

Sr. No	Document Reference	Page No.	Section	Clause No.	Description in RFP	Clarification sought	Additional Remark	Response to the queries
1	NPCI/RFP/2024-2025/01	7	Section 3— Eligibility Criteria Matrix	2	<p>Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.</p> <p>Corrigendum – 1 (25.10.2024)</p> <p>Should have an average revenue of ₹125 crores in the past 2 financial years.</p> <p>* Revenue as mentioned in point no 2 in the above table constitutes the revenue made by the agency. Revenue is not the annual billing value but is the value that is made basis agency commission/ any other revenue sources.</p>	<p>Fee/income is generated from various sources in line of the services offered by the agency and not only commission.</p> <p>Besides the entry barrier of Rs.125cr is restricting the eligibility of only select agencies. Most PSU banks and regulators which are larger institutions also keep a much lower number as eligibility. The credentials should be judged on work capability rather than revenue.</p>	You are requested to consider a total billing, inclusive of all incomes, of Rs.125cr for eligibility.	<p>Revenue as mentioned in point no 2 in the above table constitutes the revenue made by the agency.</p> <p>Revenue is not the annual billing value but is the value that is made basis agency commission/any other revenue sources. The revenue of said amount has been defined post careful consideration.</p>
2	Question pertaining to the response to queries uploaded	3		Query number:31		An NDA to receive the BHT and other track data. Can you please guide us to closure of the same.		Signing of the agreement & NDA will be done at the process of empanelment and post that required data will be shared
3	Question pertaining to the response to queries uploaded	7		Query number:61		"Agencies can bid along with the holding company" Will you be able to tell me what kind of document will be required for holding company level reporting of revenue?		Please refer to the eligibility criteria (attached as Annexure in the RFP) for the required document
4	Obligations of the agencies (Mainline/Integrated & Digital)	39	Section 10	10.22.3	Prohibition of conflicting activities	Can we elaborate more on the conflicting activities clause, this is to understand more from the perspective of what conflicting activities are prohibited?		The same can be anything that can create conflict of interest within the parties. The same is a part of the agreement and can be discussed during the signing of contract
5	NPCI/RFP/2024-2025/01	7	Section 3 - Eligibility Criteria	Clause no.:2	Should have an average revenue of ₹125 crores in the past 2 financial years.	While clarity has been shared, we want to reconfirm that we can bid on the RFP along with our holding company and put a dedicated team for NPCI. Please confirm		While holding company can apply, please check our eligibility criteria thoroughly
6	NPCI/RFP/2024-2025/02	7	Section 3 - Eligibility Criteria - Point No 2	Clause no.:2	Should have an average revenue of ₹20 crores in the past 2 financial years.	While clarity has been shared, we want to reconfirm that we can bid on the RFP along with our holding company and put a dedicated team for NPCI. Please confirm		While holding company can apply, please check our eligibility criteria thoroughly
7	NPCI/RFP/2024-2025/02	15	Section 4 - Media Brief		Addition of 15Mn new monthly active BHIM users.	What are the current baseline average monthly downloads for BHIM?		The numbers are confidential and can only shared post NDA alignment
8	NPCI/RFP/2024-2025/02	15	Section 4 - Media Brief		Increase transaction to 20 Txns in a month from every family	What are the current average monthly transaction per user per month?		This data is available on NPCI website. Please check

9	NPCI/RFP/2024-2025/02	15	Section 4 - Media Brief		30Mn new downloads	Is the 30mn downloads target monthly, or for the period of 1 year? (Calendar or Financial)		30mn downloads in three months can be pitched for (Financial).
10	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		Business Goals : Increase Downloads, Retention, and target Families to make 20 Transactions in a month	What is the current uninstall rate for BHIM App in a month?		The numbers are confidential and can only shared post NDA alignment
11	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		Increase Downloads, Retention, and target Families to make 20 Transactions in a month.	What is average no. of transactions per Family per month?		20 transactions in a week
12	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		Increase transaction to 20 Txns in a month from every family	How will NPCI Measure the number of transactions per Family per month?		In - House NPCI tools tracks the same
13	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		Achieve to maintain consistent app ranking within top 5 free apps in finance category between Oct to Mar.	Are you expecting SEO as part of the Digital Strategy?		Yes. SEO can be considered in the pitch
14	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		Increase transaction to 20 Txns in a month from every family	How is the no. of persons in a family measured? What no. should we consider?		Please consider the same basis your market research & understanding
15	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		Brand Challenges	What is your definition of Active Users? Transacted in the last 30 days?		Yes
16	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		UPI Brief	Is the budget shared for UPI Brief of Rs. 93 Cr for 1 year? Or is it only for launch phase of 1 quarter		Consider the same as 1 Financial Year
17	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		BHIM Brief	Is the budget shared for BHIM Brief of Rs. 60 Cr for 1 year? Or is it only for launch phase of 1 quarter		Consider the same as 1 Financial Year
18	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		UPI & BHIM Brief	What will be the start date of the first Always On Campaign?		Please consider the campaign to be of 1 financial year. The start date can vary
19	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		UPI & BHIM Brief	Should we consider Financial Year or Calendar Year?		Please consider Financial year
20	NPCI/RFP/2024-2025/02	12	Section 4 - Media Brief		BHIM Brief	In the event that the download targets are not met, is there a penalty towards the agency / vendor?		That shall vary depending on the campaign and objectives
21	NPCI/RFP/2024-2025/02	15	Section 4 - Media Brief		BHIM Brief	What is the current brand power score for BHIM? What is the base number on which we have to build a +0.5 has to be increased		The numbers are confidential and can only shared post NDA alignment
22	NPCI/RFP/2024-2025/02	15	Section 4 - Media Brief		BHIM Brief	If you do not have a BHT currently, will NPCI be undertaking a new study Pre & Post activity to measure uplift?		Yes
23	NPCI/RFP/2024-2025/02	9	Section 4 - Media Brief		Reach 700 Mn + Indian citizens	Is the 700Mn + Audience Reach a lifetime reach which has to be achieved?		The same is the goal of 1 campaign

24	NPCI/RFP/2024-2025/02	10	Section 4 - Media Brief		UPI & BHIM Brief	Is there a tangible target for No of engagement, likes, shares etc.?		This can be worked on during finalising the media plans as per the campaign objective
25	NPCI/RFP/2024-2025/02	10	Section 4 - Media Brief		UPI & BHIM Brief	Have NPCI run any performance campaigns in the past & are there any learnings which can be shared?		Any learnings from past campaigns can only be shared post NDA & agreement alignment. However for BHIM the average downloads a day is 1Lakhs
26	NPCI/RFP/2024-2025/02	10	Section 4 - Media Brief		UPI & BHIM Brief	Is there a frequency target across different creative durations as well?		Can be suggested by the agency as per the brief and goals
27	NPCI/RFP/2024-2025/02	46	Annexure-A4 – Undertaking Cum Indemnity		(To be executed on RS. 300/ Non-Judicial Stamp Papers)	RS. 300/ Non-Judicial Stamp Papers does not exist anymore, hence what value Stamp Paper is to be used?		₹500 stamp paper may be considered. However, the same will be looked at during the agreement signing.
28	NPCI/RFP/2024-2025/01	7	Section:3	Clause no.:2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	We are aware that the revenue value is 125 cr per year as per corrigendum 1, please clarify if a JV company or 2 partners can participate in the Bid.		Please note that a consortium cannot be formed, however companies registered as an entity can participate.
29	NPCI/RFP/2024-2025/01	7	Section:3	Clause no.:1	Should be a company registered under the Companies Act or LLP/Partnership firm (registered under the respective Acts) for the last 3 years.	If the company is incorporated in Mumbai and can lead the pitch along with its group companies also collectively satisfying all conditions of the RFP. Is eligible to participate in the bid?		While the company can apply through holding company if all the criteria is met however, please note that a consortium cannot be formed.