



भारतीय रिज़र्व बैंक / Reserve Bank of India
संचार विभाग / Department of Communication

**Minutes Of the Pre-Bid Meeting RFP for Brand Infringement and
Reputation Management Service**

E-Tender - [2026 RBI 294351_1](#) | RFP for Brand Infringement and Reputation Management Service

The pre-bid meeting for the captioned work was held at 03:00 PM on October 22, 2026, over WebEx, as per the Notice Inviting Tender published in RBI website and CPPP Portal.

2. The queries raised, and the clarifications issued are as under:

S. No.	Query / Clarification sought / Clause in RFP	Response recorded
1.	Request for exemption of EMD for certain category of bidding companies.	No exemption to the clause would be given.
2.	Relaxation to average turnover requirement for the last 3 consecutive financial years i.e. F.Y. 2023-24, 2024-25, 2025-26.	Threshold for average turnover for last three consecutive financial years has been reduced from ₹10 Crore to ₹7 Crore.
3.	For pricing, please share the expected monthly volumes: number of keywords/topics and top-management names to be tracked, estimated mentions, and estimated takedown requests per month.	The current approximate volume of mentions tracked is 7000-8000 per day.
4.	Kindly confirm the required access levels for the 20 users, the maximum anticipated number of users and whether additional licences will be separately compensated.	Access to be given to atleast 20 users and maximum of 50 users.
5.	Kindly confirm whether the ₹1 crore threshold includes taxes?	The amount is excluding taxes.
6.	Kindly specify the 15 vernacular languages required and confirm whether additional languages may be introduced during the contract period.	The terms of the same will be discussed with the successful bidder later prior to signing the SLA.

S. No.	Query / Clarification sought / Clause in RFP	Response recorded
7.	Kindly specify the expected number, frequency, duration, delivery mode and participant count for training sessions during the contract period.	This depends on the requirements of the Bank this can be mutually decided with the successful bidder.
8.	Kindly confirm whether the required experience can be demonstrated through multiple client assignments collectively, rather than a single integrated engagement.	The required experience can be demonstrated through multiple client assignments collectively.

Please note:

- i) This document (minutes of the Pre-Bid Meeting) shall form a part of the tender. Hence, it shall be signed and uploaded on CPPP along with the tender by the tenderers.
- ii) Rest of the terms and conditions and specifications of the bid document shall continue to remain the same.
- iii) The above amendments/ clarifications are issued for the information of all the intending bidders.

List of participants

Participants from Department of Communication, RBI

Name	Designation
Nishi Moudgil	GM
Subhra Das	AGM

Participating Agencies

Agency	Participant(s)
Deloitte	Aishwarya, Anjali Sharma
Locobuzz	Aditya Shankar Roy
Kailasa	Manish Sharma
Crayons Advertising Ltd	Kajal Thakur
WC Tech	Shubham Kadam