Sr. No.	Document	Page No.	Clause No.	Description in RFP	Clarification Sought	Additional Remark (if	NPCI Comments
1	NPCI/RFP/2018-19/MK/13	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	Would you have broad objectives for user growth, adoption etc. for each of the projects, or would you expect us to define these?		Please refer to statistics available on the website ww.npci.org.in under each product head. This needs to be coupled with the strategy that the agency is proposing.
2	NPCI/RFP/2018-19/MK/13	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	Kindly share more details / insights on target audience for each of your products. Also the focus TG for growth in the immediate future.		Each target groups for the respective products need to be outlined by the agency as part of the proposal. As the products are already live in the market across the respective channels B2B, B2C , B2G
3	NPCI/RFP/2018-19/MK/13	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	Will this include both paid and organic promotions? If paid is included, how much is the tentative budget for paid camaigns for 2019-2020		Yes it includes both paid and organic promotions. Paid promotions will be executed by the 3 empaneled media agencies, though they can suggest any paid promotion ideas.
4	NPCI/RFP/2018-19/MK/13	8	Section 3	Product strategy : All NPCI products – Existing List available on the website and future products as per business demands	We understand that the agency will also be mandated to manage and execute campaigns to drive customer adoption of NPCI products. Kindly suggest on the tentative budgets for the next quarter and next financial year for media spends.	A budget clarity will help us to identify channels and media platforms at different stages of growth & scale	Media budgets would vary from brief to brief while the agency can propose the media strategy, media buying is not in scope.
5	NPCI/RFP/2018-19/MK/13	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	Kindly provide tentative distribution of budgets on each product marketing. Any priority importance for your products. Also, it will help to provide a vision doc. wrt. each of the products wrt. downloads, transactions etc.		Media budgets would vary from brief to brief while the agency can propose the media strategy, media buying is not in scope. Key products include NPCI, BHIM UPI, RuPay, Bharat BillPay and NETC. Details of the same are provided on www.npci.org.in
6	NPCI/RFP/2018-19/MK/13	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	What would be the yearly marketing budgets ? Kindly share more details. Are we planning 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 products.		Basis the proposed agency startegy, the agency should also allocate the required budgets as part of their proposal.
7	NPCI/RFP/2018-19/MK/13	8	Section 3	Product strategy : All NPCI products – Existing List available on the website and future products as per business demands	It will help to know the current nos. and also the vision for each of NPCI products in terms of scaling up and user adoption.	E.g., It will be good to know 1. 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 similar lines, for other products.	Objective for each product is specified under section 3 of scope of work on page 8 of the RFP document. Agency needs to define the incremental change across the various products basis the proposed strategy.
8	NPCI/RFP/2018-19/MK/13	8	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	Will NPCI be open to keep aside a 5-10% 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 sugggest if any previous learnings are documented and will be shared.		NPCI is open to experimenting with channels and campaign startegies basis comited results. Previous learnings are documented and can be shared with the shortlisted agency.
9	NPCI/RFP/2018-19/MK/13	9	Section 3	Sync up and work with current brand, media, research, analytics, CRM and Chatbot agencies or processes	Kindly suggest your vendor agencies we would be working within suggested areas		Brand/Creative agency - 82.5 Communications Media Agencies - Dentsu, MediaCom & YAAP Research - Nielsen & Kantar IMRB PR - AD Factors Social Listening - Mirum ORM - Hivemaids
10	NPCI/RFP/2018-19/MK/13	9	Section 3	Digital Strategy - Scope of Work - Other agencies The agency to define, plan and execute – digital strategy for every product of NPCI	Will we be working as a consultant to these agencies or we will be responsible for execution as well? Our understanding is that we will be working on both strategy as well as execution front.		We expect the empanneled agency to come up with the digital stratergy and execute it excluding the paid media ideas. If the over arching thoulht is cracked by the ATL agency, then we expect the digital agency to take the thought forward on the digital front.
11	NPCI/RFP/2018-19/MK/13	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 demands
12	NPCI/RFP/2018-19/MK/13	9	Section 3	Digital Strategy - Scope of Work - Other agencies The agency to define, plan and execute – digital strategy for every product of NPCI	What is the condition for data sharing with 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. etc)		NPCI will never share any confidential data with any parties. Campaign reports, key insights and recommendation, shall be shared with the onboarded agency for its learnings.
13	NPCI/RFP/2018-19/MK/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 share more details.		Respective KPIs are specified on page 8 of the RFP document. Specific data will be provided to the final onboarded agency.
14	NPCI/RFP/2018-19/MK/13	9	Section 3	Digital Strategy - Scope of Work - Other agencies The agency to define, plan and execute – digital strategy for every product of NPCI	Please suggest if any historical data around digital efforts in the last few years can be shared for analysis.		Campaign reports, key insights and recommendation, shall be shared post the onboarding of the agency.
15	NPCI/RFP/2018-19/MK/13	9	Section 3	Agency will need to come up with innovative ideas to drive the objectives on a month on month basis. This will ensure that there is a constant conversation/engagement with the target audience and will help drive the numbers for NPCI.	What would be the target expectation (like, MoM, QoQ, YoY on core metrics)		Section 3 of the RFP document outlines the KPI heads. Outcomes will need to be proposed by the agency as part of their strategy. Final numbers will be shared post onboarding.
16	NPCI/RFP/2018-19/MK/13	9	Section 3	Conduct Workshops with Facebook, LinkedIn, Google and Digital Channels to understand mediums and effectively use them to meet brand goals	What would be nature of internal stakeholders (tech integration teams, business decision makers - quarterly review, team to decide on strategic direction) who will have to be included for workshops.		The team would comprise of core management, marketing, product teams, business leads and relationship managers
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'		NPCI deals with 1100+ banks today. Bank marketeing channels need to be leveraged to push out communication, campaigns, creatives. Basis the requirment from all banks. agencies are expected to keep the bandwith to cater all banks if all wish to participate in the campaion at the same time.
18	NPCI/RFP/2018-19/MK/13	9	Section 3	Innovations	It will help to know what activation campaigns / intiatives will qualify for an innovation agenda. Please elaborate with an example.	We assume the usage of AI / AR /VR technologies will qualify as innovation bets	Assumption is correct. Example could be RuPay Travel 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 AI/AR/VR also
19	NPCI/RFP/2018-19/MK/13	9	Section 3	Learning ☐ Conduct Workshops with Facebook, LinkedIn, Google and Digital Channels to understand mediums and effectively use them to meet brand goals	What will be the role of agency on learning piece? Do they need to coordinate workshop sessions with different media platforms for internal stakeholders / vendors ? Also, what will be the intensity of such workshops. Is this 1 per quarter per media platform (Facebook, LinkedIn, Google)		The onboarded agency would be required to facilitate the 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 learnings.
20	NPCI/RFP/2018-19/MK/13	9	Section 3	Review ☐ Competitive Analysis reports to be shared on a Weekly/Monthly basis	Kindly provide the list of competiton to be 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 brand building.		RuPay Competitors - VISA, Master Card, Maestro, AMEX. NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer usage pattern.
21	NPCI/RFP/2018-19/MK/13	9	Section 3	Other agencies ☐ Sync up and work with current brand, media, research, analytics, CRM and Chatbot agencies or processes	Kindly share more details on these agencies. Will these agencies be based our of Mumbai or geographically spread across India or, globally?		The agencies/stakeholders will be based out of India, predominantly Mumbai
22	NPCI/RFP/2018-19/MK/13	9	Section 3	Media Strategy - Scope of Work Deliver the Digital Strategy for each product through the media agencies	Please suggest if you are currently leveraging 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 affiliates.		Yes, we run campaigns with affiliates. The past campaign reports will be shared post onboarding of agency.
23	NPCI/RFP/2018-19/MK/13	9	Section 3	Weekly Operations reviews with the NPCI team	How frequently will we align with offline marketing team? What shall be the typically collaboration process.		Basis the requirment and business demands, the digital agencies will have to collaborate with the offline agency and other agency partners.
24	NPCI/RFP/2018-19/MK/13	9	Section 3	Competitive Analysis reports to be shared on a Weekly/Monthly basis	Who are all the core competitors (Product-wise)? This information will help us to track competition effectively.		RuPay Competitors - VISA, Master Card, Maestro, AMEX. NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer usage pattern.
25	NPCI/RFP/2018-19/MK/13	9	Section 3	Competitive Analysis reports to be shared on a Weekly/Monthly basis	Pls share more details on the format of data sets being reviewed on weekly basis		Data sets range from redemptons, transcations, issuances, fan growth, engagement rate, views, comments, visits, leads, activation to name a few data sets
26	NPCI/RFP/2018-19/MK/13	9	Section 3	Media Strategy - Scope of Work Deliver the Digital Strategy for each product through the media agencies	For Paid marketing campaigns, what have been historically the primary channels?		Paid marketing campaigns have been conducted on social media, rich media takeovers, programmatic and display advertising, influencer tie-ups
27	NPCI/RFP/2018-19/MK/13	9	Section 3	Media Strategy - Scope of Work Deliver the Digital Strategy for each product through the media agencies	Will we get access to channels to audit the current performance and explore possibilities for campaign improvement?		Access to owned channels will be provided. Paid channels acces would not be provided, instead reports will be provided.
28	NPCI/RFP/2018-19/MK/13	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 equivalent)?		Campaign specific numbers will be provided to the onboadred agency
29	NPCI/RFP/2018-19/MK/13	10	Section 3	Digital Strategy - Scope of Work The agency to define, plan and execute – digital strategy for every product of NPCI	What was the budget split/ ROI wrt to different platforms and products last year?		Campaign specific numbers will be provided to the onboadred agency
30	NPCI/RFP/2018-19/MK/13	21	Section 3	Custom tools and Analytics reports generation tools which the agency has access to.	What are the third party analytics tools used 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?		Google, Facebook, Twitter, LinkedIn and Radiant6 and Tableau Agency is ffree to suggest but do share benefits and details of tools
31	NPCI/RFP/2018-19/MK/13	21	Section 3	The team of the agency responsible for website management/ maintenance must be available at NPCI, Mumbai office on a short notice for support services whenever required.	What is the clear expectation on the onsite team? No.of members, time duration, expertise level		Clarrification provided under team requirement on page number 21 of the RFP document
32	NPCI/RFP/2018-19/MK/13	9	4. Scope of Work:	Social Media - Scope of Work 1. 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 and potential customers in the online space.	Kindly let us know the current baseline nos. 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.	E.g., for NPCI, what should be the FB / LinkedIn / Instagram / Twitter page strength after 3-6-9-12 months.	Platform wise KPIs are specified on page 11 of the RFP document.
33	NPCI/RFP/2018-19/MK/13	9	4. Scope of Work:	Social Media - Scope of Work: Deliverables	What vernacular languages are we looking at when it comes to communicating with our TG?		English would be the primary language followed by the top 10 widely spoken languages in India. BHIM App supports 13 languages currently.
34	NPCI/RFP/2018-19/MK/13	10	4. Scope of Work:	4. Provide support in Hindi, English and any other regional languages as per the requirements of NPCI from time to time. Have local language experts proficient in regional languages and dialects.	Which all regional laguages do the provide need to support in?		English would be the primary language followed by the top 10 widely spoken languages in India. BHIM App supports 13 languages currently.
35	NPCI/RFP/2018-19/MK/13	10	4. Scope of Work:	4. Provide support in Hindi, English and any other regional languages as per the requirements of NPCI from time to time. Have local language experts proficient in regional languages and dialects.	Is query response on social media also a part of the vendor responsibility?		The query response / ORM / CRM function will be handled by ORM agency and not the onboarded agency.
36	NPCI/RFP/2018-19/MK/13	10	4. Scope of Work:	7. Test different styles of content, which are not limited to traditional digital options.	Please clarify: What different formats / styles / type of content are you suggesting?		Agency needs to educate us on the kind of format and 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	Social Media Deliverables - Resource requirements: Account leads & Social Media Managers	Planners/Strategists	Copy writers	Art visualizers/designers	Bulk creative developers	Are we open to influencer marketing and channeling our products throught celebrity influencers or other medium range influencers?		Yes, it's included in the scope of work on page 10 of the RFP document. The onboarded agency may suggest influencer tie-ups but the execution will be done by the media agency only.

#	RFP No	Page	Section	Topic	Clause	Query	Example	Response
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?		Workshops to be arranged are on how each channel functions and how can existing business be managed effectively
39	NPCI/RFP/2018-19/MK/13	11	4. Scope of Work:	WhatsApp Business & Broadcast		What is the expectation from a WhatsApp Business & Broadcast perspective ? Is it to advise on how whatsapp can be leveraged for customer intimation on transactions etc., or to do referral campaigns, propagate new offers, a new partnership intimation or is to leverage whatsapp for adoption of NPCI products through viral camapigns by sharing of media on whatsapp.		WhatsApp API integration across NPCI products and WhatsApp Content strategy and execution
40	NPCI/RFP/2018-19/MK/13	11	4. Scope of Work:	Platform wise KPIs – Will need an organic increase by 10%-20% month on month on the below metrics		Do we have a boost budget available to gain social traction?		Paid promotions may be suggested by the agency but will be executed by empaneled media agency only
41	NPCI/RFP/2018-19/MK/13	11	4. Scope of Work:	Social Media - Scope of Work: 3. Objective		Social Media objective for BHIM is - Installs or branding?		The objective is to drive app installs, usage and offer redemptions
42	NPCI/RFP/2018-19/MK/13	11	4. Scope of Work:	Social Media - Scope of Work: Deliverables		NETC and NACH don't have social presence. Do we need to make an official page or should we will continue in NPCI page?		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		Which account will have a major focus on 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	4. 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 not in scope.
46	NPCI/RFP/2018-19/MK/13	13	4. Scope of Work:	Hygiene Deliverables		For Hygiene deliverables in page 13, are we 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	The Agency would need to provide onsite resources 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 content in an efficient, consistent and accurate manner. Ensuring no typos or incorrect information gets placed on the website with adequate approvals 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 rectify/close the highlighted risk on the respective digital channels where the risk has been observed.
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?		Hosting of the websites is managed by NPCI. 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 adopt/use the service. The profiles coming onto the site would be basis the product offering we have a mix of B2B offerings and B2C as well hence it needs to be tailored to cater to the varying audiences. Majority of the services are B2B or B2BtoC eg RuPay, IMPS, Bharat BillPay.
54	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.	The primary purpose of all 5 websites is providing information on why, what & how to use NPCI's solutions. Apart from integrations like (eKYC, CIBIL check, Whatsapp share, CRM, Surveymonkey etc), dynamic pages would be Announcements (news & events), Careers (job openings) and General enquiry (message to admin), predominantly other pages are static, admin can edit content via the CMS anytime. Chatbot will also pass on the enquiry to admin. Kindly confirm understanding.		The requirement across all platforms is the need to have CMS enabled updateson real time basis. For CIBIL, eKYC, WhatsApp etc, the intent is to enable upcoming channels and to enable ease of ready requests to onboard new customers with NPCI products and services.
55	NPCI/RFP/2018-19/MK/13	16	Website Scope of Work - Technical Requirements	The proposed project is for designing, developing, enhancing, implementing and maintaining the NPCI, RuPay, BHIMUPI, BHIM Aadhaar Website and Bharat BillPay website.	Confirmation of scope understanding: Client needs revamp of the current NPCI website (https://www.npci.org.in) with their 4 individual products (Rupay, BHIM UPI, BHIM Aadhaar, Bharat Billpay) having a new website of their own. Currently these are product landing pages linked to the NPCI site. Kindly confirm if below understanding is correct: https://www.npci.org.in/product-overview/rupay-product-overview will become https://www.rupay.org.in https://www.npci.org.in/product-overview/bhim-product-overview will become https://www.bhim-upi.org.in https://www.npci.org.in/product-overview/bhim-aadhaar will become https://www.bhim-aadhaar.org.in https://www.npci.org.in/product-overview/bharat-billpay-product-overview will become https://www.bharat-billpay.org.in		The requirement is to manage and enhance the currently active websites of NPCI, RuPay, BHIMUPI and BharatBillPay and create microsites for NETC and BHIMAadhaar which are already 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 NPCI'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 (drupal) 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 bilingual - 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.	/	While we cater to the following languages in BHIM App - Hindi, English, Tamil, 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 onsite resources 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. Hence the Agency needs to provide a minimum of 2 Drupal resources to take ahead 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 CMS/Code 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 & BHIMUPI website are in the range of 350-500 updates in a month. Which include but are not restricted to Circular updates, Statistics update, Banner updates, Content edits, Updates, offer updates on the RuPay and BHIMUPI website, Video link addition updates, New section creation, 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 existing 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	8	Product Strategy	All NPCI products	There are 14 products listed on the NPCI.org.in website, and the RFP specifically names 6. Are product specific digital strategies required for all products?		Digital strategies are primarily required for the products mentioned in the RFP. However, existing and new product strategies could arrise if business demands.
61	Section 3 - Scope	8	Product Strategy	All NPCI products	Is there an estimate on how many new products may be added annually?		New products could be introduced as per business needs and market demand.
62	Section 3 - Scope	8	Product Strategy	All NPCI products	Should the commerical bid be provided basis the existing products only, or is there an 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 NPCI.org.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 mentioned 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	9	Innovations	Innovation Agenda	Would the innovation ideas needed, be limited to existing platforms, or can ideas expand into the creation of new properties if necessary?	For eg. The creation of a microsite for a competition?	New properties can be created/proposed provided the ROI/benefits for the platform can be shared.
65	Section 3 - Scope	9	Innovations	Innovation Agenda	If execution of these ideas involves the use of specialist equipment, or advanced development, what would be the process of budgeting and commerical implementation of the same?	For e.g. The development of an AR app, or a digital engagement kiosk.	Commercials and implementation of project will be discussed during project
66	Section 3 - Scope	9	Learning	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
67	Section 3 - Scope	9	Review	Competitive Analysis	Please provide a list of competition to be covered?		RuPay Competitors - VISA, Master Card, Maestro, AMEX. NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer usage pattern.
68	Section 3 - Scope	9	Review	Competitive Analysis	Are we looking at competition across all 14 current products?		For certain products the competition is RuPay Competitors - VISA, Master Card, Maestro, AMEX . NETC - RGSL tags and other toll 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	9	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	9	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 request or An offer redemtion or A transaction etc.

#	Section	Page	Clause	Topic / Clause Text	Query	Notes	Response
71	Section 3 - Social	10	4.2	Videos (AJ+ format recommended)	What is meant by AJ+?	Is this the video format adopted by the Al Jazeera property - AJ+?	Format for videos is not fixed the partner needs to suggest formats which ensures high reach and engagement across channels.
72	Section 3 - Social	10	4.4	Regional Language Support	What are the regional languages for which immediate support is required?		While we cater to the following languages in BHIM App - Hindi, English, Tamil, Telugu, Malayalam, Bengali, Odia, Kannada, Punjabi, Assamese, Urdu, Marathi and Gujarati. Would need support for atleast Hindi, Marathi and English on the websites.
73	Section 3 - Social	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 royalty 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	11	Deliverables	Whatsapp Business and Broadcast	Is a WhatsApp business account 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	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	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 Deliverables	Are the listed quantity expected per product or overall across all products?		Activities stated are subjective basis peak campaign period and may vary depending on requirements
78	Section 3 - Social	13	Hygiene Deliverab	Events Coverage	What is the required scope for events coverage - i.e - what is expected to be done as part of events coverage?		Events need to be leveraged through Social media coverage, live activities, onground + online integration
79	Section 3 - Website	14	Overall Scope	Overall Scope	What are the websites and microsites covered as part of the scope of work?		Websites and microsites have been specified on page 8 of the RFP document.
80	Section 3 - Website	14	Overall Scope	Overall Scope	The scope of work mentions a website 'revamp'. What is the expectation here? Is this a one-time activity?		The scope requires an analysis of the current websites and suggestions to improve on the same.
81	Section 3 - Website	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 - Website	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 - Website	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 recommended?		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 - Website	16	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 be possible?	The currnet NPCI.org.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 - Website	17	Technical Requirements	Site Search anf Full Text Search	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 developed.
86	Section 3 - Website	16	Technical Requirements	Archives Management	Are these features implemented to expectation currently or do they need to be implemented?		The features are in place but the agency will need to check the current manner in which it is implemented and propose/develop/enhance it once they are onboarded.
87	Section 3 - Website	17	Technical Requirements	Website Statistics	The metrics requested would be available in Google Analytics; do we need to enable access to these through the website backoffice?		The access is already enabled. The agency would be required to analyse and suggest changes basis the data available on a weekly/monthly basis.
88	Section 3 - Website	17	Dynamic Content Management System (CMS) Features	Dynamic Content Management System (CMS) Features	Are the required features listed here already developed for the current CMS? Or are they required as part of a new website.		Live websites of NPCI, RuPay, BHIMUPI and BHIMAadhaar have the CMS in place. These would require updates/changes for new websites and the same would need to be developed.
89	Section 3 - Website	17	Dynamic Content Management System (CMS) Features	Secure Shell	When using SSH secure shell, is the requirement to use a SSH tunnel to access the site backoffice, or to actually manage the site through a SSH terminal?		The site is accessed through the NPCI Intranet and an ARCOS client. Specific will be shared with the shortlisted agency.
90	Section 3 - Website	19	Dynamic Content Management System (CMS) Features	ATM Locator	Is the ATM Locator developed?		Yes, it is developed. Please check the NPCI website under What We Do > NFS > ATM Locator.
91	Section 3 - Website	19	Dynamic Content Management System (CMS) Features	ATM Locator	How is the ATM location supposed to be updated? Will it have Latitude and Longitude data?		Please check the NPCI website under What We Do > NFS > ATM locator.
92	Section 3 - Website	20	Other Requirements	Development of eKYC, Cibil etc	Would these be required under the same scope of work, or expected as separate projects at required point of time?		The development is required under the current scope of work and is to be implemented on the RuPay website.
93	Section 3 - Website	21	Team Requirements	Current API	What are the current APIs in use for which appropriately skilled team has to be provided?		Offers API for BHIMUPI & RuPay are in place. We are also pulling APIs 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	8 to 9	Section 3	Digital Strategy: Media Strategy - Scope of Work	Can we pitch only for media strategy?		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 required 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	14	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 NPCI needs complete data of vsitors 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 its users hence complete data would be required sample would not be enough.
100	RFP_Digital Agency FINAL_0, NPCI/RFP/2018-19/MK/13	9	Section 3 – Scope of Work	Review	Is NCPI currently able to track and do the following activities: 1.Generate Custom funnel reports 2.End to end tracking of digital campaigns and conversion (stitching visits with revenue with cost for the lead) 3.Attribution models etc. 4.Adhoc reporting & analysis requirements – like segment comparison 5.Personalization basis website browsing history on real-time basis 6.Retargeting of advertisement based on interests 7.Capture form abandonment events and trigger emails on a real-time basis? Please specify what all is getting captured in existing system? Also would NCPI like to cover all above points as a part of new solution?		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			NPCI has 3 empaneled media agencies. Media execution will be done by these agencies only.
102				• 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?		
103				o Create briefs for digital media agencies basis the business issues or opportunities identified for NPCI products			
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 onboard a digital agency only. Media execution will be done by existing empaneled media agencies only.
105				• Sync up and work with current brand, media, research, analytics, CRM and Chatbot agencies or processes	2) Do you need us to mention the details in the bid document?		
106	NCPI RFP	33	Section 7	Payment Terms: Payment shall be done after completion of work and submission of deliverables certified by NPCI Officer,			
107			(7.7.1)		Social and other digital activities will be monthly ongoing whereas website development will have a certain timeline, can you help us with the exact payment terms?		Payemnt terms have been specified on page 33 of the RFP document.
108				within 30 working days from the date of receipt of correct Invoice.			
109	RFP – Section 4 (Eligibility Criteria)	25	5.7	5.7.1 The Bidder shall submit Earnest Money Deposit of ₹5,00,000 (Five lakh only) in the form of a Demand Draft / Pay order from a scheduled bank in India drawn in favor of "National Payments Corporation of India" payable at Mumbai or by way of a Performance Bank Guarantee issued by a scheduled commercial bank valid for 180 days with a claim period of an additional 12 months from the date of expiry of the Performance Bank Guarantee, as per format in Annexure A1.1 or A1.2.	Whether EMD exemption is allowed for MSME Certificate holder?		no change in the clause
110	Section 3	8 to 13		Scope Of Work - Social Media	Who are the direct competitors of all the products/services (RuPay, UPI, NETC, Bharat BillPay, NACH, BHIM)?		Data may be disclosed to the agency on final onboarding.

#	Section	Page	Clause	Title	Query	Additional Query	Response
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 correct amount.	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 (AJ+ format recommended) - Influencer tie ups	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 agency only.
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 campaign deliverables?		The requirement is same. The objective of each campaign has been specified on page 8 of the RFP document
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.		This service be chargeable separately basis the scope	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 Facebook, Twitter, Instagram – Reach, Engagement Rate (Likes, Comments, Shares) , Fan/follower base o YouTube – Subscribers, Video Views o LinkedIn – 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?		HTML is required for Mailers, ad banners, website pages, etc
121	13	3		Report, manage & monitor SM	Is reporting required across NPCI owned channels only or across SM network?		Reporting is required for all digital channels of NPCI ie web + social media.
122	13	3		Resizing of master creatives for Banking collaterals such as emailers, social posts, web banners, ATM screens, posters, etc	What does etc mean? Can we expect more creative formats in adidtion to the ones given here?		Agency needs to be equipped to design formats as per best practices
123	14	3		Programming of the website and the microsite in accordance with accepted industry best practice.	Which programming language are we need to follow? Please specify.		The current websites are on php using Drupal as the 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.	Is audit trail log refer to CMS user acitivty logs?		It refers to CMS logs, website error and change logs.
125	16	3		Platform Independence: The solution should be 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 99.999% availability. It should allow online addition, deletion and modification of the software changes without any impact on aforesaid 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 Gujarati. Would need support for atleast Hindi, Marathi and English on the websites
129	18	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 you want it in CMS or the request to come through you and the agency executes it?		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. eKYC check implementation on websites 5. Loyalty and Rewards Platform Integration on websites 6. Survey Monkey Implementation on the website 7. CRM & Chatbot Integration and Implementation	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 Loyalty and Rewards Platform, Survey Monkey, CRM & Chatbot, NPCI will share/connect the partners with the selected agency to take ahead integration across platforms NPCI has.
132	23	4		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 analyse website+ social trends/ chatbot CRM tool to respond to users. Such proeriotry tools need to be disclosed.
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 Eligibility 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.			
140				• The RFP require the bidder to provide a statement of corporate financial resources, a history of prior involvement in similar projects, and information regarding pending litigation, debarment or suspension.	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							
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							
144	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 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	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					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 a mix of project as well as retainer based services, we propose that retainer fee shall 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 milestones.		No change in the clause
149							

#	Section	Page	Clause	Clause Text	Bidder's Concern/Proposal		NPCI Response
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							
152					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 regard. NPCI shall not be responsible in any event to the employees of Bidder for any of their outstanding claims or liability in that regard. NPCI shall not be	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
155							
156					However, we can provide copies of the invoices of third parties in relation to third party services if requested by NPCI.		No change in the clause
157	Section 7	34, 35, 36 & 38	7.11, 7.12, 7.15,7.16,7.17, 7.20		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					i. 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							
160					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 misuse of any deliverable items.		No change in the clause
161							
162					iii. In any or all circumstances, Agency's total and aggregate liability for any claims, liability, or damages arising under this Agreement, either in tort and/or contract, shall be limited to a maximum Fee received during the six (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 NPCI shall consider at its sole judgment that the Resource(s) provided by Successful Bidder as unsuitable for the job for whatsoever reason, NPCI shall have the option either (1) to terminate the Purchase Order in part or as a whole or (2) to request successful 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 in 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 NPCI 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							
169				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 NPCI to the Bidder would necessarily have to be returned to NPCI with interest @15% per annum from the date of each such payment. Further the Bidder would also be required to compensate NPCI for any direct loss incurred by NPCI due to the cancellation of the proposed Purchase Order and any additional expenditure to be incurred by NPCI to appoint any other Bidder. This is after repaying the original amount paid.			
171	Section 7	39	7.23 & 7.24		Whereas we propose for a mutual termination clause and effect of termination clauses as below:		No change in the clause
172							
173					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							
175					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							
177					c. Upon termination of this Purchase Order, Agency agrees to promptly hand over to NPCI all Deliverable Items including work-in-progress, in their "as is where is" condition subject to payment of all monies including Fee, Third Party payments (if any), etc., due and payable by NPCI to Agency upto 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				The RFP/Contract/Purchase Order to be executed between NPCI 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 falls.	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 penalty and cancellation 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		No change in the clause
182	Annexure A9	52			We propose to modify this NDA to make it a mutual NDA. Further, we also propose for the following:		
183					a. Information can be shared with third party on a need to basis without seeking permission of the disclosing party, provided they are bound by confidentiality obligation		

#	Document	Page	Section	Clause/Topic	Query		Response
184					b. The provision in relation to the recovery of costs and 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 term.		
186					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 discuss and agree upon indemnity clause in the Purchase Order.		
188							
189	SCOPE OF WORK						
190	Section 3 – scope of work (Media strategy)	8		Media Strategy – Deliver the Digital Strategy for each product through the media agencies	Media services are outside the purview of our agency, and hence, we will not be able to evaluate media plans, and recommend media innovation cases.		No change in th clause
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 (Objective)	9		Heighten brand awareness	Could you help us understand what is the metric here?		Convert social followers into qualified leads and new business
193	Social Media - Scope of Work	9		Increase customer satisfaction and positive brand perception	Will this be measured through sentiment analysis?		It will be measured through sentiment analysis
194							
195	Social Media - Scope of Work	9		Convert social media followers into qualified leads and new business	Since this is media led, we won't be able to chase this.		no change in the clause
196							
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
198	Deliverables	11		WhatsApp business and broadcast	What will the scope of work be here?		Scope of work would be facilitating integration and implementation of the WhatsApp codes on our platforms
199							
200	Hygiene	13		HTML and events coverage	HTML – Are these banners, or emailers or		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 thr online space
202							
203	NPCI/RFP/2018-19	6	Section - 1	EMD/Bid Security	is there any relaxation for companies registered under MSME act/ Udyog Aadhar?		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	If 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 evaaluation during the technical round and for internal circulation only
206	y FINAL_0, NPCI/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 onboarding 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 NPCI? 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, NPCI/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	y FINAL_0, NPCI/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 any requirement of mobile app? Please clarify.		The expectation from the agency is to design emailer creatives for campaigns
210	y FINAL_0, NPCI/F	14	tion 3 – Scope of V	Website Scope of Work	Does NCPI plans to provide personalized recommendation to visitors on NPCI websites based on: 1.Behavioural analysis (past and current browsing history) 2.Visitor's profile /demography/geo-location, past interests shown, 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, NPCI/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 govt 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, NPCI/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 visitation of the site. Thus, "out of 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 increase in average time spent 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, NPCI/F	9	tion 3 – Scope of V	Review	Is NCPI currently able to track and do the following activities: 1.Generate Custom funnel reports 2.End to end tracking of digital campaigns and conversion (stitching visits with revenue with cost for the lead) 3.Attribution models etc. 4.Adhoc reporting & analysis requirements – like segment comparison 5.Personalization basis website browsing history on real-time basis 6.Retargeting of advertisement based on interests 7.Capture form abandonment events and trigger emails on a real-time basis? Please specify what all is getting captured in existing system? Also would NCPI like to cover all above points as a part of new solution?		NPCI would need help from a media briefing and monitoring perspective. Media buying and planning would be done by the empanelled Media Agencies
214	y FINAL_0, NPCI/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, NPCI/F	16	tion 3 – Scope of V	Drupal Platform : Since 4 of NPCI's 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 multiple language options.	How many languages does the website support ?		The website currently supports English as the primary language.
217	y FINAL_0, NPCI/F	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, NPCI/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
219	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is going to be our spend split between app & web campaigns?		Media budgets would vary from brief to brief while the agency can propose the media strategy, media buying is not in scope.
220	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What third party platforms are we using for tracking of app & web campaigns?		Platforms names can be shared with the agency on final onboarding
221	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What products are we planning to promote on priority?		The products on priority are specified on page 8 of the RFP document
222	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is going to be the budget split among these products? For instance, 30% for BHIM, 20% for NACH etc		Budget split may be shared on final onboarding of the agency
223	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Are the campaigns completely aligned to drive performance or we will also look at driving traffic?		The objectives for each product is specified under section 3
224	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Will we be going ahead with visibility or brand awareness campaigns for any product?		The objectives for each product is specified under section 3
225	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Are we planning to do any media buying in terms of fixed CPM buys on websites like irctc etc?		Yes, it's part of our approach for FY 2019-20
226	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Third party app integration with our platforms and pixel placement procedure?		This would differ from a brief to brief basis. For eg - API integration process would be shared by the agency providing the API. Pixel implementation on landing pages as per standard practices.
227	y FINAL_0, NPCI/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?		KPI's would include Redemption numbers, Leads for Card requests, Transactions growth, issuances etc. The specific product KPI would be shared when the partner is onboarded.
228	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Will we be using the standard channel lookback attribution windows ?		Each media brief which is floated would have an attribution window of 5-90 day window. The same would be defined at the time of sharing the brief with the Media Agency
229	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Are there any regional constraints around running campaigns for any of the listed 6 products?		Restrictions would be in the form of Cities, Duration, Mediums which are specified at the beginning of the brief document.
230	y FINAL_0, NPCI/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.

#							
231	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Do we have any current benchmarks against the KPIs to be achieved on product level?		Benchmarks for key campaign deliverables are specified in the RFP document
232	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	DV360 account will be created on over seat only?		Media buying would not be required from the partner.
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		KPI's would include Redemption numbers, Leads for Card requests, Transactions growth, issuances etc. The specific product KPI would be shared when the partner is onboarded.
234	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Availability on Android/ios in case of App, and do we have mobile-website to those specific products, and any mandatory split to be maintained		All current websites are mobile friendly. iOS and Android app for BHIMUPI is available.
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 above KPIs		Current tools used are GA, Youtube, FB, Twitter analytics coupled with agency reports and reccomendation for 3rd party tools to better track and measure KPI are welcomed.
236	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Key Products / Budget Split between products		Key products specified is section 3 of scope of work. Budget split may be disclosed once agency is onboarded.
237	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Have any Social campaigns been run for Performance-based KPIs?		Yes, details may be provided once agency is onboarded
238	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	If yes, any benchmarks / performance metrics for past campaisns?		Details may be provided once agency is onboarded
239	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Attribution window used for measurement of KPIs		Each media brief which is floated would have an attribution window of 5-90 day window. The same would be defined at the time of sharing the brief with the Media Agency.
240	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Are we open to exploring additional social palforms - Snapchat, TikTok, Quora etc.?		Yes, recommendations could be explored if business objectives are met.
241	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Are we also looking to do Branding / Awareness focussed campaigns?		Yes, recommendations could be explored if business objectives are met.
242	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	If yes, for which products?		Key products have been specified in section 3 of scope of work.
243	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Do we have any existing campaigns running ? or have we tried them before ?		Digital campaigns are both live and planned for Q1 of FY 2019-20
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		We currently use Google/Facebook/Twitter/YouTube/Linkedin analytics. Reports will be shared with selected partner post NDA sign off
245	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is the tracking platform used?		Currently platforms used include Google/Facebook/Twitter/YouTube/Linkedin analytics
246	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What are the fraud detection tools used for affiliates? Any specific parameters		Empaneled agencies use their own respective tools for detection
247	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Would the geography targeting be PAN India or separate for each product?		Every product strategy is different and key objectives for each product is specified in the RFP document
248	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Any specifc KPIs after installs?		After installs, the KPI is to drive transactions on BHIMUPI through offer redemptions
249	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What is the attribution window?		Each media brief which is floated would have an attribution window of 5-90 day window. The same would be defined at the time of sharing the brief with the Media Agency.
250	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What would be the overall KPI?		KPI's would include Redemption numbers, Leads for Card requests, Transactions growth, issuances etc. The specific product KPI would be shared when the partner is onboarded.
251	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	As per the client brief, most KPI's mentioned are performance driven. Nothing specific is mentioned for Branding.		Key products and subsequent objectives are specified in section 3 of scope of work.
252	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Could we take the KPI as Top of the Funnel awareness across all the listed products?		Key KPIs are specified in the RFP document
253	y FINAL_0, NPCI/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.
254	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Any information available on the customer profiling for the product segments?		Agency will have to provide insights on customer profiling on digital mediums
255	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	What are the measurement tools, like GA 360 for web or Appsflyer for App?		Currently the tools include Google/Facebook/Twitter/YouTube/Linkedin analytics
256	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Differentiation in product between UPI & BHIM - The product is B2B , but are we looking to target the end customer or the business organisations.		Objective for each product is specified under Scope of work under section 3
257	y FINAL_0, NPCI/F	8	tion 3 – Scope of V	Digital Strategy - Scope of Work	Rupay KPI : Need more explanation on "to integrate with other 3rd parties"		Integration on the RuPay website with 3rd party plugin/modules like eKYC, CIBIL, Offers API integration to ensure seamless and upto date information and the ability to share leads with banks with necessary forms.
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
259	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	Targeted keywords (top 5 themes)		Details may be provided once agency is onboarded
260	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	KPIs		KPIs have been specified in the RFP document
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
262	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	App analytics for improving user engagement and reviews		While the app analytics would come from the analytics team, the agency needs to share inputs
263	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	If Content writing to be covered in the plan		Yes, content writing and creation is in scope
264	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	List of competitor/s		RuPay competition - VISA, Mastercard, Maestro, AMEX
265	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	Current traffic details		Traffic details are part of the current analytics report and will be shared with the agency on final onboarding
266	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	MoM organic Search traffic at Device segment from GA		Traffic details are part of the current analytics report and will be shared with the agency on final onboarding
267	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	MoM Clicks data at Device segment from Search console		Details are part of the current analtics report and will be shared with the agency on final onboarding
268	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	Keyword dump of top 1000 keywords for last 3 months from Search Console with Average position, impressions and click data		Details are part of the current analtics report and will be shared with the agency on final onboarding
269	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements - SEO	Dump of entire landing page report from Search console (last 3 months)		Details are part of the current analtics report and will be shared with the agency on final onboarding
270	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	What platforms do you want to integrate for the payment process?		This would be NPCI payment platform integrations eg - UPI, RuPay, Bharat BillPay etc.
271	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	"The solution should not be constrained to a single database". What does it mean?		We do not want to have a solution where 1 databse server is proposed by the partner to run multiple sites.
272	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	Can cloud platforms like AWS / GCP / Azure be used for solutioning? If yes, then is there any region constraint on software deployment and data storage?		All infrastructure requirements will only be requested by the partner supported by Architecutire diagrams and hardware specifications. The fulillfilment will be done via NPCI cloud, Network and DB teams hence third party solutions
273	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	Can opensource softwares be used for solutioning?		Existing website needs to be managed on the current platform (drupal) only.
274	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	What will be served to Internet of Things (IoT) by the website through IPv6?		IoT specifics are being worked upon. The same has been mentioned to keep the partner aware that such a requirement will come in as part of the scope in the near future. Further details will be shared at that point.
275	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	"The solution must have adequate real-time monitoring of the Website with automated alert mechanism through multiple channels." What different channels should be integrate apart from emails and sms? There can be different kinds of alerts, like, alerting for any grievence report or payment failure, whom should these kinds of alerts will be reported? What is the preferable form of alerting, email/sms/whatsapp or any other medium?		There is a system in place for feedback/grievance etc the alert goes via a email alert. Currently the specifics of further alert mechanisms can be worked out once the partner is onboarded.
276	y FINAL_0, NPCI/F	14	tion 3 – Scope of V	Overall Scope	"The audit trail logs in readable format to be provided to NPCI as and when needed." : If this will be required multiple times, can we automate this process, where we keep uploading the audit trail logs in some storage and NPCI will have access to this storage and they can fetch the files from this storage, whenever required.		Yes we can look at automating the process or providing details to the respective teams to ensure this data is accessible at all times with all respetive verticals.
277	y FINAL_0, NPCI/F	15	tion 3 – Scope of V	Designing Requirements	"Social media Integration-The proposed solution must be scalable enough for all social media integration i.e. Facebook, Twitter, Linked In, YouTube, Blogs, Whatsapp etc." : What exactly 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 websites.
278	y FINAL_0, NPCI/F	16	tion 3 – Scope of V	Technical Requirements	"Modern Application: New generation software solution." : What exactly do you mean by this?		Existing website is managed on the current platform (drupal). The application should be using the latest version of drupal with enhancement and features as suggested by NPCI.
279	y FINAL_0, NPCI/F	17	tion 3 – Scope of V	Technical Requirements	"Configurability: The system should be highly configurable and parameterized." : Please elaborate. What kind of configurability and paramiterisation are you looking for?		With reference to the requirements we need a CMS which is customizable to a level where we can turn around landing pages, campaign page and new product pages without much turn around time. Hence we are referring to the ability to be able to add/edit or update pages on realtime basis.
280	y FINAL_0, NPCI/F	17	tion 3 – Scope of V	Technical Requirements	"FULL TEXT SEARCH": Since we are already provind "Site Search", why exactly "FULL TEXT SEARCH" is needed?		We are only looking at ensuring that SEO is not hampered in any manner hence we will be fine with Site search if it meets the requirement.

No	Document	Page	Section	Topic	Query	Note	Response
281	y FINAL_0, NPCI/F	17	tion 3 – Scope of V	Technical Requirements	"Feedback/Grievances Management": How do you want the designated officers for feedbacks to reply to the Feedback/Grievances? If someone replies to the Feedback/Grievances, do want some kind of alert to be sent to the end user?		The system for feedback and grievance management is in place the partner would need to understand it and propose suggestions to improve the same.
282	y FINAL_0, NPCI/F	20	tion 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 Tags?		We require implementation of eKYC and CIBIL 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 bank LMS for certain campaigns.
283	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements	What is the loyalty platform do you have in place?		Clavax Technologies is our loyalty partner
284	y FINAL_0, NPCI/F	20	tion 3 – Scope of V	Other Requirements	What types of integrations are available with the loyalty platform?		The details will be disclosed to the final agency that is onboarded
285	NPCI/RFP/2018-19/MK/13	13	Sec 3	Hygiene Deliverables	Are these deliverables for all products in total or 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 those as well?	If we do not have an estimation on the number of products to be added, we will not be able to account for these and hence additional cost will be added to the retainer for every product that is added.	Deliverables are per month basis. It could be across all products or one /two products as per business needs.
286							
287					Please help us with an estimated number of bank adapts that we need to account for.		NPCI deals with 1100+ banks today. Bank marketing channels need to be leveraged to push out communication, campaigns, creatives.
288							
289					HTML for which of the content pieces needs to be accounted for? Would these be landing pages or emailers or others? Please clarify.		Requirement is for web banners, emailers, and web pages
290							
291					Please elaborate daily tasks for 'managing social media channels', does this include just posting on the page or would we be required to answer queries on page and include an ORM piece?		ORM is not part of the SOW
292	NPCI/RFP/2018-	14	Sec 3	Website – Scope of work	Need details for this microsite. Which microsite are we referring to?		Microsite details are provided under section 3 of scope of work
293				Programming of the website and the microsite in accordance with accepted industry best practice			
294	NPCI/RFP/2018-	16	Sec 3	Technical Requirements	Do we need to account for the revamp of all the 5 websites that are mentioned? Please help us with a list of all the websites that need to be scoped.		Key product websites are mentioned under section 3 of scope of work. New websites/microsites could be developed in future as per business demands
295				The proposed project is for designing, developing, enhancing, implementing and maintaining the NPCI, RuPay, BHIMUPI, BHIM Aadhaar Website and Bharat BillPay website.			
296	NPCI/RFP/2018-	20	Sec 3	Pitch presentation for NPCI and its products:	Are we expected to work on problem statement and strategy for all products or can we pick one of the products, define the problem statement and hence the strategic solution for it along with ideas? Please confirm.	Given we'd have 7 days to work on the pitch presentation, it'd be difficult to work on more than 1 product.	Key products are specified under section 3 of scope of work.
297							
298				Problem statement for each of NPCI's products			
299							
300							
301	NPCI/RFP/2018-19/MK/13	21	Sec 3	Appreciation from clients for the employee	Is there a format that we need to follow here? Would you require this in emails/WhatsApp/texts etc. ?		Preferably emails and/or letterheads
302	NPCI/RFP/2018-	10	Sec 3	Scope of Work	How many languages do we need to account for? Is there any clarity on the languages that we'd need to account for?		English would be the primary language followed by top 10 widely spoken languages in India.
303				Provide support in Hindi, English and any other regional languages as per the requirements of NPCI from time to time. Have local language experts proficient in regional languages and dialects.			
304							
305	NPCI/RFP/2018-19/MK/13	33	Clause 7.9	Term of Order/Engagement and Extension	What would be process and criteria for revision in the retainer cost for the following year?		Refer to clause Price 7.8.1 for more information
306	NPCI/RFP/2018-19/MK/13	8	Sec 3	Media Strategy	Is supervision and recommendation the only role for the media team or is media buying also a part of the scope?		Media buying is not part of Scope of work
307	NPCI/RFP/2018-	15	Sec 3	Website – Scope of work	Do we need to account for 800 X 600 and 1200 X 400 screen resolution?	These screens may be outdated. 1200 X 400 is not a resolution that we've come across previously.	Please account basis the most recent screen sizes and resolutions to ensure we do not hamper the experience for the users.
308							
309							
310	NPCI/RFP/2018-	17	Sec 3		Please share details for the CRM Chat bot to be implemented.		Details may be shared on final onboarding of the agency
311							
312	NPCI/RFP/2018-19/MK/13	16	Sec 3	Technical Requirements	Would there be different stakeholders for different websites?		Yes, each product has different stakeholders
313							
314					Any integration with internal systems expected? If yes, what are those systems.		Details may be shared on final onboarding of the agency
315							
316					Please share the website link for BHIM independent website if any.		Refer to section 3 of scope of work for product specific landing pages/websites.
317	NPCI/RFP/2018-19/MK/13	20	Sec 3	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	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 need to be developed/managed.
318	NPCI/RFP/2018-19/MK/13	20	Sec 3	WhatsApp API integration would be required on All the NPCI owned websites.	What is the purpose of WhatsApp integration for the websites?		WhatsApp integration will only be for App integrations and pushing messages from provided dashboard
319	Section 3/Deliverables	11		Complete scope of work defined for the week in the content calendar and content basket Specific line items and quantities as mentioned and agreed in the scope of work □ Content delivery in the set timelines decided by NPCI □ Quantitative improvement in the monthly targets	What are Key communication Reason to believe for NPCI and its individual products?	Briefs for each product/campaign will be shared once agency is onboarded. Further information on the products is listed on NPCI and each product website	Briefs for each product/campaign will be shared once agency is onboarded. Further information on the products is listed on NPCI and each product website
320	Section 3/Deliverables	11		Complete scope of work defined for the week in the content calendar and content basket Specific line items and quantities as mentioned and agreed in the scope of work □ Content delivery in the set timelines decided by NPCI □ Quantitative improvement in the monthly targets	Competitors for each product		RuPay Competitors - VISA, Master Card, Maestro, AMEX. NETC - RGSL tags and other toll tags present. For the other products the competition differs from a consumer usage pattern.
321	Commercial Bids	31		Commercials break up	Clarification on the commercial format if separate cost needs to be shown for platform change suggested by the bidders (e.g. Drupal to .net)		Not Applicable. Existing website needs to be managed on the current platform (drupal) only
322		56		Annexure A10 - Format for Respondent Details Submission	Please elaborate		Annexure A10 to be ommitted and not part of the RFP
323	Eligibility Criteria	23		Bidder should be profit (after tax) making Company in any one of the last three (3) financial years, i.e. 2014- 15, 2015- 16 and 2016 - 17 (or Calendar year 2015, 2016, 2017).	For eligibility, can 3 years be counted as 2015-16, 2016-17 and 2017-18 instead of 2014-15, 2015-16, 2016-17. This is for companies who were not operational in 2014.		Yes, company can show that it's a profit making company in 2017-18.
324	Earnest Money Deposit (EMD) Bid Security:	25		The Bidder shall submit Earnest Money Deposit of ₹5,00,000 (Five lakh only)	What is NPCIs stand on EMD exemption for NSIC / MSME certified companies		NPCI is neither a Government company nor it is any department of Government of India. As such the extract provision would not apply to NPCI. Hence no change in the RFP.