



EXPRESSION OF INTEREST FOR BRAND BUILDING THROUGH DIGITAL MARKETING & REPUTATION MANAGEMENT

ABOUT REPCO HOME FINANCE LTD (RHFL):

Repco Home Finance Ltd (RHFL) is a professionally managed housing finance company head quartered in Chennai, Tamil Nadu. We are registered as a housing finance company with the National Housing Bank (NHB) and for carrying out Digital Marketing, the company desire to engage agencies with good track record.

1. **RESPONSIBILITY** will be mainly for carrying out Digital Marketing across various platform as mentioned under
 1. The approach should include Placement Targeting, Contextual Targeting, Topic Targeting, Interest Targeting, Re marketing
 2. Techniques like Content Marketing through E Mail, Social Media Assets , Blogs etc
 3. Advertisement including Video Ads, Banner Ads , Display Ads etc with Mobile Ads in various Mobile Application
 4. Ensuring Website Ranking visibility
 5. Pay per click advertising through Google
 6. Reputation Management along with periodical analysis and reports
 7. Agency possessing facility for Photo shoot for Video Ads
 8. Website Synchronization& development for lead generation

2. For this purpose, RHFL invites applications from reputed advertising agencies, having head office/ branch office in Chennai.

PRE QUALIFICATION CRITERIA

1. Partnership Firm/ Public or Private limited Company/ Public Sector / Private Companies, those have completed three years of business after the date of incorporation of business.
2. The vendor should be a profit-making in all the last three years (FY 2016-17, 2017-18& 2018-19)
3. Applicant must be an entity with good credentials.
4. They must have provided their services to Govt Institutions / Public sector Banks / private sector Banks / large corporate.
5. The participating vendors should submit a declaration that they have not been blacklisted by any organization elsewhere within a period of FIVE years ie 01-08-2014 to 31-07-2019 and also on the date of submitting the technical / commercial proposals.

6. The participating vendors must have valid Registration of GST and PAN. Copies of the same should be enclosed.

SELECTION METHODOLOGY

1. The process of selection of agencies for empanelment at RHFL will be a two staged. The first stage will involve preliminary scrutiny of applications received, by a team constituted for this purpose. The Company will scrutinise the applications received to determine whether they are complete in all aspects - whether the documents have been properly signed, proposal conforming to all terms and conditions, scope of work and is submitted without any deviations - as per the norms under **PRE-QUALIFICATION CRITERIA** besides assessing the methodology/ adoption of strategies for the requirements specified under **RESPONSIBILITY**.
2. The short-listed agencies will then be called to make a presentation before the Committee at a pre-fixed date detailing the Profile, experience, capability, creative ideas, strategy, area of operation, etc. of the Agency.

PARTICIPATION METHODOLOGY

Interested Agencies are advised to go through the entire document before submission of their proposals to avoid any chance of elimination. The eligible vendors desirous of taking up the project are invited to submit their technical and commercial proposals. The criteria and the actual process of evaluation and subsequent selection of the successful vendor will be entirely at RHFL's discretion. The Company seeks proposal from vendors who have the necessary experience, capability and expertise to provide RHFL the proposed solution adhering to RHFL's requirements outlined in this RFP.

Existing Empanelled advertising Agency of RHFL shall also apply.

METHOD OF SUBMISSION

An A-4 large size cover containing the following Technical and Commercial details should be submitted as specified under

1. Technical details clearly describing the company profile, past work history with client list and documents enlisted under " Pre Qualification Criteria" should be submitted in a sealed envelope super scribing the envelope with "**TECHNICAL PROPOSAL FOR EXPRESSION OF INTEREST FOR BRAND BUILDING THROUGH DIGITAL MARKETING**"
2. The Commercial proposal detailing the strategies/methodologies for the requirements specified under "RESPONSIBILITY" should be submitted in a sealed envelope super scribing the envelope with "**COMMERCIAL PROPOSAL**"

FOR EXPRESSION OF INTEREST FOR BRAND BUILDING THROUGH DIGITAL MARKETING”

Both the sealed envelopes should be submitted in a large size sealed envelope superscribing with “**EXPRESSION OF INTEREST FOR BRAND BUILDING THROUGH DIGITAL MARKETING”**

The last date for submission of the same is 31.08.2019 till 4.00pm by Speed Post/Courier. Proposals can also be dropped in the box available at the Corporate Office within the working hours on or before 31-08-2019, 4.00 pm.

Application received after this date and time will not be accepted.
Application completed in all respect should be addressed to:

**GM (Business Development)
Repc Home Finance Ltd.,
III Floor, Alexander Square,
#2, Sardar Patel Road, Guindy,
Chennai - 600 032.**

In case of any clarification, Mr.M Kanagasabai, Deputy General Manager (BDD) may be contacted at 044-42106650 on any working day between 10 am and 5 pm or visit our office in person with prior appointment or email to kanagasabai@repcohome.com

SELECTION OF VENDOR:

Preliminary Scrutiny:

The Company will scrutinise the technical proposals received to determine whether they are complete in all aspects as per the requirement of this RFP, whether the documents have been properly signed, whether items are offered as per RFP requirements and whether technical documentation as required to evaluate the offer has been submitted.

1. Prior to detailed evaluation through Direct -Presentation, the Company will determine the substantial responsiveness of each proposal to RFP. Substantial responsiveness means that the proposal conforms to all terms and conditions, scope of work and technical specifications and proposal is submitted without any deviations.
2. Proposals will be rejected if only one (i.e. Technical proposal or Commercial proposal) is received.

Clarification of Offers:

During the process of scrutiny, evaluation and offers, the Company may, at its discretion, seek clarifications from all the agencies/any of the agencies on the offer made by them. The agency has to respond to the company and submit the relevant proof /supporting documents required against clarifications, if applicable. The request for

such clarifications and the agency's response will necessarily be in writing and it should be submitted within the time frame stipulated by the Company.

The Company may, at its discretion, waive any minor non-conformity or any minor irregularity in the offer. Company's decision with regard to 'minor non-conformity' is final and the waiver shall be binding on all the vendors and the Company reserves the right for such waivers.

Evaluation

After the closing date, the Company will evaluate the proposal submitted by the vendors under this RFP. The proposal will be evaluated by a Committee of officers of RFHL. If warranted, the company may engage the services of external consultants for evaluation of the proposal. It is Company's discretion to decide at the relevant point of time.

1. The envelope containing the Technical proposal will be unsealed first. The envelope containing the Commercial proposal will be unsealed only if the Technical proposal submitted by the vendor consists of the specification details as mentioned in "**RESPONSIBILITY**" and also the submission of necessary documentary proof / details for the requirements mentioned in "**PRE-QUALIFICATION CRITERIA**".
2. If the cover does not contain Technical and Commercial proposals in separate sealed envelopes, then the same will not be considered and the cover will be returned back to the vendor.
3. The offer in commercial proposal must be made in Indian Rupees only and also strictly as per the details available under "**RESPONSIBILITY**" and the commercial should contain percentage of applicable tax explicitly. Besides, the Price Validity should be at-least for a minimum period of 90 days from 16.08.2019.

After the assessment of both technical and commercial proposals, the short listed agencies will be called for Direct Presentation at our Corporate Office in Chennai. The detailed slot indicating the Date and Time will be communicated through mail in advance of at least 15 days to e-mail address specified in the proposal

Award of Work

1. On completion of 2 staged evaluation process of Indicative Technical & Commercial proposals, offer will be issued to the lowest vendor post negotiation, if required.
2. The work order shall, be awarded and the order shall be placed on selected lowest vendor after careful assessment through presentation. Company may release the order either in Full or in part or place more than one order towards the contract based on project plan.

3. The selected vendor shall submit the acceptance of the order within seven days from the date of receipt of the order. No conditional or qualified acceptance shall be permitted. The effective date for start of provisional contract with the selected vendor shall be the date of acceptance of the order by the vendor.
4. Company reserves its right to consider at its sole discretion the late acceptance of the order by selected vendor
5. The Shortlisted vendor/s will be required to customize as per requirement of the Company at the rates not higher than the agreed rate finalized under this RFP.
6. The Company shall be under no obligation to accept the lowest or any other offer received in response to this tender and shall be entitled to reject any or all offers without assigning any reason whatsoever. Further, the company can scrap the project at any time without assigning any reason whatsoever. Canvassing in any form will lead to disqualification.
7. The decision of RHFL in the selection of agencies will be final and binding.

GENERAL CONDITIONS

1. This RFP is not an offer by RHFL, but an invitation to receive responses from the eligible vendors. No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed by duly authorized official(s) of RHFL with the selected vendor.
2. The purpose of this RFP is to provide the vendor(s) with information to assist preparation of their technical / commercial proposals. RHFL may in its absolute discretion update, amend or supplement the information in this RFP.
3. RHFL, its employees and advisers make no representation or warranty and shall have no liability to any person, including any applicant or vendor under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form or arising in any way for participation in this process.
4. RHFL, also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused arising from reliance of any vendor upon the statements contained in this RFP.
5. The issue of this RFP does not imply that RHFL is bound to select a vendor or to appoint the selected vendor for the Project
6. Failure to furnish any or all information required by the document or to submit a proposal not substantially responsive to the RFP in all respect will be at the vendor's risk and may result in rejection of the proposal.

RESOLUTION OF DISPUTES

All disputes and differences of any kind whatsoever, arising out of or in connection with this Offer or in the discharge of any obligation arising under this Offer (whether during

the course of execution of the order or after completion and whether beyond or after termination, abandonment or breach of the Agreement) shall be resolved amicably. In case of failure to resolve the disputes and differences amicably the matter may be referred to a sole arbitrator mutually agreed upon after issue of at least 30 days' notice in writing to the other party clearly setting out there in the specific disputes. In the event of absence of consensus about the single arbitrator, the dispute may be referred to joint arbitrators; one to be nominated by each party and the said arbitrators shall appoint a presiding arbitrator. The provisions of the Indian Arbitration and Conciliation Act, 1996, shall govern the arbitration. The venue of arbitration shall be Chennai, INDIA

Legal Disputes and Jurisdiction of Courts

The Company Clarifies that the Company shall be entitled to an injunction, restraining order, right for recovery, specific performance or such other equitable relief as a court of competent jurisdiction may deem necessary or appropriate to restrain vendor/prospective vendor from committing any violation or enforce the performance of the covenants, obligations and representations contained in this RFP. These injunctive remedies are cumulative and are in addition to any other rights and remedies the Company may have at law or in equity, including without limitation a right for recovery of any amounts and related costs and a right for damages.

All disputes and controversies between RFHL and vendor shall be subject to the exclusive jurisdiction of the courts in Chennai and the parties agree to submit themselves to the jurisdiction of such court as this RFP/contract agreement shall be governed by the laws of India.

DISCLAIMER:

RHFL reserves the right not to consider the proposals submitted by any agency without assigning any reason whatsoever. Bringing any outside influence will lead to disqualification.

GRIEVANCE MECHANISM:

Any Agency participating in this process but aggrieved by the decision of the Company may submit his/her representation in writing (within 10 days of completion of the process) to:

**The Chief Development Officer,
REPCO HOME FINANCE LTD,
Third Floor, Alexander Square,
New No: 2, Sardar Patel Road, Guindy,
Chennai - 600 032.**
