

S.No.	RFP Document Reference	Page no.	Clause number	Description in RFP	Clarification Required	Comments from NPCI
1	NPCI/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	Eligibility towards 250Cr revenue is high. Can we look at 250 Cr billing/turnover instead?	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document
2	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	Does total billing of principle agency matter for the threshold revenue	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document
3	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 3	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	In case Agencies Average revenue is 250 crore for 2 financial years, will the Agency be eligible to participate this RFP? For Example- (Year 1 -249 crore + Year2 251 crore = Average Revenue 250 crore for 2 financial year)	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document
4	NPCI/RFP/2024-2025/02 dated 18.10.2024	32	Section:10 10.22	Payment Terms	What are the list of documents Agency need to submit along with its Invoice as supporting documents to NPCI for NPCI's Internal Audit Requirement	Documents will be subject to case to case audit requirement basis
5	NPCI/RFP/2024-2025/02 dated 18.10.2024	39	Section:10 Sr.22 10.22.4	Audit	What is the timeline to complete internal Audit and release withheld 1% amount of billing by NPCI to Agency	Maximum 12 months
6	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	Eligibility towards 250Cr revenue is high. Can it be reconsidered?	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document
7	NPCI/RFP/2024-2025/01 dated 18.10.2024	28	Section 9, Sr. No.3	Clarification regarding the Bid Evaluation Matrix	Is the Planning & Strategy document required to be submitted at Stage 1 along with the Technical Bid or is it to be provided at a later stage?	Yes, the technical bid is Planning and strategy round so documents should be submitted at Stage1 itself.
8	NPCI/RFP/2024-2025/01 dated 18.10.2024	4	Section:1	Timelines	Please specify the exact time by which submissions are due on 08-11-2024 and is there any possibility of an extension to this deadline ?	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document

9	NPCI/RFP/2024-2025/01 dated 18.10.2024		Section 3		Do already empaneled agencies need to supply documentation again? as NPCI already have all the relevant required documents for period FY 21 onwards.	Yes, all the agencies participating in the bid have to submit all the relevant documents.
10	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	Net Revenue of ~INR 250 Cr means spends of ~INR 12-13K Crores for one agency. This is billing or Revenue, please confirm.	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document
11	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 3	Should have made profits (after tax) for the past 2 financial years in succession across the India Operations	Instead of PAT can PBT be considered?	The requirement is of profit after tax
12	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 3	Should have made profits (after tax) for the past 2 financial years in succession across the India Operations	Can the profit clause be 2 out of last 5 years or 1 out of last 3 years, as last few years entire Industry has had impact of pandemic and there are few year which companies would have taken a hit on P&L.	Profit made over the past 2 years in succession will be considered.
13	NPCI/RFP/2024-2025/01 dated 18.10.2024				Is there a pre-bid meeting scheduled?	No there is no pre-bid meeting scheduled. However queries will be answered through the NPCI website Tenders& Notices section.
14	NPCI/RFP/2024-2025/01 dated 18.10.2024	4	Section:1	Timelines	Possible to get an extension to the submission deadline?	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document
15	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section: 4	Media Brief	Also the brief for Offline and Digital is the same for UPI and BHIM, so do we need to make a single holistic approach for all mediums for UPI and for BHIM?	No, UPI and BHIM are two different briefs and agency need to pitch as traditional media forward under mainline RFP and digital media forward under digital media RFP.
16	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3, Sr no 5	Should have undertaken a similar stature of work as detailed in the scope of work for at least one client in the last two (2) years as on the date of submission for the quotation.	Can we submit similar work from different industry like Agriculture, Sports etc. Or, Are you expecting similar work for only UPI ?	Similar work here refers to any big stature work under any industry with big media budgets.
17	NPCI/RFP/2024-2025/02 dated 18.10.2024	7	Section 3, Sr no 7	Any independent agency who does not qualify as per the above criteria is not allowed to apply for their participation by either forming a Consortium company or apply their participation through any other leader.	Is forming a consortium allowed with agency to fulfil bidder's criterion?	No
18	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	What are the expected media delivery metrics for each channel (TV, Digital, Print, OTT)? How will success be measured for each?	Increase in Brand KPIs like TOMs, Spont, total awareness, consideration and so on. Also, CPCV
19	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	What specific insights do you have regarding the non-UPI users? What are the key barriers preventing adoption?	Safety, Lack of awareness of digital payments & High dependence on Cash

20	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	Are there specific media innovations NPCI expects the agency to propose, especially for social and influencer marketing?	Yes
21	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	Is there a required frequency or minimum number of exposures for the safety campaign across different platforms?	3
22	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	Will there be any creative constraints or pre-existing guidelines that the agency should follow for digital and media content creation?	Yes
23	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	KPI Tracking: Beyond reach and awareness, what KPIs will be tracked to assess the effectiveness of this UPI safety awareness campaign?	Media value ads, CPCV
24	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	What key performance indicators (KPIs) will define the success of the UPI Safety and Awareness campaign (e.g., reach, engagement, or behavioral change)?	Increase in Brand KPIs like TOMs, Spont, total awareness, recall, consideration and so on. Also, CPCV, value ads, shareability
25	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	How will the effectiveness of influencer strategies for non-HSM markets be measured?	Reach, CPCV, Shareability and engagement
26	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	What is the KPI for brand campaign?	Increase in Brand KPIs like TOMs, Spont, total awareness, recall, consideration and so on. Also, CPCV, value ads, shareability
27	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3 Sr.No.2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years.	To meet the eligibility criteria can an agency submit financials of the group companies together?	Yes
28	NPCI/RFP/2024-2025/01 dated 18.10.2024	7	Section 3 Sr.No.5	Should have undertaken a similar stature of work as detailed in the scope of work for at least one client in the last two (2) years as on the date of submission for the quotation.	Can agreements/client certificate from the BFSI clients be produced as a proof of work?	Yes
29	NPCI/RFP/2024-2025/01 dated 18.10.2024	32	Section:10 10.1	Performance Bank Guarantee (PBG): Required for the duration of empanelment.	Value not specified in the RFP	Value will be specified during the signing of the agreement with a mutual decision with both the parties
30	NPCI/RFP/2024-2025/01 dated 18.10.2024	53	Annexure B3	Write-up on top 3 projects executed scope of work, time frame, deliverables, role of applicant/subcontractor	What exactly is to be submitted here?	Any proof of work that have been undertaken in the past of the same stature and high media budget.
31	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section 4: Media Brief	Task at hand: Reach 700 Mn + Indian citizens	Please provide Brand health scores or track to evaluate the impact of media deployment. Please provide any measurement studies on digital (BLS etc) to measure the impact of digital media deployment. It would be helpful if you can provide data from the launch till last campaign	We have BHT and other tracks available but it cannot be disclosed without signing off an NDA.
32	NPCI/RFP/2024-2025/02 dated 18.10.2024	11	Section 4 Media Brief	Digital – Media Key Influencer strategy for non HSM markets	Please provide any guidelines and/or restrictions when it comes to deployment of influencers	Brand guidelines and other guidelines will be appropriately discussed during signing off the campaign. For e.g. Hygiene checks like no abusive content, non controversial content

33	NPCI/RFP/2024-2025/01 dated 18.10.2024	12	Section 4 Media Brief	Media Budget: INR 93 Crores (including agency comm) + taxes as applicable	When do we plan to go live with this campaign? Will it be a always on, 1-2 Burst or should we go ahead & recommend the phasing as per the media selection and indicative budgets given in the RFP Document?	It will be an always-on campaign
34	NPCI/RFP/2024-2025/01 dated 18.10.2024	13	Section 4 Media Brief	Brief for Technical Pitch Evaluation (Media Strategy and approach submission towards scope of work): Who is our Target Audience: Geography	What is the definition classification for Semi Urban, Rural & Urban Centers? Could we refer to the following definition classification; Semi Urban - 10 Thousand to 1 Lakh Population Urban - 1 Lac to 10 Lac Population Rural - Less than 10 Thousand Population	Please use RBI classification.
35	NPCI/RFP/2024-2025/01 dated 18.10.2024	14	Section 4 Media Brief	Brief for Technical Pitch Evaluation (Media Strategy and approach submission towards scope of work): Who is our Target Audience: Campaign Period?	When are we planning to go live with the campaign considering the time frame given in the RFP for Phase 1 & Phase 2 is over?	Kindly pitch for an always-on campaign.
36	NPCI/RFP/2024-2025/02 dated: 18.10.2024	5	2.3	The Bidders shall submit the bids through both postal ... along with Envelope A, Envelope B and Envelope C and through email on npcisocialmedia@npci.org.in each envelopes in a password protected file.	As the file sizes after scanning may be huge, and 9 MB is the limit specified by NPCI, it is possible to email a Google Drive link with the 3 password protected files?	All email attachments should be less than 9mb and should be named properly. Also you can send a sendgb link in case files are exceeding the limit. No other link will be accessible
37	NPCI/RFP/2024-2025/02 dated: 18.10.2024	10	Section 4	Indicative Deliverable / Campaign Information	Since there are two separate RFPs, one for Digital and one for other media, are we supposed to make a single submission for all media or keep them separate with reference to the RFP numbers. Since, the TV, Print and Radio deliverables are mentioned in the Digital RFP , therefore this question	Separate media pitches are required for the 2 RFPs.
38	NPCI/RFP/2024-2025/02 dated: 18.10.2024	12	Section 4	Indicative Deliverable / Campaign Information	Is this the Digital Budget or the offline budget or combined budget for both, for the first campaign? Pl. confirm and share the budget bifurcation between Digital and offline, if any.	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be propsoed towards digital also
39	NPCI/RFP/2024-2025/02 dated: 18.10.2024	17	Section:4, Brief 2	Media budget: 60 Cr	Is this the Digital Budget or the offline budget or combined budget for both, for the first campaign? Pl. confirm and share the budget bifurcation between Digital and offline, if any.	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be propsoed towards digital also

40	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	4	Section 1, Sr.No.5	Last Date and Time of submission of Bids 08.11.2024	Do all 3 Bids (Eligibility, Technical and Commercial) need to be submitted on this date or the date of submission for the Technical Bid be revealed only after Eligibility is confirmed, and similarly for the Commercial Bid? Ideally, Technical bid submission date should be given post shortlisting based on eligibility. Similarly, Commercial bid should be asked for those who qualify post the Technical bid.	Please refer to corrigendum for the timelines. All the documents are to be submitted in one go and not round wise
41	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	11	Section 4: UPI Brief	Indicative Deliverable	Since there are two separate RFPs, one for Digital and one for other media, are we supposed to make a single submission for all media or keep them separate with reference to the RFP numbers.	Keep both the pitches separate, Kindly do not combine. Pls mention the RFP number for reference on each pitch
42	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	15, 16	Section 4: BHIM Brief	Indicative Deliverable	Does Digital fall under the Offline RFP? As there is a Digital RFP that has also been floated by NPCI. Also, does the budget of Rs 60 crores include Digital? If yes, then pl indicate the budget bifurcation between Offline and Digital, if any.	Digital RFP has been floated separately, The offline RFP is only for mainline and offline media. Please refer budget accordingly under both the RFP
43	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	24	Bid Evaluation process	The Application Evaluation will be carried out in 2 stages	The section however defines 3 stages. Kindly clarify if this is in 2 stages or 3 stages?	There will be 3 rounds to the RFP Round 1 - Eligibility check basis documents submitted Round 2 - Technical / Pitch evaluation round (F2F) Round 3 - Commercial opening Agencies will qualify for each round only after clearance of previous round
44	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024				What is the duration of this RFP/ Contract	Empanelment for maximum 3 years with yearly agreements
45	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	While the RFP is for a digital agency, the details in the brief indicates TV, Print, Cinema, Radio & BTL as well. Therefore, is the targeting of reaching 700 million a target for all media or only digital? If it is for all media, then what is the target for digital only? Is the budget of Rs. 93 Cr for digital media alone?	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also
46	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	What is the start and end date of the activity?	It will be an always-on campaign. Kindly consider 1 financial year for your pitch
47	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	Is there any KPI specific for Digital?	Increase in Brand KPIs like TOMs, Spont, total awareness, recall, consideration and so on. Also, CPCV, value ads, shareability
48	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	Definition of view on digital will be thruplay on Facebook and View on YT or 100% completed view?	100% completed view (CPCV to be important)
49	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	How is shareability measured?	No of engagements, shares, likes

50	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	Because there are multiple videos in different languages, how is the freq. calculated?	Frequency of 3 - every language
51	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	Apart from 6sec and 30sec, are there going to other asset duration?	NO
52	NPCI/RFP/2024–2025/ 01 dated: 18.10.2024	9	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	Can NPCI share baseline and benchmark from previous campaign run?	We have BHT and other tracks available but it cannot be disclosed without signing off an NDA.
53	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	12	Section 4: Media Brief	Background Indicative Deliverable / Campaign Information	While the RFP is for a digital agency, the details in the brief indicates TV, Print, Cinema, Radio & BTL as well. Therefore, is the business goals of downloads, retention & transactions a target for all media or only digital? If it is for all media, then what is the target for digital only? Is the budget of Rs. 60 Cr for digital media alone?	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also
54	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024		Section 4: Media Brief		The brief for Offline and Digital is the same for UPI and BHIM, so do we need to make a single holistic approach for all mediums for UPI and for BHIM?	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also
55	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Campaign Period: 15th Sept – 30th Sept (phase 1), 1st Oct – 31st Dec 2024 (fully active phase)	Since the Phase 1 dates have already passed, can we consider just the period of Phase 1 to be 15 days and Phase 2 to be 3 months? What are the start and end dates of this campaign?	Please consider an always on campaign and plan
56	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	What do we wish to achieve through mainline media, digital and social media?	Considering this is a digital pitch, would the role of digital be to drive full funnel, from Awareness & Expansion, Drive Adoption, Engagement & Build Brand Equity?	Increase in Brand KPIs like TOMs, Spont, total awareness, recall, consideration and so on. Also, CPCV, value ads, shareability
57	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Has NPCI run any activity in the past and if so any baseline benchmark or possibility to audit the campaigns?	We have BHT and other tracks available but it cannot be disclosed without signing off an NDA.
58	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	There would be requirement for both static as well as videos. NPCI would be sharing both with us?	Yes
59	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Will the content for social media activity be shared by the client or would need to be created by us?	Content / Assests will be shared by NPCI. RFP is only for Media Planning and Buying. Not Creative and Design
60	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Google does not allow targeting at HHI or age or interest level for app campaigns. Neither does Facebook automated app campaigns allow the same. So, targeting on Google will be only at Geo level.	Please plan your approach accordingly to what you want to propose

61	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	7	Section 3 - Eligibility Criteria - Point No 2	Should have a revenue* of at least ₹250 crores every year for the past 2 financial years. (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).	1. In the offline RFP confirm whether 250 crs is billing or revenue? Net Revenue of ~INR 250 Cr means spends of ~INR 12-13K Crores for one agency. Therefore, request you to confirm if this is billing or Revenue? 2.Can we bid on the RFP along with our holding company and put a dedicated team for NPCI or does it need to be individual agencies only?	Corrigendum 01 to the RFP_1 has been uploaded. Please refer to the document. Yes the agencies can bid along with the holding company
62	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	7	Section 3 - Eligibility Criteria - Point No 2	Should have a revenue* of at least ₹50 crores every year for the past 2 financial years. (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).	1. In the offline RFP confirm whether 50 crs is billing or revenue? 2.Can we bid on the RFP along with our holding company and put a dedicated team for NPCI or does it need to be individual agencies only?	Corrigendum 02 to the RFP_2 has been uploaded. Please refer to the document. Yes the agencies can bid along with the holding company
63	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	45	Annexure A3 – Eligibility Criteria Matrix	Should have made profits (after tax) for 1 year out of the last 2 financial years in succession across the India Operations.	Can we consider Profit Before Tax instead of Profit After Tax? Request you to confirm which FY's are being considered	Profit after tax will be considered. FY's will be FY 22-23 and FY 23-24
64	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024			Should have made profits (after tax) for 1 year out of the last 2 financial years in succession across the India Operations.	Can the profit clause be 2 out of last 5 years or 1 out of last 3 years, as last few years entire Industry has had impact of pandemic and there are few year which companies would have taken a hit on P&L.	PAT for the succession years will only be considered.
65	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	29	9.5.2	Negotiation will include: a) discussion and clarification of the Terms of Reference (TOR) and Scope of Services;	Please direct as to where can the TOR can be found for review?	TOR will be made and discussed during the agreement
66	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	5	2.3	The Bidders shall submit the bids through both postal at NPCI's office at Unit No – 301, 3rd floor, Raheja Titanium, off. Western Express Highway Goregaon (E), Mumbai 400063 along with Envelope A, Envelope B and Envelope C and through email on "npcisocialmedia@npci.org.in" each envelopes in a passwordprotected file	Can the envelopes containing the bids be hand delivered to ensure that it reaches your office on time? If yes, then to whom shall the envelopes be handed over to?	No hand delivery of envelopes allowed. Only post / courier
67	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	53	Annexure B3 – Details of top 3 Projects	Write-up on top 3 projects executed scope of work, time frame, deliverables, role of applicant/subcontractor etc.	What is the criteria to be considered for 'Top 3'? Are supportings required to be submitted along with each project? If yes, what supportings are required?	Any proof of work that have been undertaken in the past of the same stature and high media budget.
68	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024			Misc	Do already empaneled agencies need to supply documentation again?	Yes, all the agencies participating in the bid have to submit all the relevant documents.
69	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024			Misc	Is there a pre-bid meeting scheduled?	No

70	NPCI/RFP/2024-2025/02 dated: 18.10.2024			Misc	Is it possible to get an extension to the submission deadline, as the week before and after Diwali has most of the team members travelling for Diwali and we will not get much time for submission.	Corrigendum has been uploaded. Please refer to the document for updated timelines
71	NPCI/RFP/2024-2025/01	4	Section 1: Notes	Bids opening for the Technical Pitch Evaluation (Media Strategy and approach submission towards 2 key media briefs) will be opened in the presence of the bidders' representative in form of a face-to-face presentation who will be eligible for the stage 2 post clearing the eligibility criteria. Date and Time of opening of the commercial bids will be intimated later.	Are plans required to be submitted in the 1st round of submission on 8th Nov'24 or only Media Strategy & Approach ?	Kindly refer to the corrigendum for the updated timelines.
72	NPCI/RFP/2024-2025/01	10	Section 4 :Task at hand	Ensure balance in media frequency to ensure that all 6 films based on different MO's are viewed once by the audiences reached	Reach per film at 1+ target ? Also, is that target per film or for entire plan at Pan India Level?	Reach at 1+ target is 75 for the entire plan.
73	NPCI/RFP/2024-2025/01	10	Section 4 :Task at hand	TG Definition - MF, 15+, Cohort - People who own a phone, bank account & people paying through cash and/or digital methods (cards, wallets, net banking) Digital averse and happy with traditional modes of payment (like cash, visiting bank branches)	Does this include NCCS ABCDE or not ? Also, 15+, Pan India is very broad. Do they have a priority age group and/or markets?	Yes
74	NPCI/RFP/2024-2025/01	10	4.1:UPI: Indicative Deliverable / Campaign Information	TV & Other media plans	Campaign Period ? How many Weeks on Air to target. How many bursts ? for both briefs .TV KPIs - reach, GRP Targets at All India Level or Market specific? Priority MArkets	It will be an always-on campaign. Weeks on Air target and bursts has to be suggested for a maximum reach as per the allocated budget by the agency. GRPs are at all India level and HSM.
75	NPCI/RFP/2024-2025/01	16	4>UPI>Task at hand	Indicative Deliverable / Campaign Information : Print	Sizes of Print Creative as per MO	Sizes to be proposed by the agency during pitch
76	NPCI/RFP/2024-2025/01		4>UPI>Task at hand	Digital Media Queries	<p>1.) What will be the duration of the digital media campaigns? Will it span 1 quarter or 6 months?</p> <p>2.) Considering we have 6 video assets for platforms like YouTube and OTTs, will the primary objective be video views or reach?</p> <p>3.) Will all 6 videos be launched simultaneously or rolled out in phases?</p> <p>4.) Out of the total budget of ₹93 crores, have you allocated a specific portion for digital campaigns?</p> <p>5.) Do you have any Competitors?</p> <p>6) Is there a landing page where these campaigns will lead to? please share the landing page for evaluation</p>	<p>1. Always on campaign</p> <p>2. Objective is both reach and video views</p> <p>3. Agency to propose</p> <p>4. Under digital RFP , all the budget needs to be proposed for digital campaign only</p> <p>5. Yes, pls do your own market study on these products</p> <p>6. Yes, CTA would be website link</p>
77	NPCI/RFP/2024-2025/01		ALI	Buying and Rates related (All Media)	for NPCI cleint which rate will be applicable for media / DAVP rates OR Non DAVP Rates	Yes NPCI falls under DAVP, but for this pitch work with Non DAVP and innovative ideas for print

78	NPCI/RFP/2024-2025/02	7	2	Should have a revenue* of at least ₹50 crores every year for the past 2 financial years. (Ref: Pg 8) *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.	Revenue is as per overall billing done to customers. This may be bifurcated as per Operations Revenue, Sales Revenue, Commission Revenue, etc. In certain accounts it may not be possible to bifurcate clearly between retainers or commissions due to structure of agreements and cost structures. Please clarify on type of Revenue to be taken into consideration for eligibility? Revenue from operations under company's audited Balance sheet and Profit & loss statement may include expenses made by an agency on behalf of clients.	Corrigendum 02 to the RFP_2 has been uploaded. Please refer to the document.
79	NPCI/RFP/2024-2025/02	27	9.2.9	Prior experience of the Agency & team in undertaking projects of similar nature	As per the scope of the project, does "similar nature" of campaigns pertain to BFSI, Govt. Autonomous bodies, or campaigns involving app download, or private companies' based on their size, revenue, etc. Is this interpretation correct?	Similar work here refers to any big stature work under any industry with big media budgets.
80	NPCI/RFP/2024-2025/02	30 to 41	Section 10	Terms and Conditions	10.10 – Performance bank Guarantee will come in after the final agency has won the contract?	Yes
81	NPCI/RFP/2024-2025/01	7	Sr. No 5	Section 3	Similar stature of work? Any specific category?	Similar work here refers to any big stature work under any industry with big media budgets.
82	NPCI/RFP/2024-2025/01	9 to 11		Section 4	Is there any research on UPI – brand track, consumer research which they can share?	No it is confidential and can only be shared post empanelment
83	NPCI/RFP/2024-2025/02	7	Sr. No 5	Section 3	Similar stature of work? Which Category?	Similar work here refers to any big stature work under any industry with big media budgets.
84	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	Budget given in INR 93 Cr. Is this budget only for Digital Media or overall media (Mainline + Others) If yes, how much budget is to be considered? Tasks clearly defined for Digital are: - Digital Video - Influencer - Innovation - Social	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also

85	NPCI/RFP/2024-2025/02	9	4	This is spread across multiple pages and instance on section 4.	<p>In media brief of REQUEST FOR PROPOSAL FOR EMPANELMENT OF DIGITAL MEDIA AGENCY FOR NPCI GROUP (MEDIA STRATEGY, MEDIA PLANNING AND BUYING). RFP Reference No: NPCI/RFP/2024-2025/02 dated: 18.10.2024 - We can see non digital medium being requested for strategy and planning on Section 4, Pg no. 9 -17. This exact same brief is included in REQUEST FOR PROPOSAL FOR EMPANELMENT OF MAINLINE MEDIA AGENCY FOR NPCI GROUP (MEDIA STRATEGY, MEDIA PLANNING AND BUYING). RFP Reference No: NPCI/RFP/2024-2025/01 dated: 18.10.2024. Are there 2 separate tenders? For the digital media buying tender are agencies required to include media buying for non-digital platform?</p>	<p>Under RFP for Digital Media, Entire budget and the media pitch to be proposed for Digital only</p> <p>Under the RFP for Mainline Media, entire budget and media pitch to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also</p>
86	NPCI/RFP/2024-2025/02	14	Campaign Period	Campaign Period 15th Sept – 30th Sept (phase 1), 1st Oct – 31st Dec 2024 (fully active phase)	Dates included under Campaign Period have elapsed. Please help provide correct indicative period, as digital media costs will fluctuate.	Please consider an always on campaign and plan
87	NPCI/RFP/2024-2025/01	23	7.10.1	Section 7	Is postal mandatory? Can't it be delivered manually on 8th Nov at the reception	No hand delivery of envelopes allowed. Only post / courier
88	NPCI/RFP/2024-2025/02	30 to 41	Section 10	Terms and Conditions	<p>10.12 – Are payment terms negotiable for specific invoices? For ex: Facebook has a blanket payment term of net-30 days for all spends, so 45-days post completion means that the agency will have to fund the media spends for the extended period (30 days of project + 45 days of payment = 75 days). Considering the bid will be reverse and the expected media fees will be extremely low, there's a chance that the entire agency fee goes into overdraft financing itself. Hence the question on differing payments terms</p>	Payment terms will be standard as per agreement. However, we can look at case to case for any particular media where payment terms need to be revised
89	NPCI/RFP/2024-2025/02	30 to 41	Section 10	Terms and Conditions	10.22.1 – Can you explain this better. Are we talking about anti-bribery – which is hardcoded in all our employee contracts.	It is not anti-bribery, but overall code of conduct

90	NPCI/RFP/2024-2025/02	30 to 41	Section 10	Terms and Conditions	10.22.3 – We do have other BFSI clients. We are confirming that this is not a non-compete. This is about individuals not taking part in any activity that would subvert the performance and intentions of the media mandate that is being discussed in this RFP	Yes, this is all about maintaining overall code of ethics and conduct
91	NPCI/RFP/2024-2025/02	30 to 41	Section 10	Terms and Conditions	10.26 – What about the reverse where the agency / publishers can cancel orders based on delays from NPCI's end. We should have this as well to ensure that no penalties are levied by publications – though this is an extremely rare occurrence	To be discussed during finalisation of contract
92	NPCI/RFP/2024-2025/01				Spoc present during the technical bid, can that person be different from the signing authority, if yes is there a format or formality	Yes, person can be different but should be authorized by the agency. Authorization letter is a part of the documentation submission
93	NPCI/RFP/2024-2025/01 dated 18.10.2024	32	Section:10 10.9	Liquidated Damages: 0.5% of the total purchase order value per week of delay (capped at 5%). Orders may be cancelled after a 10-day delay.	Can it capped with the agency commission charged?	To be discussed during finalisation of contract
94	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	What is the Campaign duration?	Please consider an always on campaign and plan for 1 financial year
95	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	Task at hand: Reach 700 Mn + Indian citizens However, digitally targetable audience as on date is -500-550 MN only, how do we interpret this task from Digital Media standpoint?	Pls propose the final reach basis digital media plans
96	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	3In the Media tie-ups section: - Product / campaign asset placement - Is this expected out of Digital Media RFP - Below the line (BTL) activities/ Events - Is this expected out of Digital Media RFP - Media innovations like (and not limited to same) - Associations with OTTs - Integrations with apps / other platforms	All points except for BTL / Events can form a part of the digital pitch
97	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	Since the TG is specifically bifurcated basis UPI & Non-UPI, are these supposed to be targeted with same assets or we will have different ones?	Same assets

98	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	<p>Is there a possibility to get learnings from the previous campaigns? What has worked and what hasn't?</p> <ul style="list-style-type: none"> - Share brand track study results done in past to understand impact on consumers & business - Learnings from the past & current campaigns in terms of universe reached & frequency. What worked well and which initiatives didn't see great results - Share Brand lift studies results, if any (digital first) 	We have BHT and other tracks available but it cannot be disclosed without signing off an NDA.
99	NPCI/RFP/2024-2025/02	9 to 17	Section 4	UPI Brief	Any do's and don'ts to follow from media?	Pls follow the General Code of Conduct and Media Guidelines
100	NPCI/RFP/2024-2025/01	10	Section 4	Competition Analysis	Is the competition analysis to be done separately for UPI & BHIM or that will be common for both the briefs ? There is a list of competitors given for BHIM, but missing for UPI.	The agency should do their own market research. Competition to UPI is any other payment platforms. Eg. Cash, Credit Card, Net Banking and so on
101	NPCI/RFP/2024-2025/01		Section:4 UPI > Task at hand > Business Goal	Data Analytics Queries	<ol style="list-style-type: none"> 1.What is the current category size in terms of value and volume and what is expected category size for upcoming year? 2.Are there any direct competitors to UPI? How is the overall category growing? 3.What is current user base of UPI payment and digital payment users? 4.While the key objective is to create mass awareness, are there any business targets, if yes, please specify? 5.What is the current conversion funnel for the brand (Reach to Awareness to Consideration to Usage)? 6.What is current Monthly active users for UPI? 7.Please share monthly active users on monthly level for last 2 years? 8.What is monthly user lapser %? 9.Are there any priority markets for UPI? 10.Can you share market wise UPI penetration or usage data on monthly level for last 2 years? 	<ol style="list-style-type: none"> 1. You can do your own reaseach on category trends and there are many reports available on the internet. 2. Pls check this data on NPCI website 3. Other mode of payments like Cash, Credit card, Net-banking and so on 4. Key objective is awareness 5. We have a BHT, but can be shared only on signing of NDA 6. This data is available on NPCI website 7. This data is available on NPCI Website 8. Classified information 9. Markets mentioned in the brief 10. This can be researched upon by agency
102	NPCI/RFP/2024-2025/02 dated: 18.10.2024	32 and 37	10.9 and 10.19	Liquidated Damages	NPCI to clarify on two points: first, under what instance would clause 10.19 be enforced and how would it differ from clause 10.9? Second, what is the percentage amount?	The percentage amount to be disclosed at the time of signing the agreement
103	NPCI/RFP/2024-2025/02 dated: 18.10.2024	28	9.3	Bid Evaluation Matrix: of Team,Planning & Strategy, Buying .	<p>What exact supporting is required here?</p> <p>Can we share the clients invoices with limited details due to Confidentiality?</p>	Client Case- Studies can be submitted

104	NPCI/RFP/2024-2025/01 dated 18.10.2024	32	Section:10 10.12	Payment Terms: No advance payments; final payment within 45 days after project completion, subject to audit	What is the procedure and clarifications sought as a part of the audit? For Ex : Is it the deal structure and executions done accordingly?	This will be case to case taken up during audit
105	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Branding Campaigns (Static, Video, etc.) – do you have an estimation of annual spend for us to suggest a fee against?	It is confidential, will be answered during signing of the agreement
106	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Branding Campaigns (Static, Video, etc.) – confirming that you want one figure and not slabs like in performance marketing	Yes the same doesn't need to be in slab
107	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Performance Marketing / Optimisation – Confirming that the suggested slabs are annual?	It will depend on the project.
108	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Content Collaboration – Confirming that this is collaborations with publishers such as OTT	Yes
109	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Can you differentiate between influencer collaborations and content collaborations	Content collaborations is with series, OTT platforms,etc. while influencer collaborations will be with individual influencer
110	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Media Innovations / impact generally come under branding (with some units sometimes for performance) – can you give an example of what kind of a different piece you are looking at here that commands a separate fee	While it can fall under Brand / Performance the idea to have it called out at this stage if there is any fee differentiation by the agency
111	NPCI/RFP/2024-2025/02	18	Section 5	Commercials	Media Deals / associations – can you give an example of what kind of a different piece you are looking at here that commands a separate fee	While it can fall under Brand / Performance the idea to have it called out at this stage if there is any fee differentiation by the agency
112	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	What is the desired split between branding efforts and driving app downloads/transactions?	We are looking for both brand awareness & downloads. Downloads will be the resultant outcome of Awareness Building
113	NPCI/RFP/2024-2025/01 dated 18.10.2024	9	Section:4	Section:4-Media Brief	Are there any specific market segments (e.g., Tier 2 and Tier 3 cities) where you expect greater focus or innovation in media strategy?	Primary Markets are mentioned in the media brief
114	NPCI/RFP/2024-2025/02 dated 18.10.2024	11	Section 4 Media Brief	Digital (Programmatic, social media, impact buys, influencers)	Please define the current Adtech and Martech set-up currently deployed(MMP)	The set -up is WIP
115	NPCI/RFP/2024-2025/01 dated 18.10.2024	12	Section 4 Media Brief	Background	Please provide information on non-media efforts done to create awareness and drive installs (tie-ups, PR, Bank network etc.)	We have executed PR and Partnership with Brands (eg Swiggy, Blinkit, Instamart to name a few) as non-media efforts

116	NPCI/RFP/2024-2025/01 dated 18.10.2024	14	Section 4 Media Brief	Brief for Technical Pitch Evaluation (Media Strategy and approach submission towards scope of work): 2. Increase download & active users: a. Currently, BHIM has a limited market share of 0.19% and active user based of 2.5 M	Can you give us more insights on the current user base? Markets Age Dispersion RPU Funnel Analysis (Impression to Download, with drop off at each stage) Current Monthly transaction (Value and Volume) Retention/Uninstall info	Markets & Age Dispersion is already mentioned in the media brief. Rest of the information is classified business info and can be only discussed post signing the NDA
117	NPCI/RFP/2024-2025/01 dated 18.10.2024	15	Section 4 Media Brief	Brief for Technical Pitch Evaluation (Media Strategy and approach submission towards scope of work): Business Goal Increase Downloads, Retention, and target Families to make 20 Transactions in a month. Addition of 15Mn new monthly active BHIM users. 30Mn new downloads	Does this mean that this is a 2 month campaign and to get 15 Mn downloads and hence totalling to net new of 30 Mn downloads	It will be an always on campaign. Targets will be defined per campaign wise
118	NPCI/RFP/2024-2025/01 dated 18.10.2024	15	Section 4 Media Brief	Build Brand Equity: BHIM - a product of NPCI which is backed by government has its own credibility.	Any study done on consumer perception on BHIM vs competition? What are the USP's of BHIM compared to Competition?	USP of BHIM are mentioned in the brief. Study on consumer perception as been very recently initiated.
119	NPCI/RFP/2024-2025/01 dated 18.10.2024	15	Section 4 Media Brief	Objectives: Increase brand power score by +0.5	Can we get access to the brand power score numbers as specified in the RFP Document?	We do not have BHT
120	NPCI/RFP/2024-2025/02 dated: 18.10.2024	15	Section 4, Brief 2	Objectives: 1. 30Mn new downloads 2. Addition of 15Mn new monthly active BHIM users. 3. Increase transaction to 20 Txns in a month from every family	1. Is this the annual target for the download campaigns. 2. 15 mn monthly active users – is this a monthly average target for the entire year	It will be an always on campaign. Targets will be defined per campaign wise For the pitch, pls consider the target mentioned in the brief
121	NPCI/RFP/2024-2025/01 dated: 18.10.2024	13	Section 4: BHIM Brief	This will have overarching business functions of different PODS	What is PODS? Does it imply product oriented delivery. Pl. confirm	Yes
122	NPCI/RFP/2024-2025/02 dated: 18.10.2024	12 & 15	Section 4: Media Brief	Business Goal : 30Mn new downloads	Is this target of 30 Mn new downloads for an entire year? Or is it just for the combined Phase 1 & 2, (15 days + 90 days)	It will be an always on campaign. Targets will be defined per campaign wise For the pitch, pls consider the target mentioned in the brief
123	NPCI/RFP/2024-2025/02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	What is the tracking mechanism used for downloads, retention and transaction?	In - House NPCI tools tracks the same
124	NPCI/RFP/2024-2025/02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Which MMP is being utilized as the source of truth?	The set -up is WIP
125	NPCI/RFP/2024-2025/02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Have separate events been created for different steps in the journey? If so, what are the different events in the journey which are being tracked?	Currently MMP set up is WIP. We track it via Downloads, Monthly / Daily transactions etc
126	NPCI/RFP/2024-2025/02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Is there any incentive for using BHIM instead of competitor apps?	Yes, we will have cash-back campaigns
127	NPCI/RFP/2024-2025/02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Are there any custom audience list which will be shared for targeting as well or only through affinity and in-market targeting we identify audience?	The consumer profiling is mentioned on the media brief

128	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Is Firebase integrated?	Yes
129	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Does NPCI have onelink as well as deeplink for taking the user directly in the precise section of the app?	Not on the moment
130	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	How is brand power going to be measured?	Via BHT
131	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	How will in a month from every family be calculated?	This KPI is defined in the media brief
132	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	Achieve to maintain consistent app ranking within top 5 free apps in finance category between Oct to Mar. (This requires SEO intervention in my understanding). Not sure if we can directly influence it via paid activity	It can be build through increase in brand awareness where media agency will help
133	NPCI/RFP/2024–2025/ 02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	We require details of different features which will make BHIM a super app? How is it going to be relevant or utilized by rural audience?	Classified information. Will be given post - empanelment
134	NPCI/RFP/2024- 2025/01	13	4.2 > BHIM > Task at hand	Indicative Deliverable / Campaign Information	Campaign Period ? How many Weeks on Air to target. How many bursts ? TV KPIs - reach, GRP Targets at All India Level or Market specific? Specify Priority Markets (States for TV)	This needs to be a suggestion in your pitch and approach \
135	NPCI/RFP/2024- 2025/01	12	4.2 > BHIM > Business Goal	Increase Downloads, Retention, and target Families to make 20 Transactions in a month.	This is a full funnel requirement, while also promoting the app as a Super App. Too much could confuse consumers. Is BHIM open to a phase-wise approach from Awareness to Acquisition to Retention? Where do their priorities lie- is it downloads or MAUs?	Yes we are open to a phase wise approach

136	NPCI/RFP/2024-2025/01		BHIM > Task at hand > Business Goal	Data Analytics Queries	<p>1.How is the digital payment category scenario at present and how is BHIM performing compared to its competitors? Share some insights.</p> <p>2.What is the Year-on-year category growth %?</p> <p>3.What is current frequency of usage per family?</p> <p>4.Can you share BHIM and competition app downloads, monthly active users, monthly new active users data on monthly level for last 3 years?</p> <p>5.Please share market share data on monthly level for BHIM and competitors</p> <p>6.What is the conversion funnel for the brand and category (Reach to Awareness to Consideration to Usage)?</p> <p>7.Recent brand track study for brand and competitions</p>	<p>We suggest that the agencies does a category / industry check and competition check on their own</p> <p>BHIM analytics is classified information and cannot be shared w/o signing of the NDA</p> <p>Classified information. Will be given post - empanelment</p> <p>BHT is not available</p>
137	NPCI/RFP/2024-2025/01	12	4.2 > BHIM > Business Goal	Increase Downloads, Retention, and target Families to make 20 Transactions in a month.	<p>This is a full funnel requirement, while also promoting the app as a Super App. Too much could confuse consumers. Is BHIM open to a phase-wise approach from Awareness to Acquisition to Retention? Where do their priorities lie- is it downloads or MAUs?</p>	<p>Yes we are open to a phase wise approach</p>
138	NPCI/RFP/2024-2025/02 dated: 18.10.2024	14	Section 4: Media Brief	Multiple	<p>We require details of different features which will make BHIM a super app? How is it going to be relevant or utilized by rural audience?</p>	<p>Classified information. Will be given post - empanelment</p>
139	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	<p>Client has given a budget of INR 60 Cr & the RFP is for all media platforms (Offline & Online), they have also defined role of each media. How should we approach the brief as the role of Digital is only focused on consideration (middle funnel) and conversion (bottom funnel)</p>	<p>Under RFP for Digital Media, Entire budget to be proposed for Digital only</p> <p>Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be propesd towards digital also</p>
140	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	<p>If the above is true, what should be the budget to plan for from the 60 Cr?</p>	<p>Under RFP for Digital Media, Entire budget to be proposed for Digital only</p> <p>Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be propesd towards digital also</p>
141	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	BHIM Brief	<p>It will be an always on campaign. Targets will be defined per campaign wise</p> <p>For the pitch, pls consider the target mentioned in the brief</p>

142	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	<p>Which objective from the below to chase from the Digital media point of view? Also all these objectives are expected to be achieved within the campaign duration or in a year?</p> <p>Objectives:</p> <ul style="list-style-type: none"> - 30Mn new downloads - Addition of 15Mn new monthly active BHIM users. – Are these a subset of 30 MN? - Increase transaction to 20 Txns in a month from every family – What is the current transactions in the family if the aim is to reach 20? - Need to increase awareness and reach within target markets – What are the current awareness scores? - Increase brand power score by +0.5 – What is the current score? - Achieve to maintain consistent app ranking within top 5 free apps in finance category between Oct to Mar. – Are we supposed to build an ASO strategy? - Increase Downloads, Retention, and target Families to make 20 Transactions in a month <ul style="list-style-type: none"> - What is the retention rate of the app? --- What is the app engagement rate? --- What is the avg time spent / what is the bounce rate of the app? --- What is the # of transactions from family? 	Digital media should help in achieving all the objectives. Details on BHIM is classified information of NPCI and can be shared upon signing of NDA and post empanelment
143	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	<p>Data points for each stage of the funnel since the inception of BHIM</p> <ul style="list-style-type: none"> - Total Downloads - Registration 1 (App Registration) - Registration 2 (UPI enabled & linked to Bank Account) - Annual Active users (for past 12 months) - Monthly Active Users - 2.5 million 	Details on BHIM is classified information of NPCI and can be shared upon signing of NDA and post empanelment. You can also check on NPCI website
144	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Decoding Market Share - the 0.19% of the market share is based on number of UPI volume/value/user base?	Volume
145	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Are you live with any performance/app install campaigns currently? Have you done any in last 2-3 years?	Yes
146	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Geography – Do we have a list of priority markets (cities/states)?	Already mentioned in the media brief
147	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Any specific reason to exclude NCCS A1 (the most digital savvy and likely the lower hanging fruit)?	Kindly refer to the income level of TG mentioned in the media brief
148	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Since increase in TOMA is a key objective from Awareness & Expansion POV, could you help us quantify it? Do share any brand-track/brand-studies conducted	BHIM does not have a BHT currently
149	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Since BHIM is being made a Super-APP? What inclusions are being made in the app? - Insurance, ticket booking, integration with Govt apps? Need to understand this better	These are into WIP phase wise

150	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Our TG is Rural India as well, is BHIM also available in UPI light if network availability is an issue? – How do we tackle this?	Yes
151	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	Possible to get Rural vs. Urban BHIM App active users and monthly downloads data for past one year?	Classified information. Will be given post - empanelment
152	NPCI/RFP/2024-2025/02	9 to 17	Section 4	BHIM Brief	RFP also mentions a section on 'Learnings' which covers conducting workshops, Sharing Industry level trends and Website/App Traffic trends, Which are the top 10 categories related to NPCI product, for which the trends need to be pulled out Are we supposed to cover this in the deck?	Agency to share time to time learnings on the industry with NPCI> You can propose this in your pitch
153	NPCI/RFP/2024-2025/01	9	Section 4	BHIM Brief	What does shareability of film mean? How will it be measured?	No of engagement, likes, shares
154	NPCI/RFP/2024-2025/01	10	Section 4	BHIM Brief	What research will they conduct to substantiate the outcomes from the campaign? What are the parameters of research?	BHT
155	NPCI/RFP/2024-2025/01	10	Section 4	BHIM Brief	Should research be included in our proposal ? Or it will be done at NPCI's end	Will be done at NPCI's end
156	NPCI/RFP/2024-2025/01	9 to 11	Section 4	BHIM Brief	What is the total number of UPI users/non users and their distribution across the states? Is there any data to show usage and non-usage across age groups, demographic parameters?	You can do this research on your own. Its available openly on govt. websites and so on
157	NPCI/RFP/2024-2025/01	11	Section 4	BHIM Brief	What are the market details for TV, Print, Radio & Cinema campaigns?	Mentioned in the Media Brief
158	NPCI/RFP/2024-2025/01	9	Section 4	BHIM Brief	Is 700M reach expected from multimedia or traditional and digital media separately?	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also
159	NPCI/RFP/2024-2025/01	14	Section 4	BHIM Brief	Execution dates not changed in BHIM brief (15th Sept – 30th Sept (phase 1), 1st Oct – 31st Dec 2024 (fully active phase) (Period of execution will affect the plan deliveries & recommendations)	It will be an always on campaign. Targets will be defined per campaign wise For the pitch, pls consider the target mentioned in the brief
160	NPCI/RFP/2024-2025/01	15	Section 4	BHIM Brief	The numbers mentioned in the objective i.e. increase 15 mn MAU, 30 mn download, +0.5 brand power, 20 txn a month, etc. needs to be achieved per brief or mainline + digital combined?	Pls consider it under each RFP and not combined
161	NPCI/RFP/2024-2025/01	15	Section 4	BHIM Brief	Increase the brand power score by +0.5. What is the Baseline?	BHT currently not available on BHIM
162	NPCI/RFP/2024-2025/01	12	Section 4	BHIM Brief	How is this tracked currently and what is the current monthly transaction frequency?How will we track the delta at a family unit level pre and post-campaign?	In - House NPCI tools tracks the same

163	NPCI/RFP/2024-2025/01	12	Section 4	BHIM Brief	What is the current install base of BHIM?How many monthly active users does BHIM have currently?	Data available on NPCI website
164	NPCI/RFP/2024-2025/01	11	Section 4	BHIM Brief	Is mainline brief traditional or integrated?	Traditional. However agency can propose a 360 approach also
165	NPCI/RFP/2024-2025/01				When do we share the password for Eligibility, technical, commercial, should we share only when asked or before	Send the password along with the documents
166	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	The brief is written as an integrated brief. However we also see that the roles of different media have been specified.In this context, would the digital scope include all of the below media? Is this budget(60Cr) entirely for digital media including all digital media vehicles listed	Under RFP for Digital Media, Entire budget to be proposed for Digital only Under the RFP for Mainline Media, entire budget to be proposed for an offline 360 approach, however some portion for the 360 approach can be proped towards digital also
167	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	Social - Reach and Consideration	This indicates what the media platform should lead to
168	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	OLV - Reach and Imagery	This indicates what the media platform should lead to
169	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	Display + Search - Consideration	This indicates what the media platform should lead to
170	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	Influencer - Engagement	This indicates what the media platform should lead to
171	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	Content Partnership - Imagery and Engagement	This indicates what the media platform should lead to
172	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	Performance Marketing - Conversion	This indicates what the media platform should lead to
173	NPCI/RFP/2024-2025/02	15	Section 4	BHIM Brief	Innovations - Engagement	This indicates what the media platform should lead to
174	NPCI/RFP/2024-2025/01	4	Section 1	BHIM Brief	In technical bid should we submit excel plans & PPT both? (Does the deck &plans needs to be printed & submitted?)	Both
175	NPCI/RFP/2024-2025/01	11	Section 4	Media Brief	What is the duration of the campaign?	Always on
176	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	What mechanisms does NPCI employ to pass first-party data to advertising platforms (Google, Meta etc). Eg: CDP / Data Clean Room etc.	NPCI does not pass any 1st party PII data to advertising platforms
177	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Will NPCI allow usage of third-party data layers for targeting? Eg: 3P data from partners like PayU / BigBasket etc	Agency to suggest
178	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Will the agency be allowed to use it's existing platform licenses (Google, Meta etc) for the campaign, or will we be required to use NPCI's licenses/seats?	Yes, agency can use their own licenses etc
179	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	If NPCI license/seats have to be used - which ones are available?	Not available
180	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Does NPCI have a preferred dashboarding platform? Eg: Datorama / Google Looker Studio	Agency to suggest
181	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	How will the success of the campaign be measured beyond shareability and reach?	BHT Scores

182	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Do we have 30s x 6 assets? or various lengths between 6s-30s?	Can be made available if the campaign. As per current brief we only have these assets
183	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Digital Media - While we use 30s & 6s edit lengths for Video, can we use static assets for digital beyond social media?	Yes, static assets are also available
184	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Digital Media- Are there any specific guidelines to use influencers?	Pls follow the standard code of conduct and ASCI guidelines. Influencer should be involved in any controversies
185	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Digital-Social - Do we use only static assets for social media?	No.We also have video assets
186	NPCI/RFP/2024-2025/02	9	Section 4	Media Brief	What is the execution date for UPI campaign? Do we share an annual approach?	Always on approach
187	NPCI/RFP/2024-2025/02	9	Section 4	Media Brief	What do they mean by shareability of film? How will it be measured?	Engagement, Likes, Shares
188	NPCI/RFP/2024-2025/02	15 & 17	Section 4	Media Brief	There are no assets specified for Performance Media - Please clarify.	We have creative assets like static and video for performance media
189	NPCI/RFP/2024-2025/02	15 & 17	Section 4	Media Brief	Over and above, can we recommend more assets, especially suited to performance? Eg: HTML5 assets	Yes
190	NPCI/RFP/2024-2025/02			Media Brief	What is the measurement platform in use for BHIM? Eg: Firebase / AppsFlyer / Branch.io etc	Firebase
191	NPCI/RFP/2024-2025/02	14	Section 4	Media Brief	Execution dates not changed in BHIM brief (15th Sept – 30th Sept (phase 1), 1st Oct – 31st Dec 2024 (fully active phase)	You can consider the same dates or an always on plan
192	NPCI/RFP/2024-2025/02	18	Section 5	Media Brief	Digital RFP performance slab is mentioned, so do we submit only fees for others with no slabs	Yes pls submit all fees with slab or no slab
193	NPCI/RFP/2024-2025/02	15	Section 4	Media Brief	There's no mention of performance marketing in the brief (Display + Search has been defined to drive consideration) although one of the core objectives is to drive downloads. Is performance marketing a part of this brief or should that be considered separately?	You can consider performance marketing under the brief
194	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	What are the market details for Digital campaign?	Mentioned in the media brief
195	NPCI/RFP/2024-2025/02	9 & 12	Section 4	Media Brief	The objectives mentioned are the same for both mainline and digital. Are there priorities for digital vs mainline? For e.g. do we want to go for 30 mn downloads for both mainline plan and digital plan?	Yes, objective is same for both RFPs
196	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	How do you classify only digital media – does it include DOOH, QR codes on print/OOH ads, mSamvaad, etc?	Agency can decide and propose accordingly
197	NPCI/RFP/2024-2025/02	11 & 16	Section 4	Media Brief	Can we recommend shorter duration video assets for Digital Media and OTT? Eg: 6s / 10s	Yes

198	NPCI/RFP/2024-2025/02	11 & 16	Section 4	Media Brief	Can we recommend usage of video assets in Social Media? (currently only non-video assets are listed)	Yes
199	NPCI/RFP/2024-2025/02	11 & 16	Section 4	Media Brief	Are there existing data insights on the effectiveness of previous campaigns, particularly around digital channels?	Yes, we have BHTs but it can be shared upon signing of NDA / empanelment
200	NPCI/RFP/2024-2025/02	11 & 16	Section 4	Media Brief	How will the success of the campaign measured beyond shareability and reach?	BHT scores
201	NPCI/RFP/2024-2025/02	11 & 16	Section 4	Media Brief	Are there any partnerships or collaborations already in place with OTT platforms or apps?	No. Agency to propose
202	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	What is the core objective of the campaigns on which entries will be evaluated for both the briefs	Objectives are mentioned on the brief
203	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	What is the conversion event that is mentioned in the performance plan?	Classified Information
204	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	MMP which is used to track the events	MMP is WIP
205	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	What is the current activation rate on installs?	Classified Information
206	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Do we have to stamp & sign each page of the documents enclosed in the envelope "B" of pitch strategy & approach?	Yes
207	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Would NCPI be requiring agency's services for content of the 6 films, 6 KVs & 6 Radio Spots, TVC, Print & need the content to be converted into other languages by the agency for integrations & promotions, and also the scripts for the influencer strategy?	No. This RFP is only for Media Planning, Buying and Execution. It is not for Creative / Content
208	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	Is there any criteria of measuring the campaign effectiveness on the basis of content shared online for NCPI campaign? If yes, please provide the target for number of shares against each video.	yes, BHT studies. But cannot be shared unless NDA is signed
209	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	What will be yearly budget bifurcation or duration of campaign for which the INR 93 Cr media budget is allocated?	Always on through out the Calendar year
210	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	We understand that the brief is majorly of Digital but on page 9, 10 and 11, requirement is also to share plans for TV, Radio, Social Creatives, etc. Please clarify what all channels need to be covered.	Under RFP for Digital Media, Entire budget and the media pitch to be proposed for Digital only Under the RFP for Mainline Media, entire budget and media pitch to be proposed for an offline 360 approach, however some portion for the 360 approach can be proposed towards digital also

211	NPCI/RFP/2024-2025/02	11	Section 4	Media Brief	<p>In point No 5 it is stated that agency “Should have undertaken a similar work as detailed in the scope of work for at least one client in the last two (2) years as on the date of submission for the quotation.” Does this mean that agency should have worked in the similar category of the NCPI or it means just the digital marketing work?</p>	<p>Similar work here refers to any big stature work under any industry with big media budgets.</p>
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