



**Reserve Bank of India
Department of Communication
Central Office, Mumbai – 400 001**

Tender Notice

Media Monitoring and Analysis Service

The Reserve Bank of India invites applications from Service Providers for Media Monitoring and Analysis Service. Desirous Service Providers meeting the eligibility criteria mentioned in the Request for Proposal (RFP) document may submit their application in prescribed format.

The bidders intending to participate in the tendering process should submit their bids online as per the Tender Document, which may be downloaded from 'Tenders' section on RBI website (<https://rbi.org.in>) and MSTC website (<https://www.mstcecommerce.com>).

Important Dates:

Bid Start Date: **July 25, 2025 at 12:00 PM**
Bid Close Date: **August 18, 2025 at 12:00 PM**
Bid Opening Date and Time: **August 18, 2025 at 04:30 PM**

Note:

1. Any further Addenda/Corrigenda/extension of dates, Clarifications/ Responses to bidders' queries in respect of the above tender shall be posted on Bank's website (www.rbi.org.in) only and no separate notification shall be issued in the press.
2. Pre-bid meeting for prospective bidders would be held on **August 1, 2025 at 03:00 PM**. Queries, if any, can be addressed to newsandinsights@rbi.org.in. Corrigendum, if any, will be posted on RBI website only.



RESERVE BANK OF INDIA

**Request for Proposal (RFP) for Selection of Media Monitoring and
Analysis Service**

**Event No: RBI/DoC-Central Office Departments/Others/12/25-26/ET/333 |
RFP for Media Monitoring and Analysis Service**

DEPARTMENT OF COMMUNICATION

MUMBAI

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A. BID SCHEDULE

Sl. no.	Name of the Project	Request for Proposal for Empanelment of Media Monitoring and Analysis Service
1	Tender Reference number	RBI/DoC-Central Office Departments/Others/12/25-26/ET/333
2	Date of issuing of RFP	Date: July 25, 2025, 12:00PM (Document can be downloaded from Tenders section – https://rbi.org.in/Scripts/BS_ViewTenders.aspx or MSTC portal)
3	Submission of Pre-Bid queries and email	Date: August 01, 2025 Time: 12:00 PM
4	Date, Time & Venue of Pre-Bid Meeting	Date: August 01, 2025 Time: 3:00 PM through WebEx Meeting link: https://sampark.webex.com/sampark/j.php?MTID=m7940bfba503ed1e5486e6181b11d64 Meeting number: 2511 479 4183 Meeting password: Rbi@123
5	Last date of submission of Bids	Date: August 18, 2025 Time: 12:00 PM
6	Cost of the Bid	Nil
7	Total Estimated Cost of Work	₹1,50,00,000/- (Rupees One Crore Fifty Lakh only)
8	Last date of submitting the Earnest Money Deposit (EMD) Amount of EMD	Date: August 18, 2025 Time: 12:00 PM ₹3,00,000/- (Rupees Three Lakh Only)
9	Place & Address for submission of bids	Through MSTC portal (Online Mode Only) (Physical bids will not be accepted)
10	Date, Time & Venue of Bid Opening	August 18, 2025 at 04:30 PM through WebEx Meeting link: https://sampark.webex.com/sampark/j.php?MTID=mac7a52e76e0d0b5607a8bce4bec245e8

		Meeting number: 2513 127 5885 Meeting password: Rbi@123		
11	Address of Communication	The Chief General Manager, Reserve Bank of India, Department of Communication, Central Office, 9th Floor, Central Office Building, Shahid Bhagat Singh Marg, Mumbai – 400001		
12	Contact Officials	Ajit Prasad Deputy General Manager 9167684828	Harish AC Manager 9465526866	Vishal Mesurani Assistant Manager 9725247888
13	Contact ID	newsandinsights@rbi.org.in		

For any queries and clarifications regarding the RFP, please use the above-mentioned address or email id.

- i) Please note that the information desired in the bid document needs to be provided in full. Incomplete information may lead to rejection of the bid.
- ii) The Reserve Bank reserves the right to change the dates mentioned in this RFP, which will be communicated through its website www.rbi.org.in.

Disclaimer

- i) The information contained in this RFP document or any information provided subsequently to the bidder(s) whether verbally or in documentary form by or on behalf of the Reserve Bank, is provided under the terms and conditions set out in this RFP document and all the other terms and conditions subject to which such information is provided.
- ii) This RFP is neither an agreement nor an offer. The purpose of this RFP is to provide the bidder(s) with information to assist them in the formulation of their proposals. This RFP does not claim to contain all the information each bidder may require. Each bidder should conduct his own investigation and analysis and should check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice wherever necessary. The Reserve Bank makes no representation and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP.
- iii) The Reserve Bank may, in its absolute discretion, but without being under any obligation to do so, update/ amend and/or supplement the information in this

RFP. Such updation/amendments and/or supplement to this RFP will be done only on the the Bank website.

- iv) No contractual obligation whatsoever shall arise from the RFP process until a formal contract is executed by the duly authorised signatory of the Reserve Bank and the selected agency. Further, selection of any bidder shall not prejudice the Reserve Bank's right to avail the services from any other agency(ies)/service providers.

B. Important instructions for e-tender

Bidders are requested to read the terms & conditions of this tender carefully before submitting online tender.

1. Process of e-tender:

A) Registration: The process involves service provider's registration with MSTC e-procurement portal which is free of cost. Only after registration, the service provider(s) can submit his/her/their bids electronically. Electronic Bidding for submission of bids will be done over the internet. The Service provider should possess Class III signing type digital certificate. Service providers are to make their own arrangements for bidding from a computer connected with Internet. RBI/MSTC is not responsible for making such arrangements. (Bids will not be recorded without Digital Signature).

SPECIAL NOTE: THE BID HAS TO BE SUBMITTED ON-LINE AT www.mstcecommerce.com/eprocn/ (Version 3)

1). Service providers are required to register themselves online with www.mstcecommerce.com → e-Procurement → PSU/Government Departments → Select RBI Logo-Register as Service provider -- Filling up details and creating own user id and password → Submit.

2). Service providers will receive a system generated mail confirming his/her/their registration through email which has/have been provided during filling the registration form. In case of any clarification, please contact RBI/MSTC (before the scheduled time of the e- tender).

3). Contact person and Email ID (RBI):

I) Shri Ajit Prasad, DGM (Communication) at 9167684828

II) Shri Harish AC, Manager at 9465526866

III) Shri Vishal Mesurani, Assistant Manager at 9725247888

IV) Email - newsandinsights@rbi.org.in

4). Contact person (MSTC Ltd.):

I) HO Central Help Desk: (For service providers) Phone Number: 07969066600

helpdeskho@mstcindia.in<<mailto:helpdeskho@mstcindia.in>> (Please mention "HO Helpdesk" as subject while sending emails)

II) MSTC-WRO Helpdesk for Service providers: 7651915418

III) Mr Tanmoy Sarkar, Deputy Manager, tsarkar@mstcindia.co.in
Mobile 8349894664

IV) Mr. Manas Mallick, Chief Manager, wroopn2@mstcindia.in

V) MSTC Help Desk – helpdesk@mstcindia.co.in

B) System Requirement:

For details, service provider may refer to the **DOWNLOAD SYSTEM SETTING GUIDE** available <https://www.mstcecommerce.com/eprocn/>

2. The bids shall have to be submitted online in MSTC portal. Tenders will be opened electronically on specified date and time as given in the Schedule of Tender

3. All entries in the tender should be entered online in the given formats without any ambiguity.

4. Information about tenders /corrigendum uploaded shall be sent by email only during the process till finalization of tender. Hence the service providers are required to ensure that their corporate email id provided is valid and updated at the time of registration of service provider with MSTC. Service providers are also requested to ensure validity of their DSC (Digital Signature Certificate).

5. E-tender cannot be accessed after the due date and time mentioned in the notice for this tender.

6. Bidding in e-tender:

a) Service provider(s) need to submit necessary EMD, Transaction fees to be eligible to bid online in the e-tender. No interest will be paid on EMD. EMD of the unsuccessful service provider(s) will be refunded/returned.

b) The process involves Electronic Bidding for submission of the bid.

c) The service provider(s) who have submitted transaction fee can only submit their Price bid through internet in MSTC website

www.mstcecommerce.com → e-procurement → PSU/Government

Departments → Login under RBI → My menu → Auction Floor Manager → live event → Selection of the live event.

d) The service provider should allow running JAVA application. This exercise has to be done immediately after opening of Bid floor. Then they have to fill up Common terms/Commercial specification and save the same. After that click on the Price bid. If this application is not run then the service provider will not be able to save/submit the Price bid.

e) After filling the Technical bid, service provider should click 'save' for recording their Price bid. Once the same is done, the Price bid link becomes active and the same has to filled up and then service provider should click on "save" to record their Price bid. Then once both the technical and Price bid have been saved, the service provider can click on the "Final submission" button to register their bid.

f) Service providers are instructed to use "Attach Doc button" to upload documents. Multiple documents can be uploaded.

g) In all cases, service provider should use their own ID and Password along with Digital Signature at the time of submission of their bid.

h) During the entire e-tender process, the service providers will remain completely anonymous to one another and also to everybody else.

i) The e-tender floor shall remain open from the pre-announced date & time and for as much duration as mentioned in the SOT.

j) All electronic bids submitted during the e-tender process shall be legally binding on the service provider. Any bid will be considered as the valid bid offered by that service

provider and acceptance of the same by the Bank will form a binding contract between the Bank and the Service provider for execution of the job.

k) It is mandatory that all the bids are submitted with digital signature certificate otherwise the same will not be accepted by the system.

l) The Bank reserves the right to cancel or reject or accept or withdraw or extend the tender in full or part as the case may be without assigning any reason thereof.

m) No deviation of the terms and conditions of the tender document is acceptable.

n) Submission of bid in the e-tender floor by any service provider confirms the acceptance of terms & conditions for the tender by him/her.

7. Any order resulting from this tender shall be governed by the terms and conditions mentioned therein.

8. No deviation to the commercial terms & conditions are allowed

9. The authority has the right to cancel this e-tender or extend the due date of receipt of bid(s) without assigning any reason thereof.

10. Service providers are requested to read the service provider guide and see the video available in the page www.mstcecommerce.com/ to familiarize them with the system before bidding.

C. Introduction, Purpose and Invitation

Reserve Bank of India (RBI), Department of Communication, hereinafter referred to as 'the Bank', having its office at Shahid Bhagat Singh Marg, Fort, Mumbai-400001 invites e-tenders from service providers (hereinafter referred to as 'the Service Provider') of Media Monitoring and Analysis Service (MMAS) to provide an integrated platform to have a 360-degree monitoring across online news, print media, electronic media, digital platforms, social media, etc.

Interested service providers with impeccable record meeting the eligibility criteria may submit their proposals for selection, complete in all respects through the MSTC portal.

D. Period of Service

The selected agency will work for a period from October 01, 2025 to September 30, 2028, at the Bank's discretion, subject to yearly review. The terms and conditions of the contract will remain unchanged throughout the contract period.

E. Scope of Work:

a) Media Monitoring and Analysis Service:

- i) The service should cover print, electronic, social media, digital, etc., and any new media which emerges during the contract period, illustrative reference detailed in [Annex I](#) and [Annex II](#). It is desirable that the service providers should offer wide coverage of domestic as well as international news. The list of print, electronic, social media, etc., to be covered should, be mentioned separately in the bidders response.
- ii) The service provider should have licence and copyrights to provide the contents to the Bank and allow the Bank to further redistribute the contents internally. The licence fees would be borne by the bidder (if any).
- iii) The broad categories of news items would be indicated by the Bank, based on which the service provider should be able to provide a daily news summary/newsletter service. This newsletter/summary of curated news should carry extracts of news articles from print, electronic, digital and online sources as per the Bank's requirement in a standard online or internet-based format. The newspapers/publications are illustratively listed out in [Annex I](#) and it is expected that the service provider should have subscribed to all these leading print, electronic, digital media, etc. The application should cover all the major newspapers/publications (including services of wire agencies) and all the city editions of newspapers. The bidders should provide a declaration that they will cover all editions as mentioned in [Annex XI](#).
- iv) The newsletter should be completely curated by picking the news of the day, most relevant to the Bank (from national and international media sources) and delivered before 0700 am IST every day, in a format as specified by the Bank from time to time and should be easily readable across various electronic platforms (viz. desktop, laptop, iPad, tablets, mobile devices etc). Sample newsletter format is provided in [Annex XII](#).
- v) This service has to be delivered on all days, including bank holidays, Saturdays and Sundays. Since users may access their mail outside the Bank network using reliable browsers as well, access to the full newspaper service should be available even when the Bank user accesses his/her mails outside internal network of the Bank.
- vi) The news items included in the newsletter should be available on URL where 'full text news articles' may be given. The newsletter should contain a headline along with a short summary or abstract of the news articles covered. The full content should be made available with the newsletter through hyperlinks. The service provider should,

at all times, ensure that the content is easily accessible without getting blocked by firewalls, if any.

- vii) The service provider shall ensure that the daily newsletter is not a raw dump of headlines, but editorially curated with relevance for the Bank's functions. A senior editorial analyst should review the newsletter before release to eliminate duplication, clickbait headlines, and ensure accuracy.
- viii) The service provider should enable role-based customisation of news digests for Top Management (e.g., Governor, DGs, EDs) focusing on news specific to their portfolios, if required.
- ix) The service provider should be able to provide old news articles on demand from print and electronic media as and when required.
- x) The service provider's platform should have the capability to search and provide news items in 11 vernacular languages (Assamese, Bengali, Oriya, Tamil, Malayalam, Kannada, Telugu, Gujarati, Punjabi, Urdu, Marathi), apart from Hindi and English, if required. Further, it should have the capability to provide coverage from global media. The service provider should be able to provide the translated English version of vernacular and foreign language news on demand.
- xi) The service provider should have the capability to provide the coverage of all the Bank related news- subject-wise and location-wise.
- xii) The service provider may be required to send to the Bank, specific media clippings through e-mail/Whatsapp or other modes on demand.
- xiii) Service provider should be able to provide real time updates during events and crisis.
- xiv) Service provider may please note that the scanned image of news items from any media will not be accepted. Original link with full story has to be provided by the service provider.
- xv) The service provider must be in a position to provide analytics (such as profiles on publications/journalists etc.)

b) Access of interface/ dashboard/ database to monitor news (including Social Media news) and Analysis Service for select users (Minimum 200 users):

Objectives

- To monitor news relevant to the Bank.
- To measure the effectiveness of the Bank's communication channel.

- i) For this purpose, select group of users from, and as provided by the Bank, should have online/web access to comprehensive media database for ad-hoc and on-demand search. The database should contain full text (and other formats) content from important publications across the world in major languages, viz., French, German, Japanese, Italian, Spanish, etc. duly translated in English in timely manner.
- ii) Appropriate meta-tagging technology should be available to facilitate rendering of relevant content. The search functionality should allow users to search news articles across media sources (print, online, business/ news wires, etc.) as well as social media 'X', (formerly Twitter), Facebook (Meta), LinkedIn, Instagram, blogs, etc., across the world by date, subject, region, sources, author, etc., or by applying specific key words. The functionality should also provide the users the facility to search, share (on WhatsApp, etc.), save and print the contents as per requirement. The software tool to search and monitor news of interest to the Bank should be flexible and help customising the searches/ alerts as and when required. Also, social media reports of major central banks should be available as and when required.
- iii) There should be facility for these users to perform media analytics. Tools for measuring media space in terms of column, centimetres, bytes, etc., and presenting the results in graphs or other visualisations to facilitate and assist the Bank in this process should be part of the offer.
- iv) The Bank should be given full access to the database of news articles relevant to the Bank during the period of the contract. the Bank users should be able to use the service from any location.
- v) The service provider should be able to provide old news articles on demand from print and electronic media as and when required.
- vi) The software should be able to render texts, graphics, in a format compatible for various devices like mobile, tablets, etc.
- vii) The service provider should have licence and sufficient rights to provide the contents to the Bank and allow the Bank to further redistribute the contents internally without any copyrights issue.
- viii) The service provider may be required to send to the Bank, specific media clippings through e-mail//Whatsapp or other modes on demand.
- ix) Bidder shall facilitate seamless API integration with the Bank's internal applications to enable efficient data exchange. The API shall allow for on-demand/periodic/batch/keyword-based fetching of news articles, pertaining to the

Bank and its regulated entities. The bidder shall collaborate with Bank's IT team for API integration, testing and deployment. Bidder shall provide detailed API documentation, including code samples to facilitate integration with the Bank's internal applications.

- x) The platform may include source bias and credibility indicators (where available), to help the Bank contextualise the coverage.
- xi) All curated newsletters, social media digests, and reports generated during the contract period shall be archived in a searchable format and made available to the Bank for reference and internal documentation purposes for a minimum of 5 years.
- xii) The service provider's platform may offer emerging trend detection using AI/ML-based prediction models (e.g., emerging regulatory debates, public sentiment spikes, etc.).
- xiii) The service provider shall ensure that all content (including links, excerpts, summaries) shared with the Bank is licensed, legally distributable, and indemnified against third-party IP claims. Any licence fee should be factored into the bidder's commercial offer.
- xiv) The application and dashboard should comply with the Bank's internal IT security protocols, including user access control, data encryption (in transit and at rest), and activity logging.
- xv) Track and analyse any markets across different topics, pertaining to different audiences.
- xvi) Simultaneously compare different topics at any given time and provide the desired results.
- xvii) Further, the software/platform should be able to provide:
 - a) Content & Campaign Analytics on topics provided time to time
 - b) Automated Alerts & Trend Spotting
 - c) Benchmarking & Reporting

c) Analysis Service and Reports generation/ preparation

- i) The service provider should be able to provide qualitative and quantitative analysis of media coverage of the Bank's releases/events to measure the effectiveness of communication effort from the Bank.
- ii) The service provider should also be able to separately track, archive and index coverage of the Bank press releases along with MIS, such as, how many newspapers, TV channels, digital media etc. covered them, centres in which covered,

placement of coverage, column centimetres covered, editorials/comments written on them, duration of coverage etc.

- iii) The service provider should be able to provide curated weekly and monthly analytical report of news pertaining to that period in a format specified by the bank time to time.
- iv) Carry out a Sentiment Analysis, and furnish reports, using comprehensive Natural Language Processing (NLP) or advanced analysis of article sentiment in selected languages.
- v) Generate a weekly/monthly summary by analyzing platform-specific keywords related to each functional area of the Bank in presentable manner preferably using tools for data visualization.
- vi) The service provider should ensure a dedicated team is available 24/7 to deliver customized or ad hoc reports as and when required.

d) General requirements

- i) The service provider should have a fallback mechanism in case of system downtime to ensure uninterrupted delivery of the daily digest and alerts.
- ii) Offer hands-on training and capacity-building sessions regularly for officers to utilize the application, either through Webex sessions or seminars, as decided by Bank.
- iii) Ensure to adhere to all relevant data privacy regulations to safeguard sensitive information.
- iv) Establish a formal mechanism for users to provide feedback on the software's usability, functionality, and performance, fostering continuous improvement and alignment with user needs and expectations.
- v) Service provider should provide a dedicated team for the Bank users providing round-the-clock support/troubleshooting.

F. Eligibility Criteria

The eligibility criteria are given in [Annex III](#).

G. Submission of Tender

Tender submitted by the service providers shall contain the following:

- i) A copy of the tender document duly filled with all requisite information.
- ii) A certificate by the service provider accepting all the terms and conditions of this Tender Document ([Annex V](#))

iii) **Technical Bid** in '[Proforma A](#)' should be submitted online.

iv) **Commercial Bid** in '[Proforma B](#)' should be submitted online.

The two documents referred to above containing (a) Technical Bid and (b) Commercial Bid, should be uploaded on MSTC portal (www.mstcecommerce.com) as per timelines furnished in the Bid Schedule document.

The online/physical pre-bid meeting for prospective bidders would be held at 3.00 PM on August 01, 2025. The participants can submit their queries online through MSTC portal (www.mstcecommerce.com).

1. Cost of the Bid Document:

The bid document is available free of cost.

2. Earnest Money Deposit (EMD)

As a part of its bid, the bidder should submit Earnest Money Deposit (EMD) in the form of an irrevocable Bank Guarantee (as mentioned above), along with the other required documents, for an amount equivalent to ₹3,00,000/- (Rupees Three Lakh Only). The Bank Guarantee should be in favour of The Chief General Manager, Department of Communication, Central Office, Reserve Bank of India, Mumbai and should be valid for the period of one year from the last date of submission of bid. Only irrevocable Bank Guarantee issued by a **scheduled commercial bank in India** shall be acceptable to the Bank as per [Annex VI](#). Bank Guarantee submitted by unsuccessful Bidders shall be returned except otherwise provided in this Bid Document. Bank Guarantee submitted by successful Bidder/s for EMD shall be returned after furnishing of Performance Bank Guarantee as mentioned in this Bid Document.

The bidder/s can opt to submit EMD in the form of online deposit/RTGS/NEFT, however, it is preferred to receive the EMD through a Bank Guarantee.

EMD can be deposited on the following NEFT details:

Beneficiary Name: Reserve Bank of India

A/C no: 41869229964

IFSC: RBIS0COD001 (5th, 9th and 10th character is zero)

Bidders should email the UTR number and other details for reconciliation as per timelines given in Bid Schedule document to the email (newsandinsights@rbi.org.in)

- i. **Bid not accompanied by EMD:** Any bid not accompanied by an EMD as mentioned above, shall be summarily rejected by the Bank, without any further correspondence.
- ii. **Forfeiture of EMD:** The EMD shall be forfeited by invoking the irrevocable Bank Guarantee:
 - a) If a Bidder withdraws the bid during the bid validity period; or successful bidder fails to accept the offer of empanelment within seven days from the date of receipt of the letter. However, the Bank reserves its right to consider at its sole discretion the late acceptance of the offer; or
 - b) If a Bidder makes any statement or encloses any form which turns out to be false, incorrect and/or misleading at any time prior to signing of contract and/or conceals or suppresses material information; or
 - c) The successful bidder fails to submit the Performance Bank Guarantee within stipulated period from the date of execution of the contract. In such instance, the Bank at its discretion may cancel the order placed on the selected Bidder without giving any notice.

3. Procedure for Submission of Bids

- i) The Bank invites bids from service providers under the two-bid processing system. Bids need to be submitted in two parts - Technical Bid and Commercial Bid. Only if a bidder qualifies technically, the Commercial Bid will be opened.
- ii) In the first stage, only the technical bids submitted by the bidder will be opened and evaluated based on eligibility criteria. Only those bidders who have submitted all the required forms and documents and comply with the eligibility criteria will be considered for technical evaluation. The Technical Bid shall contain no financial/commercial details. Proposals with Technical Bid containing prices shall be rejected outright. Any decision in this regard by the Bank shall be final, conclusive and binding on the bidder.
- iii) In the second stage, those bidders satisfying the technical requirements as per requirement/specifications and terms & conditions of this bid document, shall be shortlisted for commercial evaluation. Only the commercial bids of technically qualified bidders will be opened.

4. Documents to be submitted along with the bid

The following documents inter-alia have to be submitted by bidders.

- i) EMD documents and Commercial Bid Form.
- ii) Certificate of Incorporation / Registration, as applicable.
- iii) Copy of PAN and registration certificate regarding GST registration and other taxes/ duties applicable.
- iv) Audited Annual report /Balance sheet of last three financial years and CA certificate.
- v) Fulfilment of Eligibility Criteria (As per [Annex III](#)).
- vi) All supporting documents evidencing the fulfilment of eligibility criteria.
- vii) Supporting evidence for Technical Evaluation Parameters ([Annex IV](#))
- viii) No vigilance/blacklisting/court case declaration. ([Annex VII](#))
- ix) Certified true copy of Board Resolution/Power of attorney/Authorization letter authorizing the signatory to sign all documents in respect of the bid including the Indicative Commercial Bid.
- x) Bank details
- xi) Employees EPFO details
- xii) Declaration on List of National/ International publications (all editions) to be covered

The above details are mandatory, without which the bids are liable to be rejected.

5. Bid Validity

Bids shall remain valid for a period of 180 days after the date of bid opening or as may be decided by the Bank. The Bank holds the right to reject a bid valid for a period shorter than 180 days as non-responsive, without any correspondence.

6. Prices & Currency

- I. The prices should be in Indian Rupees. The bid price quoted is to be written in words as well as in figures and in case of discrepancies between the price written in words and price written in figures, the price written in words shall be considered to be correct.
- II. The price quoted should be exclusive of all taxes and should be valid for at least 3 (three) years.
- III. The price quoted by the bidder shall be firm & binding and cannot be

altered or changed due to escalation whatsoever inclusive of any other charges of whatever nature, current or future.

7. Language of Bids

The bids prepared by the bidder and all correspondence and documents relating to the bids to be furnished by the bidder shall be in English language only. In case of a difference of opinion on the part of the bidder in comprehending or interpreting any clause / provision of the bid document after submission of the bid, the interpretation by the Bank and its decision in that regard shall be final, conclusive, and binding on the bidder.

8. Clarification of Bid Document

Any prospective bidder requiring clarification on the bid document may notify the Bank in writing at the mailing address indicated earlier. The Bank will respond in writing, to any request for clarification of the bid document, received not later than the dates prescribed in bid schedule document. The response of the Bank (including an explanation of the query but without identifying the source of enquiry) will be posted on the official website of the Bank only, after due clarification in the pre-bid meeting, outlined in para 9.

9. Pre-Bid Meeting

For the purpose of clarification of doubts of the prospective bidders on issues related to this bid document, the Bank intends to hold a pre-bid meeting on the date and time as indicated in the “**Bid Schedule Document**” given in this RFP document. The queries of the bidders should reach by e-mail in excel format on or before the stipulated date and address mentioned in this RFP document. It may be noted that no queries of any prospective bidder shall be received or entertained after the pre-bid meeting. The clarifications given in the pre-bid meeting will be made available on the official website of the Bank. The queries on points / clauses in the bid document are to be mailed / submitted only in the format given in [Annex VIII](#).

10. Scrutiny and Opening of Bids

Bid offers received within the prescribed closing date and time will be opened in the presence of bidders’ representatives who choose to attend the opening of the bid on

the specified date and time as mentioned earlier in the bid document.

H. Evaluation Process and Award of Contract

The Bank will employ the following method for evaluating the bids.

- I. The bidders are required to submit the documents as proof of their meeting the eligibility criteria. Only those bidders who meet the eligibility criteria will be considered for further processing of the bids.
- II. The technical bids of the eligible bidders will be evaluated to determine whether they meet all the specifications. Any clarification/rectification in case of deviations, in the technical bids at this stage, will be called for in writing. Failure to submit the same within the specified time limit may result in disqualification of the bid.
- III. Technical evaluation will be done based on the technical bid given by the bidders in the MSTC portal. The bidders will be evaluated based on certain parameters as indicated in Technical evaluation matrix.
- IV. Bidders will have to secure minimum 70 marks out of 100 marks in the technical evaluation to qualify for the price bid. Bidders should also attain 60 percent marks in each of the sections (Criteria based evaluation; Coverage of media sources; and Presentation) detailed in [Annex IV](#).
- V. The commercial bids of the technically qualified bidders only, will be opened. The time for opening of the financial bid will be communicated to the technically qualified bidders over email.
- VI. The cost has to be quoted as a composite for both the general Media Monitoring as well as the media analytics services, including social Media.
- VII. The bidder who quotes the lowest from among the bidders who qualified in the technical evaluation, will be the successful bidder and will be awarded the work (L1 bidder).
- VIII. To assist in the scrutiny, evaluation and comparison of offers, the Bank may, at its discretion, ask some or all bidders for clarifications. The request for such clarifications and the response will necessarily be in writing. The Bank may also ask service providers to demonstrate their service and/or undertake inspection of the establishment of the service provider, if necessary, at this stage.

I. Terms and Conditions

1. Terms of Contract

- I. No advance payment will be made. Payment would be made within one month of submission of the bill.
- II. The service provider should quote the cost in INR and the bill will have to be submitted in INR on monthly basis.
- III. Time and quality of service is the essence of this contract. If the service provider fails to perform its obligations within the stipulated time, or as per the quality required by the Bank, the Bank may, at its discretion, invoke the penalty clause which will part of the Agreement signed by the successful bidder.
- IV. In case of need, the Bank may terminate the services of service provider, by giving one month's notice. However, if service provider is not desirous or in a position to provide services to the Bank, it may serve prior notice before two months from the date it desires to discontinue its services.
- V. The Bank shall deduct taxes from the bill as may be applicable at the time of making payment unless the required exemption certificate from the ITO/relevant authorities is provided.
- VI. The contract period will be from October 1, 2025 to September 30, 2028, subject to annual review by the Bank of the service quality provided by the vendor.
- VII. Any additional services offered adding value to the basic Media Monitoring and Analysis Service should be indicated separately.

2. Penalty

For Business Downtime, if the service is provided with a delay, except those due to force majeure conditions, the deduction will be made double of the daily average payments for services provided. If the inconsistency in services continues for 7 days or more, penalty of 4% of total contract value may be imposed on first occasion and penalty of 6% on second occasion. Also the performance bank guarantee may be invoked, and the service provider may be delisted/blacklisted for such period as the Bank deems fit.

3. Performance Bank Guarantee

Performance Bank Guarantee (PBG) should be submitted by the selected bidder as a guarantee for the performance of goods and services mentioned in the purchase order/work order that the bidder has agreed to deliver. PBG equal to 5% of total

estimated cost of work should be executed by scheduled banks on stamp paper (format will be attached with Work Order).

- i) PBG should be valid for the entire period of contract from the date of start of services.
- ii) PBG is non-interest bearing.
- iii) The Performance Bank Guarantee will be released after the expiry of validity period.

In case the successful bidder does not submit the PBG, Bank shall withhold an amount equal to the value of the PBG from the payments due to the bidder.

4. Prevention of Sexual Harassment Clause

- I. The service provider shall be solely responsible for full compliance with the provisions of "the Sexual Harassment of women at workplace (Prevention, Prohibition and Redressal Act, 2013". In case of any complaint of sexual harassment against its employee within the premises of the Reserve Bank or otherwise, the complaint will be filed before the Internal Complaints Committee constituted by the Bank and the Bank shall ensure appropriate action under the said Act in respect to the complaint.
- II. Any complaint of sexual harassment from any aggrieved employee of the service provider against any employee of the Bank shall be taken cognizance of by the Regional Complaints Committee constituted by the Bank.
- III. The service provider shall be responsible for any monetary compensation that may need to be paid in case the incident involves the Bank's employee if sexual violence by the employee of the service provider is proved.
- IV. The service provider shall be responsible for educating its employees about prevention of sexual harassment at workplace and related issues.
- V. The service provider shall provide a complete and updated list of its employees who would interact with the staff of the Bank.

5. Force Majeure

Neither the service provider nor the Bank shall be considered in default in performance of its obligations under the terms of this AGREEMENT, if such performance is prevented or delayed for any causes beyond the reasonable control of the party affected such as war,

hostilities, revolution, riots, civil commotion, strikes, lockouts, epidemic, explosion, flood, earthquake or because of any law and other proclamation, regulations or ordinance of any government or sub division thereof or because of any act of God or any other cause beyond the control of the concerned party which could not have been foreseen or avoided by the exercise of due diligence and so it becomes impossible to perform, provided notices in writing of any such cases, with necessary evidence that the obligation under the AGREEMENT thereby affected or prevented or delayed is hereby given within 14 days from the happening of the event and in case it is not possible to serve the notice within the said 14 days period, then within the shortest possible period without delay. As soon as the cause of Force Majeure has been removed, the party whose liability to perform its obligation has been affected shall notify the other party the actual delay occurred in such affected activity and resume the performance immediately.

In case the work is suspended or abandoned due to causes beyond control of either party and it appears that there is no possibility of resumption of work within a reasonable period, this AGREEMENT will be liable to be terminated on one month's notice on either side. In the event of such termination no further payment except payments which have already been made or which have become due for the work already carried out on the basis of actual expenditure prior to the date of such abandonment or suspension as the case may be made by the Bank.

Without prejudice to the above, the Bank shall have the right to terminate this AGREEMENT in the event of a material breach by the service provider which continues for a period of one month after receiving of written notice of the same from the Bank.

6. Withdrawal of applications

- I. No modification or substitution of the submitted application shall be allowed.
- II. An Applicant may withdraw its application after submission, provided that written notice of the withdrawal is received by the Bank before the scheduled hour and date for submission of the applications. In case an Applicant wants to resubmit his/her application, he/she shall submit a fresh application following all the applicable conditions.
- III. The withdrawal notice shall be prepared in original only and each page of the notice shall be signed and stamped by the authorized signatories. The copy of the notice shall be duly marked "WITHDRAWAL".

7. Right to accept/reject any or all applications

The Bank reserves the right to accept or reject any or all the applications and to annul the qualification process at any time without any liability or any obligation for such acceptance, rejection, or annulment. The Bank's decision in the matter shall be final.

8. Disclaimer and Disclosures

The Department of Communication, Reserve Bank of India, Central Office, Mumbai, has prepared this document to give background information on the project. The Reserve Bank of India reserves the right not to proceed with the tender or to change the specification of the tenderer to alter the timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the matter further with any party interested in this tender. No cost of any type will be reimbursed to persons or entities for tender submission (i.e., participation in pre-bid meeting, presentation, etc.)

9. Contacting the Bank

From the time of bid opening to the time of award of contract, if any bidder wishes to contact the Bank for seeking any clarification in any matter related to the bid, they should do so in writing by seeking such clarification/s from an authorized person (mentioned in bid schedule). Any attempt to contact the Bank with a view to canvas for a bid or put any pressure on any official of the Bank may entail disqualification of the concerned bidder or its bid. Pre-bid queries may be forwarded to newsandinsights@rbi.org.in by email.

10. Other Instructions

- I. The obligation to observe provisions of laws of India and those of other countries, if applicable, relating to copyright or intellectual property right shall be with the service provider/service provider and the Bank will not be liable for any violation of the same by the service provider/service provider.
- II. Service providers are advised to refer to the check list [Annex IX](#) and confirm that the tender submitted complies with all the instructions before submitting their bids. Incomplete tenders, tenders not submitted in prescribed formats, tenders not submitted in time are liable for rejection.
- III. The Tender should be submitted strictly as per [Proforma A](#) and [Proforma B](#) of **the Tender Document**. Bids which are not as per proforma will be rejected.
- IV. Alterations, if any, in the Tender should be **attested properly** by the **authorised person** signing the tender document. Tenders with alterations, which are not

authenticated as above, may result in rejection of the tender. **Overwriting/incomplete/blank** clauses in the Tender may render it as invalid and rejected.

- V. All the pages in the tender documents submitted to the Bank should be numbered page wise.
- VI. Decision of the Bank in respect of evaluation of bids and/or award of contract will be final.
- VII. Any terms and conditions prescribed by the service provider in the Tender **shall not** form part of their tender offer.
- VIII. The Bank reserves the right to inspect the establishment of the service providers to verify the genuineness and conformity with the specifications of the service to be provided.
- IX. Any attempt on the part of tenderer to influence the Bank's decision by any means can result in the tender being excluded from consideration and may lead to blacklisting of the firm by the Bank.
- X. All disputes shall be subject to jurisdiction of courts in Mumbai to the exclusion of all other courts.

Annex I

Illustrative List of national/ international publications (all editions) to be covered

National/ Financial newspapers/ magazines	National and Regional (English) Newspapers	International Newspapers/ Magazines	Hindi Newspapers	Regional Newspapers/ Maganizes	Online editions
i) Economic Times ii) Financial Express iii) Hindu Business Line iv) Business Standard v) Mint vi) Business India vii) Business World viii) Business Today ix) India Today x) Outlook xi) Outlook Money xii) Forbes India xiii) Fortune India Other prestigious and widely circulated newspapers/ magazines	i) Times of India ii) Indian Express iii) Hindustan Times iv) The Hindu v) Pioneer vi) Telegraph vii) Asian Age viii) Free Press Journal ix) Deccan Herald x) The New Indian Express xii) Deccan Chronicle xv) Mid-Day Other prestigious and widely circulated newspapers/ magazines	i) Financial Times, London ii) International Herald Tribune iii) Wall Street Journal vi) The Economist, London vii) Business Week viii) Fortune ix) Forbes x) New York Times xi) Los Angeles Times xii) Washington Post xiii) Financial Times xiv) Al Jazeera xv) BBC xvi) The Guardian xvii) The Times xviii) Economist Other prestigious and widely circulated newspapers	i) नवभारत टाइम्स ii) नवभारत (मुंबई) iii) हिंदुस्तान iv) अमर उजाला v) दैनिक भास्कर vi) दैनिक जागरण अन्य प्रतिष्ठित और व्यापक परिचालन वाले हिन्दी समाचार पत्र	Prestigious and widely circulated regional newspapers/ magazines	i) Bloomberg ii) Moneylife iii) The Wire iv) Reuters v) Moneycontrol vi) Wion vii) The Print viii) Watcher Guru ix) ET BFSI x) ET CFO (ET Online) xi) Nikkei xii) Market Watch xiii) Dow Jones Newswire xiv) First Post xv) The Morning Context xvi) The Ken xvii) The CapTable xviii) HeadandTale xix) NDTV Profit xx) Informist Media xxi) Basis Point Insight Other prestigious online editions

Illustrative Social Media Platforms to be covered

- X (formerly Twitter) (firehose)
- Blogs on forums (bidder to give an indicative list of blogs that would be covered)
- YouTube (real time)
- Instagram
- Facebook (Meta)
- LinkedIn
- Reddit
- Public App
- Blue Sky
- Scribd

Eligibility Criteria Response Sheet

Sr. No.	Qualifying Requirement (QR)	Documents to be enclosed	Relevant Documents attached (Y/N)
1.	A company incorporated in India under the Companies Act, 2013 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932	A copy of Registration Certificate/ Partnership Deed in the name of bidder.	
2.	Bidder should have statutory registration(s) with Tax and other compliance authority	A copy of PAN / TAN / GST Registration No. in the name of bidder	
3.	The average annual income from Media Monitoring and Analysis Service should be minimum ₹50 lakh for last three financial years that is – 2022-23, 2023-24 and 2024-25* as per the audited balance sheets.	Annual income each year to be specified, signed and authorised by a CA. This must be supported by audited/provisional financial statements.	
4	The bidder's average net profit (profit after tax) for the last three years, that is financial years – 2022-23, 2023-24 and 2024-25* should be positive.	Profit for each year to be specified, signed and authorised by a CA. This must be supported by Audited/ Provisional Balance Sheets and Profit & Loss Statements for all the three financial years.	
5.	For each of the past three financial years that is – 2022-23, 2023-24 and 2024-25, the company must have provided Media Monitoring and Analysis Services with a minimum annual value of either ₹12 lakh from a single client, ₹20 lakh from two clients, or ₹25 lakh from three clients.	Purchase order/ Work order/ Agreement	
6.	The service provider is required to have experience of at least three years that is – 2022-23, 2023-24 and 2024-25 in Media Monitoring and Analysis Service.	Proof of work/client certificate for each year may be submitted	

7.	The service provider is required to provide a detailed description of the infrastructure, Business Continuity Strategy and the profile of its employees, including the number of employees and their qualifications that are engaged in Media Monitoring and Analysis Service. Service provider should have sufficient number of regular employees for Media Monitoring and analytics.	<p>i) Details to be furnished regarding the Business Continuity Plan and the number of employees including those involved in social media monitoring and analytics.</p> <p>ii) These staff members should be the regular employees of the agency having record of payment of EPF, etc.</p> <p>iii) Self-certification by the MD/CEO on the company letterhead with Signature and Company Seal</p>	
8.	The service provider is required to provide a list of atleast 3 clients, from the field of BFSI and government/semi-government organisation to whom they have been providing Media Monitoring and Analysis Service (similar to the one mentioned in the scope of work) at least for the past three years that is – 2022-23, 2023-24 and 2024-25.	Proof of work for each client/year may be submitted	
9.	The service provider is required to attach certificates from at least three of their present clients, apart from RBI, on client's letterhead for providing satisfactory Media Monitoring and Analysis Service (other than the Bank) for the past three years that is – 2022-23, 2023-24 and 2024-25 along with their contact numbers.	Satisfactory client certificate from reputed firms (at least 3) to be submitted (Annex X)	
10.	Bidders should not have been found guilty/ penalised by any court. They should not have been blacklisted by any Central/State Government/ Public Sector Undertaking / Listed Company / PSBs /Regulatory Body in the past three years that is – 2022-23, 2023-24 and 2024-25.	Self-certification by the MD/CEO on the company letterhead with Signature and Company Seal and a certificate duly signed by Chartered Accountant to be submitted giving details as to whether involved in any litigation or any legal, criminal, civil, taxation and other cases pending against the Agency/Directors/Proprietors etc. If yes, give details, including details of conviction, if any (Annex VII).	

Procedure of Technical bids evaluation (Total 100 marks)

The technical bids will be evaluated out of a total of 100 marks which is further sub-divided under the following sections:

- i) Criteria marks (40 marks)
- ii) Coverage of media sources (39 marks)
- iii) Presentation (21 marks)

Section 1: 40 marks for criteria-based evaluation on the following parameters

Sl. No.	Criteria for evaluation	Documentary Evidence	Marks assigned
1	Experience of the bidder in years in Media Monitoring and Analysis Service. a) 3-5 years b) 5 – 8 years c) More than 8 years	Work orders/ agreement with the clients	a) 2 b) 4 c) 8
2	Archival period for the newsletters and how long the Bank staff can retrieve the old editions of the news items from your server. a) 5-10 years b) 10 – 15 yrs c) More than 15 yrs	Certificate by the bidder	a) 2 b) 4 c) 6
3	The average of the net profit (profit after tax) for the last three years, that is, financial years – 2022-23, 2023-24 and 2024-25: a) upto ₹25 lakh b) ₹25-50 lakh c) > 50 lakh	CA signed certificate stating the net profit of the bidder.	a) 4 b) 6 c) 8
4	How many clients in PSU/ Govt/ BFSI have you worked for, in the last three years that is – 2022-23, 2023-24 and 2024-25 a) 3-5 clients b) >5 clients	Bidders to furnish proofs in the form of invoices/ work orders, etc.	a) 4 b) 8

5	In each of the last three years that is – 2022-23, 2023-24 and 2024-25, the bidder should have done the job of Media Monitoring and Analysis Service for atleast one client for a value worth of a) ₹12-20 lakh b) ₹20-25 lakh c) > ₹25 lakh	Bidders to furnish proofs in the form of invoices/ work orders, etc.	a) 2 b) 6 c) 8
6	Able to provide a dedicated team 24x7x365 for the Bank a) No b) Yes	Certificate by the bidder	a) 0 b) 2

Section 2: Coverage of media sources (39 Marks)

Newspapers, on-line portals and social media would be covered, including content with copyrights and subscription-based content and Hindi/regional content.

National Financial newspapers/ magazines			
Sl. No.	Name of newspaper/magazine	Covered or Not	
		Yes (0.5 mark)	No (0)
1	Economic Times		
2	Financial Express		
3	Hindu Business Line		
4	Business Standard		
5	Mint		
6	Business India		
7	Business World		
8	Business Today		
9	India Today		
10	Outlook		
11	Outlook Money		
12	Forbes India		
13	Fortune India		
National and Regional (English) Newspapers			
14	Times of India		
15	Indian Express		
16	Hindustan Times		
17	The Hindu		
18	Pioneer		
19	Telegraph		
20	Asian Age		
21	Free Press Journal		

22	Deccan Herald		
23	The New Indian Express		
24	Deccan Chronicle		
25	Mid-Day		
International Newspapers/Magazines			
26	Financial Times, London		
27	International Herald		
28	Tribune		
29	Wall Street Journal		
30	The Economist, London		
31	Business Week		
32	Fortune		
33	Forbes		
34	New York Times		
35	Los Angeles Times		
36	Washington Post		
37	Financial Times		
38	Al Jazeera		
39	BBC		
40	The Guardian		
41	The Times		
42	Economist		
Hindi newspapers			
43	नवभारत टाइम्स		
44	नवभारत (मुंबई)		
45	हिंदुस्तान		
46	अमर उजाला		
47	दैनिक भास्कर		
48	दैनिक जागरण		
Online editions			
49	Bloomberg		
50	Moneylife		
51	The Wire		
52	Reuters		
53	Moneycontrol		
54	Wion		
55	The Print		
56	Watcher Guru		
57	ET BFSI		
58	ET CFO (ET Online)		
59	Nikkei		
60	Market Watch		
61	Dow Jones Newswire		

62	First Post		
63	The Morning Context		
64	The Ken		
65	The CapTable		
66	HeadandTale		
67	NDTV Profit		
68	Informist Media		
69	Basis Point Insight		
Social Media Platforms			
70	X (formerly Twitter) (firehose)		
71	YouTube (real time)		
72	Instagram		
73	Facebook (Meta)		
74	LinkedIn		
75	Reddit		
76	Public App		
77	Blue Sky		
78	Scribd		
Total			

Section 3: 21 marks for presentation/Demonstration based on:

- i) The curation process and de-duplication (duplication removal) method to ensure the daily newsletter is absolutely noise free, would be needed for evaluation.
- ii) How the search function works. How search service will help the Bank perform specialised and ad hoc searches and share the content with internal stake holders – for both print and social media. This would also include searches in vernacular media and languages.
- iii) The earliest possible time for delivering the newsletter/summary of curated news everyday (including Holidays and Saturdays and Sundays)
- iv) Ability to provide qualitative and quantitative analysis of print and social media coverage of the Bank so as to measure the effective evaluation of communication effort from the Bank.
- v) Outline any tools such as graphs, facility to set industry filters, source filters, geographical filters, duplicate elimination filters or other visualisations that will facilitate and assist the Bank in this process.
- vi) How is copyright of the content provided from both national and international sources managed? Any limitations to the use of the content including copyright, legal and technical limitations?
- vii) How can the Bank access old content when required?

- viii) How would the Bank be able to track and analyse market sentiment across different topics, pertaining to different audiences?
- ix) Turnaround time for availability of immediate news capsules, when required in the desired format, on all working days especially on non-working days would be with an upper limit of 15 minutes.
- x) Display dashboard/interface to view mentions across social media with topic and trend analysis and ability to generate periodic reports and enable alerts to the designated email IDs as mentioned in scope of work.

Certificate of Acceptance of Terms and Conditions

(On company letterhead- to be scanned and uploaded)

Address etc....

Ref: Media Monitoring and Analysis Service

Dear Sir

Certified that we have read and understood all the terms and conditions in the Tender Document and that our company/firm, namely,do hereby unconditionally accept all the Terms and Conditions set out in the Tender Document.

Date: Signature of Authorised Signatory

Place: (Name of company/firm)

Seal of Company/firm

PROFORMA A

Quotation Part 1: Technical Bid

Sr. No.	Company Details (upload documents on company's letterhead)	
1.	Name of the service provider incorporated in India under the Companies Act, 2013 Registration Number and Date of Registration. Current GST No. (Enclose copy of certificate)	
2.	Address (Head office and branches if any)	
3.	Tel No./e-mail of company	
4.	Name and Tel. / Mob. No. of contact person	
5.	Name and Tel. / Mob. No of the Director/ Partner	
6.	Annual Income from Media Monitoring and Analysis Service business for the last three years (please attach audited documents in support of the claim)	2022-23, 2023-24, 2024-25
7.	Experience in Media Monitoring Services in no. of years (Please submit the documentary evidence)	
8.	Contact details of at least 3 existing clients in BFSI	
9.	No. of employees engaged in Media Monitoring and Analysis Service	

Description of Services Offered

1.	Names of Newspapers/Magazines (English and other languages, important ones may be mentioned)
2.	Tracking of news on Electronic media, i.e., Internet, Television and any other medium using latest technologies i.e., Artificial Intelligence etc.
3.	Web based Media (including Social Media) Monitoring service (including alerts, analysis)
4.	Creation of Archive in electronic form and supply of the same to RBI at periodic intervals
5.	News summary of the day - category wise, e.g., categories like RBI, Economy, Finance, Banking, Editorial, International, Articles etc.
6.	Any additional services to offer other than the above service

Please enclose copies of Annual audited Balance Sheet for the last three years along with I.T. returns. (to be uploaded)

Certified that the above particulars are true.

Date:

Place:

Signature of the Authorised Signatory

(Name of place/Company/Firm)

Seal of Company

PROFORMA B

Quotation Part 2 - Commercial Bid

(to be filled up by the bidder on MSTC portal)

a) Charges per month for the composite service (Amount in ₹)	
b) GST and other applicable tax in India	
Total (a+b)	

Earnest Money Deposit

To,
The Chief General Manager
Reserve Bank of India,
Department of Communication,
Central Office,
SBS Marg, Fort,
Mumbai 400 001.

Re: _____ dated _____ for Request for Proposal for selection of Media Monitoring and Analysis

WHEREAS The Bank having its Central Office at Shahid Bhagat Singh Marg, Mumbai has invited RFP for providing for Media Monitoring and Analysis.

It is one of the terms of invitation of RFP that the bidder shall furnish a Bank Guarantee for a sum of ₹3,00,000/- (Rupees Three Lakh Only) as Earnest Money Deposit. **(EMD)** M/s.____,(hereinafter called as Bidder), who are our constituents intend to submit their RFP for the said work and have requested us to furnish guarantee to the Reserve Bank of India in respect of the said sum of ₹3,00,000/- (Rupees Three Lakh Only)

NOW THIS GUARANTEE WITNESSETH

1. We, _____ (bank) do hereby agree with and undertake to the Reserve Bank of India, their successors, assigns that in the event of the Reserve Bank of India coming to the conclusion that the Bidder have not performed their obligations under the said conditions of the RFP or have committed a breach thereof, which conclusion shall be binding on us as well as the said bidder, we shall on demand by the Reserve Bank of India, pay without demur to the Reserve Bank of India, a sum of rupees mentioned as EMD, i.e., ₹3,00,000/- (Rupees Three Lakh Only) or any lower amount that may be demanded by the Reserve Bank of India. Our guarantee shall be treated as equivalent to the Earnest Money Deposit for the due performance of the obligations of the bidder under the said conditions.

2. We also agree to undertake and confirm that the sum not exceeding the EMD amount, i.e., ₹3,00,000/- (Rupees Three Lakh Only) as aforesaid shall be paid by us without any demur or protest, merely on receipt of a demand from the Reserve Bank of India by a notice in writing stating the amount is due to them and we shall not ask for any further proof or evidence and the notice in writing from the Reserve Bank of India shall be conclusive and binding on us and the demand by the Reserve Bank of India by notice in writing shall not be questioned by us in any respect or manner whatsoever. We undertake to pay the amount claimed by the Reserve Bank of India within a period of one week from the date of receipt of the notice as aforesaid.
3. We confirm that our obligation to the Reserve Bank of India under this guarantee shall be independent of the agreement or agreements or other understandings between the Reserve Bank of India and the bidder.
4. This guarantee shall not be revoked by us without prior consent in writing of the Reserve Bank of India.
5. We hereby further agree that –
 - a) Any forbearance or commission on the part of the Reserve Bank of India in enforcing the conditions of the said agreement or in compliance with any of the terms and conditions stipulated in the said RFP and/or hereunder or granting of any time or showing of any indulgence by the Reserve Bank of India to the bidder or any other matters in connection therewith shall not discharge us in any way our obligation under this guarantee. Our liability under these presents shall not exceed the sum of ₹3,00,000/- (Rupees Three Lakh Only)
 - b) Our liability under this agreement shall not be affected by any infirmity or irregularity on the part of our said constituents in RFP for the said work or their obligations there under or by dissolution or change in the constitution of our said constituents.
 - c) This guarantee shall remain in force up to 1 year from the last date of submission of bid, provided that if so desired by the Bank, this guarantee shall be renewed for a further period as may be indicated by them on the same terms and conditions as contained herein.
 - d) Our liability under this presents will terminate unless these presents are renewed as provided herein above on the day when our said constituents

comply with their obligations, as to which certificate in writing by the Reserve Bank of India alone is the conclusive proof whichever date is later. Unless a demand by a notice in writing is made by Reserve Bank of India within six months from that date or any extended period, all the rights of the Reserve Bank of India against us under this guarantee shall be forfeited and shall be released and discharged from all our obligations and liabilities hereunder.

Yours faithfully,

For and on behalf of

Authorized official (Company Seal)

(**NB:** This guarantee will require stamp duty as applicable in the State, where it is executed and shall be signed by the official whose signature and authority shall be verified).

(Format for Affidavit) (On stamp paper)

TO WHOMSOEVER IT MAY CONCERN

This is certified for our Agency that:

- a) We do not have any legal, civil, criminal, taxation and other cases pending against the Agency that may have an impact affecting or compromising the delivery of services required.
- b) We have the ability to handle any and all the scope of work as laid down in the RFP.
- c) We certify that we have the available personnel, with required experiences, as detailed in the RFP.
- d) We have read the Service provider Registration Manual and undertake to follow the instructions and abide by it.

(AUTHORISED

SIGNATORY)

NAME:

DESIGNATION:

Format of Pre – Bid Queries**Request for Proposal for Media Monitoring and Analysis Services****Bidder's Name :****Contact Person :****Contact No. / Email ID:****Queries**

Sr. No.	RFP Ref / Page No.	RFP Clause No.	Existing clause details	Clarification sought

CHECK LIST FOR SUBMISSION OF TENDER

Providing Media Monitoring and Analysis Service

To RBI

For 2025-28

- (a) A copy of the Tender Document duly certified by the service provider accepting the terms and conditions of the Tender Document. (to be uploaded)
- (b) Technical Bid in [Proforma- A](#) of the Tender Document duly filled along with the following attested copies (to be scanned and uploaded):
- i) Attested copies of Certificate of Registration
 - ii) Attested copies of Certificate of GST Registration along with GST Number Identification.
 - iii) Address (Head office and branches if any) and Tel No./e-mail of company
 - iv) Name and Tel. / Mob. No. of contact person
 - v) List of Partners and Directors along with the contact details like Ph./Mob. numbers.
 - vi) Annual Income from Media Monitoring and Analysis Service business for the last three years that is – 2022-23, 2023-24 and 2024-25* (please attach audited/provisional documents in support of the claim)
 - vii) The bidder's average net profit (profit after tax) for the last three years, that is financial years – 2022-23, 2023-24 and 2024-25* (please attach audited/provisional documents in support of the claim)
 - viii) Details of the services provided by the company in Media Monitoring and Analysis Services with a minimum annual value of either ₹12 lakh from a single client, ₹20 lakh from two clients, or ₹25 lakh from three clients.
 - ix) Experience in Media Monitoring Services in no. of years (Please submit the documentary evidence for atleast three years that is – 2022-23, 2023-24 and 2024-25)
 - x) The service provider is required to provide a detailed description of the infrastructure, Business Continuity Strategy and the profile of its employees, including the number of employees and their qualifications that are engaged in Media Monitoring and Analysis Service.

xi) No. of employees engaged in Media Monitoring and Analysis Service

xii) The service provider is required to provide a list of atleast 3 clients, from the field of BFSI and government/semi-government organisation to whom they have been providing Media Monitoring and Analysis Service (similar to the one mentioned in the scope of work) at least for the past three years that is – 2022-23, 2023-24 and 2024-25. Contact details of these clients in BFSI should be provided.

xiii) The service provider is required to attach certificates from at least three of their present clients, apart from RBI, on client's letterhead for providing satisfactory Media Monitoring and Analysis Service (other than the Bank) for the past three years that is – 2022-23, 2023-24 and 2024-25 along with their contact numbers.

xiv) Bidders should not have been found guilty/ penalised by any court. They should not have been blacklisted by any Central/State Government/ Public Sector Undertaking / Listed Company / PSBs /Regulatory Body in the past three years that is – 2022-23, 2023-24 and 2024-25.

(c) Commercial Bid in [Proforma - B](#) on MSTC portal

Client Certificate / Proof of Work done

(On letterhead of the Entity/Company duly stamped and signed)

Date:

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s... has satisfactorily performed work pertaining to....(description of work done...on...(date)... to our satisfaction.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

**Declaration on List of National/ International publications (all editions) to
be covered**

(On letterhead of the Entity/Company duly stamped and signed)

Date:

We hereby declare that we cover all the editions of the newspapers/magazines
listed in [Annex I](#) of this RFP.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

Annex XII – Sample Newsletter Format

News and Insights heading with Background Image

Section 1
(hyperlink to open
particular section)

Section 2
(hyperlink to open
particular section)

Section 3
(hyperlink to open
particular section)

Section N
(hyperlink to open
particular section)

Section 1

i) Publication Name
ii) Date of publishing

Headlines 1

News Summary with read more hyperlink
Other Publications
i) Publication 1 hyperlink
ii) Publication Nth hyperlink

i) Publication Name
ii) Date of publishing

Headlines Nth

News Summary with read more hyperlink
Other Publications
i) Publication 1 hyperlink
ii) Publication Nth hyperlink

Similarly for all Headlines

Section Nth

Back to Top

i) Publication Name
ii) Date of publishing

Headlines 1

News Summary with read more hyperlink
Other Publications
i) Publication 1 hyperlink
ii) Publication Nth hyperlink

i) Publication Name
ii) Date of publishing

Headlines Nth

News Summary with read more hyperlink
Other Publications
i) Publication 1 hyperlink
ii) Publication Nth hyperlink

Markets related data table (this will be provided by the Bank)