

Responses to the queries for 'RFQ for engaging Market Research Agency for NPCI' – [NPCI: RFQ/2015-16/0011 dated 13.08.2015]

Sr. No	Document reference	Page No	Clause No	Description in RFQ	Clarification sought	Clarification from NPCI
1	Scope of Work	7	3.1	Brand Equity	Would you want to suggest how to measure Brand Equity or do you have a framework/measures we need to follow?	Bidder can propose the best tools and framework for prescribed scope of work.
2	Scope of work	7	3.2	Gender :Male, Female	Are you looking at an equal split of the sample by male/female? Or would you like us to suggest?	Bidder can propose the best split for prescribed scope of work.
				Coverage – 2 metros, 2 sub metros, 2 towns	Coverage : 2 metros, 2 sub metros, 2 towns – What is the population strata you are looking at for each?	40 L+ population - 2 metros 40 L - 10 L population - 2 sub metros Below 10 L population - 2 towns
				Sample size 200 per center	Sample size 200 per center – Is 200 per center mandatory? Since we are looking at different town classes, shouldn't the sample size vary by metro/sub metro/town?	As per scope of work
3	Scope of work	9	3.2	Comparison with international card schemes	Would the International card schemes be Visa and Master? And any others to be included?	International Card Schemes operating in India need to be considered for the study.

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4	Scope of work	9	3.2	Successful bidder needs to submit credentials and co-ordinates of the respondent to NPCI as per the attached format	As per ESOMAR guidelines if we need to reveal names and details of respondent, we need to ask respondents if they are okay with their name and contact details being provided to the company. Those who are not willing, their details are not provided. Would NPCI be okay with this?	No, respondent data is mandatory
5	Eligibility criteria	10	4.1.2, 4.1.3	Bidder should have annual turnover of Rs 2 crores during the last 3 FY's 2011-12,2012-13, 2014-15	FY 2013-14 is skipped in the years mentioned. Is this deliberate or should we be consider 2011-12, 2012-13, 2013-14?	NPCI would be requiring financials for last 3 FYs.
				Bidder should be profit making company during the last 3 FY's 2011-12,2012-13, 2014-15		NPCI would be requiring financials for last 3 FYs.
6	Target Group	7	3.2	Respondent need to have a debit and credit card	Do we limit this to ownership alone or do we check for any debit card for transactions other than ATM cash withdrawal (such as offline or online purchase through debit cards, etc.)	Respondent should be a frequent user of their cards.
7	Sampling	7	3.2	adopt a purposive stratified sampling,	why are we looking at purposive stratified sampling instead of Random stratified sampling since the objective is to understand brand health pre and post the campaign.	Bidder can propose different sampling technique, which is compatible for prescribed study

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8		7	3.2	6 centers for research	Are you looking at any specific zones/markets?	We would require an optimum geographic distribution. Markets for data collection should be proposed by bidder
9	section I	5	9	Bid cost Rs. 3420	Not clear on the cost being referred to	Bid cost of Rs.3420 [incl. of service tax] is a non-refundable cost for participating in the RFQ process.
10	section III	7	3.2	Research Methodology	2 metros , 2 sub metros and 2 towns - Please elaborate on the population by town you look to cover (40+, 10-40L, upto 10L)	As explained above
11	section III	8	Time clause	Fieldwork wave 2** (3.5 weeks)	Is there any gap to be maintained between closure of Pre and beginning of Post	Data collection of second phase should be initiated after the completion of RuPay campaign. Hence, data collection of both phases are dependent on campaign, but not dependent on each other.
12	-	-	-	-	Do we need to include GST clause in the bid	It is desirable to include GST subject to implementation by the Government.