Generate Custom Tunnel reports 2. End to and tracking of digital compaigns and conversion (attrihing visits with revenue with cost for the lead) 3. Artibution models etc. 4. Adhoc reporting & analysis equirements — the segment comparison provising history on real-time basis browning history on real-time basis of Rearageting of advertisement based on interests and trigger emails on a real-time basis of these specify what all is getting captured in existing system? Also would NCPI like to cover all advertise.		NPCI will need agency expertise to meet these requirements
101	NCPI RFP	8	Section 3	MediaStrategy–Deliver the Digital Strategy for each product through the media agencies			
102	1			The agency will do the following (indicative scope of work)	Will, there be a 3rd party media agency involved or the agency onboard can work directly on the campaigns?		NPCI has 3 empaneled media agencies. Media execution will be done by these agencies only.
103				o Create briefs for digital media agencies basis the business issues or opportunities identified for NPCI products	unecuy on the campaigns?		
104	NCPI RFP	9	Section 3	Other agencies	1) Does the onboard media agency need to disclose their 3rd party they are working with?		NPCI is looking to onborad a digital agency only. Media execution will be done by existing empaneled media agencies only.
		1	l I	research, analytics, CRM and Chatbot agencies	2) Do you need us to mention the details in the bid document?		legunosu uniy.
105	NCDI DED		Soction 7	or processes			
105 106 107	NCPI RFP	33	Section 7 (7.7.1)	Payment Terms: Payment shall be done after completion of work and submission of deliverables certified by NPCI	Social and other digital activities will be monthly ongoing whereas website		Payemnt terms have been specified on page 33 of the
106	NCPI RFP	33		Payment Terms: Payment shall be done after completion of work and submission of deliverables certified by NPCI Officer, within 30 working days from the date of receipt			Payemnt terms have been specified on page 33 of the RFP document.
106	NCPI RFP	33		Payment Terms: Payment shall be done after completion of work and submission of deliverables certified by NPCI Officer, within 30 working days from the date of receipt of correct Invoice. 5.7.1 The Bidder shall submit Eamest Money	monthly ongoing whereas website development will have a certain timeline, can you help us with the exact payment		
106	NCPI RFP RFP – Section 4 (Eligibility Criteria)	25		Payment Terms: Payment Shall be done after completion of work and submission of deliverables certified by NPCI Officer, within 30 working days from the date of receipt of correct Invoice. 5.7.1 The Bidder shall submit Eamest Money Deposit of 55.00.000 (Five lish only) in the form of a Demand Drandt / Pay order from a scheduled bark in India drawn in favor of National Payments Coprosition of India payaback Cuarantee Issued by a scheduled commercial bark valid for 16 days with a claim period of an additional 12 months from the date of explay of the Performance Bark Guarantee, as per format	monthly ongoing whereas website development will have a certain timeline, can you help us with the exact payment		
106 107 108	RFP - Section 4 (Eligibility		(7.7.1)	Payment Terms: Payment Shall be done after completion of work and submission of deliverables certified by NPCI Officer, within 30 working days from the date of receipt of correct invoice bopont of 65.0000 (Five laid not only in the form of a Demand Draft / Pay order from a scheduled bank in Inidia remin inford of National Payments Corporation of Indiar payable at Manthaid or bwy of a Performance Bank Manthai or bwy of a Performance Bank bank wild for 180 days with a claim period of an additional 12 months from the date of opelpy of	monthly orgoing whereas vebsite development will have a certain timeline, can you help us with the exact payment terms?		RFP document.

111	Section 3	8 to 13		Scope Of Work - Social Media	What exactly is Bharat Bill Pay? Kindly elaborate on the same.		Visit www.bharatbillpay.com for more details
112	Section 3	8 to 13		Scope Of Work - Social Media	With reference to Bharat Bill Pay, who are the offline aggregators?		Visit www.bharatbillpay.com for more details
113	Section 3	8 to 13		Scope Of Work - Social Media	Are there any assets created for NACH?		Currently we have no assets created for NACH. But we could create new assest if business demands.
114	6	11		EMD/Bid Security	There is mismatch in EMD amount compare to clause 5.7 on page 25. Please clarify the	We need GST & PAN no to process the BID Cost & EMD	The amount is Rs. 5 lacs. Details are provided on www.npci.org.in
115	10	3		Basis the understanding and brief, develop a monthly content calendar and content basket that would include, but not limited to, the following: - Blogs - Videos (A)+ format recommended) - Influence tie ups	correct amount. Are there any existing blogs for which we need to create articles? Do we have to build a new blog?	Cost of video creation & influencer tie-up be exclusive of retainer and costed at actuals basis the requirement	Blog articles are required to be written. Videos specified are 2 D and 3D video formats which don't require any production costs. Shoot videos and influencer tie-ups could be on actuals. Concepts and ideas could be shared by the agency but execution will be done by the media
116	10	3		Assist NPCI in the regular campaigns that the organization runs for the different products.	Is this requirement different from the one mentioned above? What are the specific		agency only. The requirement is same. The objective of each campaign has been specified on page 8 of the RFP
117	10	3		Provide support in Hindi, English and any other languages as per the requirement of NPCI. Local language experts proficient in regional language and dialects.	campaion deliverables?	This service be chargeable separately basis the scope	document The service provided for langage translation should be part of the scope.
118	11	3		Platform wise KPIs – Will need an organic increase by 10%-20% month on month on the below metrics o Foebook, Twilter, hastgram – Reach, Engagement Rate (Likes, Comments, Shares), Fanfollower base o YouTube – Subscribers, Video Views o Linkelm – Engagement and Follower base	Does this apply to every parameter (e.g likes) under every medium (facebook, twitter, etc) for every social media product page of NPCI?		Yes, it must apply to every parameter as stated in the scope of work.
119	13	3		Hygiene deliverables - Infographics	Do we need to create 2 or 4 per month?		We require 4 infographics per month, across website and social media channels. Quantity may vary as per requirement
120	13	3		Hygiene deliverables - HTML	What is the HTML for? Mailers, website pages?		requirement HTML is required for Mailers, ad banners, website pages, etc.
121	13	3		Report, manage & monitor SM Resizing of master creatives for Banking collaterals	Is reporting required across NPCI owned channels only or across SM network? What does etc mean? Can we expect more		Reporting is required for all digital channels of NPCI ie web + social media.
122	14	3		such as emailers, social posts, web banners, ATM screens. posters. etc	creative formats in adidtion to the ones given here?		Agency needs to be equipped to design formats as per best practices The current websites are on php using Drupal as the
123				Programming of the website and the microsite in accordance with accepted industry best practice.	Which programming language do we need to follow? Please specify.		CMS. Existing website needs to be managed on the current platform (drupal) only.
124	14	3		The audit trail logs in readable format to be provided to NPCI as and when needed. Platform Independence: The solution should be	Is audit trail log refer to CMS user acitivity logs?		It refers to CMS logs, website error and change logs.
125	10	5		Platform independent and should not be constrained to a single Hardware Platform or Operating System or database.	Which platform should we use?		Current websites are on Drupal, Existing website needs to be managed on the current platform (drupal) only.
126	16	3		High Availability. The application should have 99.995% availability. It should allow online addition, deletion and modification of the software changes without any impact on aloresaid availability. Scalability: The system should provide horizontal, vertical and linear scalability without inherent bottle necks and design changes. The solution scalability should be proven by carrying out the benchmark exercise by the agency.	Please mention whether agency to host applications or NPCI have its own hosting servers?		NPCI will host the website within NPCI infrastructure. The agency can recommend changes in the provided setup.
127	17	3		Separate login for administrator to view online members, number of hits in day/ month, search engines, keywords used by engine, repeat and unique visitors, navigation paths, etc.	Currently the website doesn't have a registeration module. Hence we can only track visitors coming to the website & not members. Apart from GA, do you want us to develop a module for capturing website statistics?		Yes the agency can propose such modules which will help in analytics and other statistics which Google Analytics does not provide.
128	17	3		Language Support: Content of language shall be English and shall be managed from the same control panel. Administrator may be able to add content from the same page. The website should be have multiple language options.	Do you want us to build a CMS supporting multilingual option? How many language do you want us to support?		While we cater to the following languages in BHIM App - Hindi, English, Tamil, Telugu, Malayalam, Bengali, Odia, Kannada, Punjabi, Assamese, Urdu, Marathi and Gujaraši. Would need support for atleast Hindi, Marathi and English on the websites.
129	10	3		Group trend by hours	Kindly specify what this means		The expectation is to analyse data with reference to hourly visits, page views, city wise, device wise split and share trends across websites. Also social media trending activities and pop culture references could be leveraged.
130	18	3		The website should allow users to configure themes and page layouts based on the role of the users.	In theme based website, admin user can change the entire web theme. Do yo want it in CMS or the request to come through you and the generation are set of the set of		The request would come in via NPCI SPOC and the agency will have to execute it.
131	20	3 B.2		Integration and implementation of business with 1. API (Creation and Management) 2. WhatsApp Business API 3. CIBIL Check implementation on websites 4. eKYVC check implementation on websites 5. Loyally and Rewards Platform Integration on websites 6. Survey Monkey Implementation on the website	the agency executes it? Do we need to explain how we will integrate these services for NPCI brands?		The agency will need to showcase capability in this space and a proposed plan to implement the same for NPCI. For Loyaly and Rewards Platform, Survey Monkey, CRM & Chatdox, NPCV will share/connect the partners with the selected agency to take ahead integration across platforms NPCI has.
132	23	4		7. CRM & Chatbot Integration and Implementation The bidders must disclose any proprietary tools needed in procurement.	Please elaborate		Will elaboarte this clause with an example. An agency may have a tool/solution that they have developed. It could be a tool to create multiple creatives? a tool to rana/see website- social trends' chashot CRM tool to respond to users. Such properitory tools need to be discioned.
133	32	7		Terms & Conditions	In case we need to amend clauses that has legal implications, how and at what stage of RFP do we do that?		No change to existing clauses
134	44	Annexure A2		Addendum No./ Corrigendum No.	Please elaborate		Addendum and Corrigendum are supporting documents that may be published under the tenders section on NPCI site with regards to the digital RFP. These documents will appear in the same section as the RFP document.
135	47	5		Provide client certificate or the contract with client indicating the scope of project as desired	Can we share Client PO or Email, in absence of contract and certificate		In absence of contract, the latest client PO would be applicable.
136	48,49, 51,57	Annexure A6, A8, Section 9	-	Declaration, client details	Do you need details on letter head or plain paper		The details are expected to be on Agency letter head.
137	Section 4	23		The Bidder(s) should possess the requisite experience, resources and capabilities in providing the services necessary to meet the requirements, as described in the RFP document. Bidder(s) not meeting the Eigbility Criteria will not be considered for further evaluation:	Query:		
138					Would the three clients as mentioned in this clause mean total 3 clients in the space of banking and non-banking? And what would exactly term non-banking mean here?		Total 3 clients, preferably in the BFSI space. Non banking means brands not part of the BFSI sector.
139	-			 The Bidder should have been performing similar work as detailed in the scope of work for at least 3 clients (banking & finance, Non-banking space) for last two (2) years as on the date of submission of the bids. The RPP require the bidder to arrovide a 			
140				statement of corporate financial resources, a history of prior involvement in similar projects, and information regarding pending litigation, debarment	Further we request clarity on the term "Corporate Financial Resources" used in this clause.		Corporate Financial Resources means audited business financial statement of the company to understand financial viability of the vendor.
141	1			or suspension.	Whereas we propose that the EMD should be		
142	Section -5	25	5.8.1	5.8.1 EMDs furnished by all unsuccessful Bidders will be returned on the expiration of the bid validity / finalization of successful Bidder, whichever is earlier.	Whereas we propose that the EMD should be immediately returned to the Successful Bidder after upon finalization of successful bidder.		No change in the clause
143	Section -5	26	5.9	Forfeiture of EMD	Whereas we propose to add a clause that in any case of forfeiture of EMD the Bidder should be provided an opportunity of being heard prior to such forfeiture.		No change in the clause
145	Section 7	32	7.4.1	7.4.1 If the Bidder does not deliver the agreed deliverables (Clause 3.2.7) as per the above mentioned activity scheduled (Clause 3.2.6) or such authorized extension of delivery period as may be permitted in writing by NPCI, NPCI shall be entitled to impose a penalty @ the rate of 0.5% of the total	We need clarity on the reference of clause 3.2.7 made in this clause.		The clause reference is the scope of work as per Section 3 of the RFP document.
146				value of the Purchase Order for each week's delay to a maximum of 5% of the total value of the Purchase Order, which shall be recovered for delayed deliveries, this shall be without prejudice to any other right or remedy available to NPCI under this	Further, we propose that the penalty as stated in this clause should only be levied against the bidder if the delay is caused due to reasons solely attributable to the Bidder		No change in the clause
147	Section 7	32	7.4.2	7.4.2 In the case of delay in compliance with the order beyond 10 days of the stipulated time period, NPCI will have the right to cancel the Purchase Order, as shall be issued to the successful Bidder.	Whereas we have to propose that the cancellation should only be affected if the compliance is delayed beyond the mutually agreed timelines between the parties and provided notice of such cancellation is duly provided to the Bidder.		No change in the clause
148	Section 7	33	7.7.1	7.7.1 Payment shall be done after completion of work and submission of deliverables certified by NPCI Officer, within 30 working days from the date of receipt of correct invoice.	Whereas we propose to state that the fee shall be paid upon submission of correct and valid invoice alongwith necessary supporting documents. Since the SOW is an wol project as well as retainer based services, we propose that retainer eshalls be billed on a monthly basis and shall be paid within 30 days from the date of invoice and project fee shall be paid as per mutually agreed timelines and		No change in the clause
149	}				milestones.		

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150					Incase of any dispute/ query in the invoice the same should be intimated to Agency within seven days of receipt of such invoice. The parties shall rectify resolve the dispute / query within seven days and NPCI shall make payments immediately thereafter.	No change in the clause	
151					Further, we propose that NPCI shall directly appoint and pay to third parties such as film producer, photographers, etc. as may be required to be engaged in the course of rendering the services.	No change in the clause	
153	Section 7	33	7.8.1	7.8.1 Price shall remain fixed for the period of 1 year from the date of Purchase Order. On the extension of term of the Purchase Order based on satisfactory performance and revision of scope of work and methodology, the price can be proposed for revision at the sole and absolute discretion of NPCI.	Whereas we propose for a mutually agreed price in case of renewal and revision in scope of work.	No change in the clause	
154	Section 7	34 & 38	7.10.2, 7.20	7.10.2 The Bidder shall allow NPCI as well as regulatory authorities to verify books in so far as they relate to compliance with the provisions of these Acts and shall provide on demand by NPCI & regulatory authorities such documentary proof as may be necessary to confirm compliance in this	Pursuant to our company's strict mandate, we are unable to provide any audit rights. This is in order to maintain the confidentiality of the information of the other client. Hence, we propose to delete this clause.	No change in the clause	
156				regard. NPCI shall not be responsible in any event to the employees of Bidder for any of their outstanding	However, we can provide copies of the invoices of third parties in relation to third	No change in the clause	
157	Section 7	34, 35, 36 & 38	7.11, 7.12, 7.15,7.16,7.17, 7.20	claims or liability in that regard. NPCI shall not be	party services if requested by NPCL Instead of the clauses in relation to indemnity and liabilities as mentioned in the clauses 7.11, 7.12, 7.15, 7.16, 7.17, we propose to mention the below clauses in relation to indemnity and liability which is aligned to our services:	No change in the clause	
158					 Agency agrees to keep Client saved and harmless from and against all proven and adjudicated claims, suits or proceedings ("Claim") arising from any act committed by Agency or its employees, other than an act(s) performed at the specific instruction of Client. 	No change in the clause	
159					ii. Client agrees to indemnify Agency against any claims or proceedings brought against Agency relating to the accuracy of information provided by Client to Agency for use in the providing of any services or deliverable items, or arising out of the nature or use of any of Client's products or services, or arising out of client's products or services, or arising out of client's misuse of any deliverable items.	No change in the clause	
161					E. In any or all circumstances, Agency's total and aggregate liability for any claims, liability, or dramager arising under this Agreement, either in totar and/or contract, shall be inited to a maximum feer exceeved during the is at (6) months preceding the date of such Claim which may arise during the Term of this Agreement.	No change in the clause	
163 164	Section 7	38	7.21.1	7.21.1 NPC1 shall consider at its sole judgment that the Resource(s) provided by Successful Bidder as unsuitable for the job for whatover reason, NPC shall have the option either (1) to terminate the Purchase Order in part or as a whole or (2) to request succesful Bidder for prompt replacement within 7 days at Bidder's cost.	Whereas we propose that in case of any request of replacement of resources the same shall be mutually discussed between the parties and if required, Agency shall replace the resource with the suitable person. However, termination is such situation seems to be unnecessary.	 No change in the clause	
165	Section 7	38	7.22	7.22 Purchase Order cancellation	Whereas we have to state that the Order should not also be cancelled due to reasons attributable to the third parties. Incase for the reason for order cancellation as stated in this clause, it is submitted that NPO4 should provide Agency of opportunity of being heard. Thereafter, the Bidder may have the right to terminate the Order in accordance with the termination clause proposed by us hereinafter.	No change in the clause	
166				NPCI reserves its right to cancel the order in the event of one or more of the following situations, that are not occasioned due to reasons solely and directly attributable to NPCI alone;			
167				a. Serious discrepancy observed during performance as per the scope of work/ deliverables.	We are unable to agree to condition of refund of payment alongwith the interest.	No change in the clause	
168				b. If the Bidder makes any statement or encloses any form which turns out to be false, incorrect and/or misleading or information submitted by the Bidder/Bidder turns out to be incorrect and/or conceals or suppresses material information.			
170	-			In case of order cancellation, any payments made by NPC to the Bidder would necessarily have to be the Bidder would necessarily have to be from the class of each such payment. Further the Bidder would also be required to compensite NPC for any direct social sciencies by NPC to due to the cancellation of the proposed Purchase Order and my additional operationaries to her force by NPC to appoint any other Bidder. This is after repsying the original amount paid.			
171	Section 7	39	7.23 & 7.24		Whereas we propose for a mutual termination clause and effect of termination	No change in the clause	
172					clauses as below: a. Each Party shall have the right to terminate the Agreement by giving ninety days' written notice to other party for convenience.	No change in the clause	
174					b. Incase of material breach by any party the other party shall have the right to forthwith terminate the agreement if the defaulting party fails to rectify such breach within 30 days of such written notice by the non-defaulting party.	No change in the clause	
176					. Interview and the service of the services of the c. e. Upon termination of this Purchase Order, and the service of the service of the and the service and the service of the progress, in the '' as is where is' conditions subject to payments of all monies including Fee, Third Party payments (if all monies including Fee, Third Party payments (if all monies including and payholite by NRC to depency upon the effective date of termination of this Agreement.	No change in the clause	
178 179	Section 7	40	7.27	7.27 Applicable Law	-		
180	eccodi /	40	1.27	1.27 Applicable Law The RFP/Contract/Purchase Order to be executed between NPC and successful Bidder shall be interpreted in accordance with the laws of the Union of India and the Bidder shall agree to submit to the courts under whose exclusive jurisdiction the Registered Office of NPCI fails.	Whereas we propose for the exclusive jurisdiction of the courts of Mumbai for adjudication of any dispute.	No change in the clause	
181	Annexure A2 & Annexure A6	44, 45 & 49			We have submitted our concerns herein on the certain terms and conditions of the RFP including on penality and cancelation of order clauses. Further, we propose that prior to blacklisting or forfeiting the bid security the Agency shall the right of being heard. Accordingly, we propose to amend this Annexure We propose to modify this NDA to make it a	No change in the clause	
182	Annexure A9	52			mutual NDA. Further, we also propose for following: a. Information can be shared with third party on a need to basis without seeking		
103]				permission of the disclosing party, provided they are bound by confidentiality obligation		

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184					b. The provision in relation to the recovery of costs and fees, including reasonable attorneys' fees, incurred in obtaining any such relief should be deleted. This should be left to the discretion of the court.		No change in the clause
185					c. Further the term of the NDA should be valid till the period of the purchase order and the obligation of confidentiality shall be surviving for a period of one year beyond the		
186					term. d. The clause 12.2 seems to be unjust and needs to be deleted		
187	-				 e. We are unable to agree to indemnity clause in the NDA. However we can mutually 		
187	-				discuss and agree upon indemnity clause in the Purchase Order.		
189	SCOPE OF WORK						
190	Section 3 – scope of work (Media	8		Media Strategy – Deliver the Digital Strategy for each	Media services are outside the purview of our agency, and hence, we will not be able to		No change in th clause
	strategy)	-		product through the media agencies	evaluate media plans, and recommend media innovation cases.		
191	Section 3 – scope of work (Review)	9		Review all plans and spends every quarter and suggest way forward for the next quarter	Reviewing media budgets and suggesting media way forward will not be possible, since media is outside the purview of our agency.		No change in the clause
192	Social Media - Scope of Work			Heighten brand awareness	Could you help us understand what is the		Convert social followers into qualified leads and new
193	(Objective) Social Webla - Scope of Work			Increase customer satisfaction and positive brand	metric here? Will this be measured through sentiment		business
193	Social Media -	5		perception Convert social media followers into qualified leads	analysis?		It will be measured through sentiment analysis
195	Scope of Work	9		and new business	Since this is media led, we won't be able to chase this.		no change in the clause
197	Scope of work	10		Blogs/Listicles/Photo stories	Will these be hosted on the brand/product websites, or is it a third party relationship where we tie up with influential publications?		Yes, it will be hosted on brand/product sites and published across social channels Scope of work would be facilitaing integration and
198 199 200	Deliverables Hygiene	11		WhatsApp business and broadcast HTML and events coverage	What will the scope of work be here? HTML – Are these banners, or emailers or		implementation of the WhatsApp codes on our platforms. The requirement is for HTML emailers, banners and web
201					Events coverage – What is the scope of work here? Live coverage?		The requirement is to have events coverage through live activities, tweeting on ground promotion of activities in
202					-		thr online space
203	NPCI/RFP/2018-19	6	Section - 1	EMD/Bid Security	is there any relaxation for companies registered under MSME act/ Udyog Aadhar? If there is any loss declared due to non-		No change in the clause
204	NPCI/RFP/2018-19	23	Section - 4	The bidder should not have incurred any loss in the business for last three years	It there is any loss declared due to non- business expenses and income tax return shows profit for that particular year, same will be qualified as profitable year		The audited financial statement and income tax return should both show profit.
205	NPCI/RFP/2018- 19/MK/13	20	Section 3 - scope of Work	Bidders evaluation parameters table	Item wise marks break up	-	Item wise marks is for bidder evalaution during the technical round and for internal circulation only
206	y FINAL_0, NPC//F	8	tion 3 – Scope of V	Media Strategy – Deliver the Digital Strategy for each product through the media agencies	What is the current budget/spend on media buying for product specific to online campaign - (Google Display, Search etc.)		Details may be shared on final onborading of the agency
207	y FINAL_0, NPCI/F	10	tion 3 – Scope of V	Emailers	We understand that NCPI is looking to send emailers as a part of campaign, please clarify in which system will be the contact information stored with NCPI is there a CRM system in NCPI or else from where this data of contacts will be procured for campaigns? Additionally how many profiles needs to be created?		The expectation from the agency is to design emailer creatives for campaigns
208	y FINAL_0, NPC/F	10	tion 3 – Scope of V	Emailers	How many mails per prospect/client that NCPI wants the agency to send each month?		The expectation from the agency is to design emailer creatives for campaigns
209	v FINAL_0, NPC/F	10	tion 3 – Scope of V	Emailers	Do you also want to send SMS and push notifications as a part of campaign ? Is there		The expectation from the agency is to design emailer
209	SY FINAL_U, NPC IA	10	sion 3 – Scope or v	Emailers	any requirement of mobile app? Please clarify. Does NCPI plans to provide personalized		creatives for campaigns
210	y FINAL_0, NPC/F	14	tion 3 – Scope of V	Website Scope of Work	recommendation to visitors on NPCI websites based on: 1.Behavioural analysis (past and current browsing history) 2.Visitor's profile (demographylgeo-location, past interests show, campaign exposures etc. 3.Retargeting Please confirm?		NPCI would need help from a media briefing and monitoring perspective. Media buying and planning would be done by the empanelled Media Agencies
211	y FINAL_0, NPC/F	10	tion 3 – Scope of V	Assist NPCI in the regular campaigns that the organization runs for the different product	Is NCPI planning to have affiliate data also from other govi agencies for targeting customers with product promotions? Can the agency propose any solution which is hosted outside Indian geography similar to google analytics which you are already using. Please confirm?		NPCI has no such plans. The solutions proposed need to be hosted within India.
212	y FINAL_0, NPC/F	14	tion 3 – Scope of V	NPCI is keen on innovative ideas that would be appropriate all the websites and will enhance the level of interest and visatian of the tise. Trus, or out the box thinking 'by the website developer is encouraged. The agency will need to keep an eye on the Google Analytics data and recommend site content and structure changes to ensure increases in average time spert on the website and visitors are bettered on a month on month level.	Is NCPI currently using paid version of Google Analytics or Free Edition? Please confirm.		NPCI is currently using the free version of Google Analytics.
213	y FINAL_0, NPCVF	9	tion 3 – Scope of V	Resiew	In KCP currently able to track and do the following activities: 1. Generate Custom funnel reports 2.End to ent dusking of digital campaigns and come the second second second second with cost for the issue) tension 3. Altibution models etc. 4.4.Mon creporting & analysis requirements 6. Retargefing of advertisament hasas (Retargefing of advertisament hasa) 6. Retargefing of advertisament hasas 1. Capture from shandroment events and timeests 2. Capture from shandroment events and timeests 2. Capture from shandroment events and timeests casting system. Also would NCP it is to cover all above points as a part of new adulon?		NPCV would need help from a media building and monitoring perspective. Media buying and distanting would be done by the empanelied Media Agencies
214	y FINAL_0, NPC/F	14	tion 3 – Scope of V	Website Scope of Work	Does NCPI need data on websites statistics immediately or can wait for 24 hours or more? Please confirm?		In most scenarioes the data and statistics are required on an immediate basis. Where applicable the agency would be intimated that the certain section can have a lead time of 24hrs or more to provide the data.
215	y FINAL_0, NPC/F	16	tion 3 – Scope of V	Drupal Platform : Since 4 of NPC1s existing websites are based on Drupal CMS the agency needs to ensure to keep the version up to date and to have resources that have Drupal experience of 3 Years and above	Can the agency propose other leading Web Content Management platforms for developing new websites? Also is NCPI open to move existing 4 websites to newer platforms with use leading and innovative technologies like Artificial Intelligence and Machine Learning?		Existing website needs to be managed on the current platform (drupal) only.
216	y FINAL_0, NPCI/F	17	tion 3 – Scope of V	Language Support: Content of language shall be English and shall be managed from the same control panel. Administrator may be able to add content from the same page. The website should be have multible language cotions.	How many languages does the website support ?		The website currently supports English as the primary language.
217	y FINAL_0, NPC//P	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Have we done programmatic previously for any of the 6 products?		Yes, we have done programmatic campaign for RuPay and BHIM
218	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	If yes, then let us know about any benchmarks available from previous campaigns.		Reports created across products will be shared with the agency after final onboarding Media budgets would vary from brief to brief while the
219	y FINAL_0, NPC//F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is going to be our spend split between app & web campaigns?		agency can propose the media strategy, media buying is not in scope
220 221	y FINAL_0, NPC/F	8	tion 3 – Scope of V tion 3 – Scope of V	Digital Strategy - Scope of Work Digital Strategy - Scope of Work	What third party platforms are we using for tracking of app & web campaigns? What products are we planning to promote on		Platforms names can be shared with the agency on final onboarding The products on priority are specified on page 8 of the
221	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Driority? What is going to be the budget split among these products? For instance, 30% for BHIM,		RFP document Budget split may be shared on final onboarding of the agency
223	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	20% for NACH etc Are the campaigns completely aligned to drive performance or we will also look at		agency The objectives for each product is specified under section
224	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	driving traffic? Will we be going ahead with visibility or brand		The objectives for each product is specified under section
225	y FINAL_0, NPC/F	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	awareness campaigns for any product? Are we planning to do any media buying in terms of fixed CPM buys on websites like irctc		3 Yes, it's part of our approach for FY 2019-20
					etc? Third party app integration with our platforms		This would differ from a brief to brief basis. For eg - API integration process would be shared by the agency
226	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	I hird party app integration with our platforms and pixel placement procedure?		integration process would be shared by the agency providing the API. Pixel implementation on landing pages as per standard practices. KPI's would include Redemption numbers, Leads for
227	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Funnel flow of all the products and primary KPIs we need to optimize on? Will we be using the standard channel		NP1s would include Redempion humbers, Leads for Card requests, Transactions growth, issuances etc. The specific product RPI would be shared when the partner is onboarded. Each media brief which is floated would have an attribution window of 5-90 day window. The same would
228	y FINAL_0, NPC//F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Will we be using the standard channel lookback attribution windows ? Are there any regional constraints around		attribution window of 5-90 day window. The same would be defined at the time of sharing the brief with the Media Anency Restrictions would be in the form of Cities. Duration.
229	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	running campaigns for any of the listed 6 products?		Mediums which are specified at the beginning of the brief document.
230	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	The plan needs to be prepared for what duration? Is there any channel specific budget allocated already?		The plans need to be prepared in accordance with marketing team requirements. Budgets may be disclosed once agency is onboarded.

210 (PNL, S, NC) 8 Ind S = 5000 eV Opput Bases Source V(N) 220 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 231 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 234 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 234 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 235 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 236 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 236 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 236 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 236 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 237 (PNL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 238 (PNLL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 238 (PNLL, S, NC) 8 40 - 3-5000 eV Opput Bases Source V(N) 239 (PNLL, S, NC) 8 40 -		1				Do we have any current benchmarks against	Benchmarks for key campaign deliverables are specified
B B C	231	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	the KPIs to be achieved on product level?	in the RFP document
Image: Part of the state of the st	232	sy FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	only?	KPTs would include Redemption numbers. Leads for
B B	233	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Key KPI for each Product along with detailed funnel / steps for the same	Card requests, Trasnactions growth, issuances etc. The specific product KPI would be shared when the partner is appearded.
Image Image <th< td=""><td></td><td></td><td></td><td>tion 2 Foons of M</td><td>Divisi Destante - Ocean d'Marte</td><td></td><td>All current websites are mobile friendly, iOS and Android</td></th<>				tion 2 Foons of M	Divisi Destante - Ocean d'Marte		All current websites are mobile friendly, iOS and Android
m m	234	SY FINAL_0, NPC P	8	sion 3 – Scope or v	Digital Strategy - Scope of Work	products, and any mandatory split to be	app for BHIMUPI is available.
Image: Part of the stand	235	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Measurement tools / 3rd party platforms in place for shove KPIs	coupled with agency reports and reccomendation for 3rd
D D						place for above KPIs	welcomed.
Description Description <thdescription< th=""> <thdescription< th=""></thdescription<></thdescription<>	236	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work		Rey products specified is section 3 of scope of work. Budget split may be disclosed once agency is onboarded.
	-	,				Performance-based KPIs?	
B Control Cont	238	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	for past campaions?	Each media brief which is floated would have an
900 900 <td>239</td> <td>y FINAL_0, NPCI/F</td> <td>8</td> <td>tion 3 – Scope of V</td> <td>Digital Strategy - Scope of Work</td> <td></td> <td>be defined at the time of sharing the brief with the Media</td>	239	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work		be defined at the time of sharing the brief with the Media
Box First, 2007 A Box First, 2007	240	y FINAL_0, NPCI/F	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	patforms - Snapchat, TikTok, Quora etc.?	Yes, recommendations could be explored if business objectives are met.
Bit Production Production <td>241</td> <td>y FINAL_0, NPCI/F</td> <td></td> <td>tion 3 - Scope of V</td> <td>Digital Strategy - Scope of Work</td> <td>Are we also looking to do Branding / Awareness focussed campaigns?</td> <td>objectives are met.</td>	241	y FINAL_0, NPCI/F		tion 3 - Scope of V	Digital Strategy - Scope of Work	Are we also looking to do Branding / Awareness focussed campaigns?	objectives are met.
CONCENT Content Content <t< td=""><td></td><td>,</td><td></td><td></td><td></td><td></td><td>work.</td></t<>		,					work.
Matrix Matrix<	243	sy FINAL_0, NPCI/F	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	or have we tried them before ?	2019-20 We currently use
Biol State Control Biol	244	y FINAL_0, NPCI/F	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	If available, can you please share organic funnel level drop offs	Reports will be shared with selected partner post NDA
Image: Biolegy of the Biology of the Biolog	245	y FINAL_0, NPC//F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is the tracking platform used?	Currently platforms used include
mod Mode 1970 Los 1970 Los 1970 Description Descripti	246	y FINAL_0, NPCI/F	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	affiliates? Any specific parameters	Empaneled agencies use their own respective tools for detection
						or separate for each product?	Every product stratgey is different and key objectives for each product is specified in the RFP document
The Number of Section 1 The Number of Section 1 Cale of Section	248	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Any specifc KPIs after installs?	through offer redemotions Each media brief which is floated would have an
20 FVR. J. MOS 4 0x1 hands for a long for all states are all states	249	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is the attribution window?	be defined at the time of sharing the brief with the Media Agency
Bit PMAL_DECK Bit Page large four and an end of the second se	250	V FINAL O NPCVS	R	tion 3 - Scone of V	Dinital Strategy - Scope of Work	What would be the overall KPP2	KPI's would include Redemption numbers, Leads for
Str. NYR-L, NON A Design of my change group and my home of my change my home of my change my change my home of my change m	200	, ·	Ÿ		очучын он авоуу - Эсоре от Work		 specfic product KPI would be shared when the partner is onboarded.
Image: Source in the	251	y FINAL_0, NPCVF	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	mentioned are performance driven.	
gap FTRE. L. HORI 4. No. 2. State of the service in the problem of the service in	201		-		-gran enangy - doope of those	Branding.	section 3 of scope of work.
Bit PMS. 5.VSI 4 PMS. 5.SIS PMS. 5.VSI 4 PMS. 5.SIS PMS. 5.VSI Addition of the period of the pe	252	y FINAL_0, NPC//F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Funnel awareness across all the listed	Key KPIs are specified in the RFP document
20. FVRL, LNG 8 8-3- Regret Organization-Stage at the first section of the Stage at	253	y FINAL_0, NPC/F	8	tion 3 - Scope of V	Digital Strategy - Scope of Work	What is the budget to be considered?	 Budgets may vary from product to product.
No. No. <td>254</td> <td>y FINAL_0, NPC/F</td> <td>8</td> <td>tion 3 - Scope of V</td> <td></td> <td>Any information available on the</td> <td> Agency will have to provide insights on customer profiling</td>	254	y FINAL_0, NPC/F	8	tion 3 - Scope of V		Any information available on the	 Agency will have to provide insights on customer profiling
Diff Control (Control) Control (Control) State Land Control (Control) State Land Control (Control) State Land Control (Control) Control (Contro) Control (Contro) Control (C			-	Fra 6		segments?	
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2017 FPAUL_S NPTE 4 83.3-500 or 0 Regression for produced and an advance of the state and account account of the state and account of the state and account account account of the state and account acco	256	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	BHIM - The product is B2B , but are we looking to target the end customer or the	Objective for each prodduct is specified under Scope of work under section 3
Jack TiteL, L. VICT Impact Science Manual Science Manual Science 200 TiteL, L. VICT Impact Science TiteL, L. VICT Impact Science TiteL, L. VICT TiteL, L.	257	y FINAL_0, NPC/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work		plugin/modules like eKYC, CIBIL, Offers API integration to ensure seamless and upto date information and the ability
BOD 17ML A. NOVE Des 1.000 of the Topustments 1.000 1.000 of the Topustments 1.000 1.000 of the Topustments 1.000 1.000 of the Topustments	258	y FINAL_0, NPCI/F	20	tion 3 - Scope of V	Other Requirements - SEO	Website URL/s	Website links for each product is provided under scope of work section 3 of the RFP document
and yPRMLA, NPCR as bits 1-boger P Other Registeries - 1:::::::::::::::::::::::::::::::::::							
main production constrained production production 231 PTMAL, NPG 23 457 constrained 44 Trans. The proceeding of the programments in a constrained of the proceeding of the proceeding of the programments in a constrained of the proceeding of the programments in a constrained of the proceeding of the pro	261	y FINAL_0, NPCI/F	20	tion 3 - Scope of V	Other Requirements - SEO	Off page scope to be covered in the plan?	Off page scope is to be bucketed as separate cost
244 PTNLA_NINCK 20 Am 3 - Songer 47 Other Inquistance - ISO And competition Product and the approximation of the approximated of the approximated of the approximation of the appr	262	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO		
455 FMAL.0. NPCH 20 An 1 - Soge dr Other Regumment: SEO Current angle data Table states user and the user states report and and angles. Scatul State States report and and angles. Scatul State States report and angles. Scatul States report angles. Scatul States report and angles. Scatul States report and angles. Scatul States report and angles. Scatul States report and angles. Scatul States report angles. Scatul States report angles. Scatul States report angles. Scatul States r	200	CENAL O NECLE					Vae content writing and creation is in scope
min min <thmin< th=""> <thmin< th=""> <thmin< th=""></thmin<></thmin<></thmin<>	203	AY FINAL_0, NFOR	20	tion 3 – Scope of V	Other Requirements - SEO	If Content writing to be covered in the plan	res, content writing and creation is in acope
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277 y FRAL_D. NPC/F 15 so 3 – Scope of V Designing Requirements solution must be scalable enough for all integration. Le Facebook, Twitter, Links, Ilogs, and and a Integration. Le Facebook, Twitter, Under, Ilogs, and Statape etc. ² . What accurd do you mean by 'solution must be scalable enough for all social media integration. The ability to integrate the social feeds and select content on our website. 278 y FRAL_D. NPC/F 16 sion 3 – Scope of V Technical Requirements "Modern Application. New generation software souther on un website. Existing website is managed on the current platform (dnum). The application should be using the televel to use the integrate and restores as usagested by MCI. Existing website is managed on the current platform (dnum). The application should be using the televel to use on our website. 279 y FRAL_D. NPC/F 16 sion 3 – Scope of V Technical Requirements "Configurability: The system should be high the internet. Existing website is managed on the current platform (dnum). The application should be high the configurability. The system should be high the configurability. The system should be high the configurability. The system should be high the configurability to be allog and and thereof. Is configurability to be allog and and thereof. 279 y FRAL_D. NPC/F 17 son 3 – Scope of V Technical Requirements "Configurability. The system should be high the output must not on the form we are referring to local tell and paramiter. "Intena	264 265 266 267 270 270 271 271 272 272 273 274	y FINAL_0, NPCIF y FINAL_0, NPCIF	20 20 20 20 20 16 16 16 16 16	Son 3 – Scope of V Son 3 – Scope of V	Other Requirements -SEO Other Requirements -SEO Other Requirements -SEO Other Requirements -SEO Other Requirements -SEO Other Requirements -SEO Other Requirements -SEO Technical Requirements Technical Requirements Technical Requirements	List of competition/s Current traffic detabls MoM around Search traffic at Device segment Jion GA MoM Clicks data at Device segment from Search console The Search Console and Search Console Momentary from Search Console with Average position, impression and click data Journal of entire landing page report from Search console flag J Joou Long Momenta Search console flag J Joou Long Momentary Mark platforms do you want to integrate for the particle and the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the search of the sear	RuPay competition - VISA, Mastercard, Maestro, AMEX. Traffic details are part of the current analises report and will be shared with the agency on final orbitanting Traffic details are part of the current analics report and will be shared with the agency on final orbitanting Details are part of the current analics report and will be shared with the agency on final orbitanting Details are part of the current analics report and will be shared with the agency on final orbitanting Details are part of the current analics report and will be shared with the agency on final orbitanting Details are part of the current analics report and will be shared with the agency on final orbitanting This would be gency of the orbitanting of the orbit where the protone approximation apport and will be shared with the agency of the orbitanting Details are part of the current analics report and will be shared with the agency of the orbitanting this would by the partner to number ables and hardware specifications. The fulfittment will be done with a partor packing working over the orbitanting Existing working working on the current platform (drough orbitantion). The same has been mentioned to keps the partner are none with party building Existing working working on the same has been mentioned to keps the partner aware that such a planet. There is a system in splace for flaxed at that point. There is a system in place for flaxedback/gitereance det has all and current plates to or means and the specific of the approximations are been of the partner bubber of the approximations are been of the approximation of the aproximation of the appr
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1 mit de la mit strange de la mit de la	282	y FINAL_0, NPC/F	20	fion 3 – Scope of V	Other Requirements	"The Agency would be required to undertake site feature implementation such as development/enablement of EKYC, CIBIL check and LMS system to fulfil card requests/Fast Tags." Do you want some kind of status checking for ekyc or status checking for card requests/Fast		verification on our websites. With reference to the LMS, we need a lead management system to track status of various campaigns and the ability to integrate with other
1 1 0 0.00000 0.0000 0.00000 <t< td=""><td>283</td><td>y FINAL_0, NPC/F</td><td>20</td><td>tion 3 – Scope of V</td><td>Other Requirements</td><td>What is the loyalty platform do you have</td><td></td><td>Clavax Technologies is our loyalty partner</td></t<>	283	y FINAL_0, NPC/F	20	tion 3 – Scope of V	Other Requirements	What is the loyalty platform do you have		Clavax Technologies is our loyalty partner
1 Proc. No. 602010 Proc. No. 602010 Proc. No. 6020000000000000000000000000000000000								The details will be declosed to the final anency that is
Abit Setter 2014 Abit	284	sy FINAL_0, NPC//F	20	tion 3 – Scope of V	Other Requirements	with the loyalty platform?		onboarded
Image: Process of the second	285		13	Sec 3	Hygiene Deliverables	per product? If it's for per product, how many products should we account for? Do we have an idea of the number of products that will be added in the next 3 years so we can account for	If we do not have an estimation	Deliverables are per month basis. It could be across all products or one /two products as per business needs.
Simulation Provide first sector sectors for sector						Please help us with an estimated number of bank adapts that we need to account for.	added, we will not be able to account for these and hence additional cost will be added to	channels need to be leveraged to push out
Mon Mon <td></td> <td></td> <td></td> <td></td> <td></td> <td>be accounted for? Would these be landing pages</td> <td>the retainer for every product that is added.</td> <td>Requirement is for web banners, emailers, and web pages</td>						be accounted for? Would these be landing pages	the retainer for every product that is added.	Requirement is for web banners, emailers, and web pages
And Box Market - Score of each market - Score of ea	290							
23. Month Mark and Programming of the watches and the measure of the me						media channels', does this include just posting on the page or would we be required to answer		ORM is not part of the SOW
24. COMPTOES 34 Int 1 The program party is the draging, for d		NPCI/RFP/2018-	14	Sec 3	Programming of the website and the microsite in			Microsite details are provided under section 3 of scope of work
25 Image: provide status at an analysis of strange str		NPCI/RFP/2018-	16	Sec 3	Technical Requirements			
Bits Produce statement for each dPC product and any product dpc of products for a single of products for a single of products for a single of product dpc or product dpc of products for a single of product dpc or product					enhancing, implementing and maintaining the NPCI, RuPay, BHIMUPI, BHIM Aadhaar Website and Bharat	5 websites that are mentioned? Please help us with a list of all the websites that need to be scoped.		scope of work. New websites/microsites could be
Bits Product damage Product damage <td>297</td> <td>NPCI/RFP/2018-</td> <td>20</td> <td>Sec 3</td> <td></td> <td>and strategy for all products or can we pick one</td> <td></td> <td>Key products are specified under section 3 of some of</td>	297	NPCI/RFP/2018-	20	Sec 3		and strategy for all products or can we pick one		Key products are specified under section 3 of some of
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203 Provide support in refu; farging an part of your may language do ever any language and ever regionses. INFO weight on the language of the vert of the language in the vert of the lang	301	19/MK/13				Would you require this in		Preferably emails and/or letterheads
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Dr. retroit linear and dech. Mail would be process and criteria for retroition is the retainer cost of the holding graph. Part of Costs 2000 Part of Costs						Is there any clarity on the languages that we'd		
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306 NPC(NP720b- (NR1)1 R = c.3 Media Strategy (at lar scool) For the media strate or (at lar scool) Media Strategy (at lar scool) Media	305	19/MK/13	33	Clause 7.9	Term of Order/Engagement and Extension	in the retainer cost for the following year?		Refer to clause Price 7.8.1 for more information
307 Incrementary be existent The extrementary be existent Present existent in the existent exist	306		8	Sec 3	Media Strategy	for the media team or is media buying also a part		Media buying is not part of Scope of work
300 NCUTPY2015 17 Sc.3 Webster-Scope of work Passe fabra data, bit is fabra datata, bit is fabra datata, bit is fabra data, bit is fa	307	NPCI/RFP/2018-	15	Sec 3	Website – Scope of work			Please account basis the most recent screen sizes and
311 Chromosol (Construction) Construction (Constructio	309							for the users.
312 SNA(1) 36 Set 3 Technical Regularments Minimum different website With a first multiple state and source website 313 314 314 Minimum different website Minimum different website Details may be shared on final orbitonizing of the spercy 316 Minimum different website Minimum different website Details may be shared on final orbitonizing of the spercy 317 VC(VIPVDIB) 20 Set 3 Wintupp AG Pagency website hold on different website Minimum different website Minimum different website 319 VC(VIPVDIB) 20 Set 3 Wintupp AG Pagency website hold on different website Minimum different website Minimum different website 319 VC(VIPVDIB) 20 Set 3 Wintupp AG Pagency website Minimum different website Wint the proper different website Wint the proproprint website Wint the proper differest web			17	Sec 3	Website – Scope of work	implemented.		Details may be shared on final onborading of the agency
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arr Interface Inte						Please share the website link for BHIM		
318 INCLUMP2016 (MIXID) 28 Sec.3 Whatubap AIT Integrations would be required on AIT Integrations of the website? Whatubap Integrations for the website? Whatubap Integrations for the website? Whatubap Integrations for and caliform and caliform and caliform and caliform and caliform and califo			20	Sec 3	implementation such as development/enablement of EKYC, CIBIL check and LMS system to fulfil card	independent website if any. Please elaborate on this.		eKYC and CIBIL features reference can be taken from any of the bankbazaar, policy bazaar websites. LMS is a lead management system for various campaigns which would
Section 319 Section 200ementales Image: Section 319 Difference of the section product states Specific line learning of upon. Bittle for each product states and section the section of the Section product states and section the section of the Section product states and section the product states and section product states and section the section of the Section product states and section the section of the Section product states and section the product states and section product states and section product states and section product states and section product states and section the section of the Section product states and section the section of the Section product states and section the product states and section product states and section the section of the Section product states and section the section of the Section product states and section the section of the Section product states and section and section product section product section product section product section product section section of the section product sectin product section product sectin product section produ	318		20	Sec 3	WhatsApp API integration would be required on All the	What is the purpose of WhatsApp integration for		WhatsApp integration will only be for App integrations
319 Interna and quantities an mentioned and agrees in the D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities Secoled by NPCI Wrate are Key communication Reason to D Control drivery of the set limities decided by NPCI Reason ABAEC Reason ABAEC 321 Commercial Biels 31 Commercial break up Commercial format if Bisparate cost needs to be shown to platform drivers adquerated and cost and and or part of the RPP Not Applicable. Existing website needs to be managed on the current platform (Sinual) driver and and or part of the RPP aparage to D by the tode (e.g. Driver) to driver <t< td=""><td>5.0</td><td>Section</td><td>11</td><td></td><td>NPCI owned websites. Complete scope of work defined for the week in the</td><td>the websites?</td><td></td><td>and pushing messages from provided dashboard</td></t<>	5.0	Section	11		NPCI owned websites. Complete scope of work defined for the week in the	the websites?		and pushing messages from provided dashboard
Section 3200 Section 200 11 200 Complete scope 4 work defined for the week in the contract ended and and center back Specific into latens and quantities acceled work defined for the week in the contract ended and and center back Specific into acceleration of the contract ended and and center back Specific into acceleration of the contract ended and and center back Specific into acceleration of the contract ended and and center back Specific into acceleration of the contract ended and and center back specific into acceleration of the contract ended and and center back specific into acceleration of the contract ended and and center back specific into acceleration of the contract ended and and center back backets back specific into acceleration of the contract of segarate contract ended (e.g. Dupal to .ref) Not Applicable. Existing website needs to be managed on the current juttering (drupal) only the current juttering (drupal) only in any or of the last three (1) for acceleration of the last three (1) for acceleration specific acceleration acceleration acceleration acceleration acceleration acceleration acceleration acceleration acceleration acceleration acceleration acceleration acceleration acce	319	3/Deliverables			items and quantities as mentioned and agreed in the scope of work Content delivery in the set timelines decided by NPCI	What are Key communication Reason to believe for NPCI and its individual products?	product/campaign will be shared once agency is onboarded. Further information on the products is listed on	agency is onboarded. Further information on the products
321 Commercial Basis Commercial Streak up Commercial Basis Commercial Streak up Surger asgusterio contracts to be shown for platform durger asgusterio contracts as 2015 as an expected of the shown for platform durger asgusterio contract as 2015 as 2014 to 2014 to 1014 to the shown for platform and 2014 to 2014 to 1014 to the shown for platform durger asgusterio contract as 2015 as 2014 to 2014 to 1014 to the shown for platform contracts as 2015 as 2014 to 2014 to 1014 to the shown for platform for durger platform for platform contracts as 2015 be asset to 2014 to 2014 to 1014 to 1	320	Section 3/Deliverables	11		items and quantities as mentioned and agreed in the scope of work Content delivery in the set timelines decided by NPCI	Competitors for each product		NETC - RGSL tags and other toll tags present. For the
322 66 Annexue A10 - Formation Respondent Details Submission Pessale elaborate Annexue A10 to be ommitted and not part of the RFP 323 6 Bidder should be port (after tax) making Company In any one of the tax three (1) Explorition and the tax three (1) Ex	321	Commercial Birts	31			separate cost needs to be shown for platform change suggested by the bidders (e.g. Drupal		Not Applicable. Existing website needs to be managed on the current platform (drupal) only
- 56 Submission 323 Bidder should be profit (after tau) making Company in any one of the last three (3) financial years, Le. 2014-15, 2015 For eligibility, can 3 years be counted as 2015- in any one of the last three (3) financial years, Le. 2014-15, 2015-15 and 2017-16 instead of 2014-15, 2015, 2016, 2017. Yes, company can show that if a profit making company in 2017-18, 2016-17 in three and of 2014-15, 2015, 2016, 2017. Yes, company can show that if a profit making company in 2017-18, 2016-17 in three and of 2014-15, 2015, 2016, 2017. Yes, company can show that if a profit making company were not operational in 2014. 324 Earnest Money Deposit (MM) The Bidder shall show how to 50,000 (The last on PM) What is NFCT Shaft on CHIP companies tho were not operational in 2014. NPCI is neither a Government of onlina. As such the estants oposition would not adoub the PCI-three not shane for oposition would not adoub the PCI-three not shane for provision would not be provision would not be provision would not adoub the PCI-three not shane for provision would not be provision would not be provision would not be provision would not be provision would not be provi	322	Commercial Bids	31		Annexure A10 - Format for Respondent Details	Please elaborate		Annexure A10 to be ommitted and not part of the PED
323 2014-15, 2015 - If and 2016 - 77 (or Calendar year 2015-16, 2016 - 17. This is for companies who 2015-16, 2016 - 17. This is for companies who were not operational in 2014. in 2017-18. 324 Eamest Money Deposit (FMD) The Bidder shall submit Eamest Money Deposit of 50,0000 (The Main only) What is NPC1s stard on EMD exemption for by SIC / MSWE cartielet companies NPC1s neither a Government of Unita. As such the attack provision waid neither on chance in provision waid neither			56		Bidder should be profit (after tax) making Company	For eligibility, can 3 years be counted as 2015		
224 Earnest Money Deposit (FMD) The Bidder shall submit Earnest Money Deposit (FMD) Becost (FMD) Bidder shall submit Earnest Money Poeposit Single Activity (FMD) Bidder shall submit Earnest Money Deposit (FMD) Bidder shall	323	Eligibility Criteria	23		2014- 15, 2015- 16 and 2016 - 17 (or Calendar year 2015, 2016, 2017).	16, 2016-17 and 2017-18 instead of 2014-15, 2015-16, 2016-17. This is for companies who were not operational in 2014.		in 2017-18.
	324	Deposit (EMD)	25		The Bidder shall submit Earnest Money Deposit of ₹5,00,000 (Five lakh only)	What is NPCI's stand on EMD exemption for NSIC / MSME certified companies		department of Government of India. As such the extract provision would not apply to NPCI. Hence no change in