

National Bank for Financing Infrastructure and Development (NaBFID)
(An All-India Development Financial Institution established through an act of Parliament)

**REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF BRAND CONSULTANT AND
DESIGN AGENCY**

Reference No. NaBFID/CSPED/RFP/02 Dated 28 Mar 2025

Issuing Office and Address:

National Bank for Financing Infrastructure and Development (NaBFID)
The Capital, A Wing, 10th Floor - 1004, G Block,
Bandra Kurla Complex, Bandra (East), Mumbai – 400051.

For queries, please contact:

Corporate Strategy, Partnerships & Ecosystem Department
Phone- 022-41042000

Email id: rfp@nabfid.org

Last date and time for receipt of bid:

April 9, 2025, up to 12:00 hrs IST

Schedule of Events

Sr. No	Details	Remarks and Timeline
1.	Start Date and Time of issue of RFP/ Bid Document Download	<p align="center">RFP may be downloaded from</p> <p align="center">March 28, 2025</p> <p>1. NaBFID Website: https://nabfid.org/tenders</p> <p>2. GeM Portal: https://gem.gov.in/</p>
2.	Last date and time for requesting clarification (pre-bid query)	April 3, 2025 – 12.00 IST
3.	Online Pre-Bid Meeting (including providing clarifications to queries)	April 4, 2025
4.	Last date and time for Bid Submission	April 9, 2025, IST:12:00 Hrs
5.	Date and Time of opening of Technical Bids	April 9, 2025; 17:00 Hrs
6.	Place of opening of Bids (Online)	NaBFID, The Capital, A Wing, 15th Floor - 1503, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
7.	Address & Contact Numbers	As above. Phone # 022-41042000
8.	Contact details	Email ID: rfp@nabfid.org
9.	Address for submission of Bids	GeM portal only
10.	Date and Time of opening of Commercial Bids through the GeM	Will be advised to bidders qualifying the Technical criteria
11.	Earnest Money Deposit	Not applicable

GENERAL INSTRUCTIONS TO BIDDERS

1	Tender Fee	Nil
2	Selection procedure	The successful bidder will be determined on QCBS (Quality and Cost Based Selection) method. The bidder will be evaluated based on their Technical Criteria (70%) and Commercial Criteria (30%).
3	Date of Commencement of Work	Will be communicated in the Purchase Order (PO)

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PART I: GENERAL TERMS

1. Invitation to BID

National Bank for Financing Infrastructure and Development (herein after referred to as “NaBFID”), has its Head Office at Mumbai. This Request for Proposal (“RFP”) has been issued by NaBFID for appointing a Brand Consulting and Design Agency for creating a new visual identity, logo and new acronym for NaBFID.

- a) All Bidders must note that this being E-tender, only bids received online on GeM (Government eMarketplace) portal <https://gem.gov.in/> shall be considered as an offer. Any bid submitted in physical form will not be received or opened and shall be summarily rejected.
- b) Interested Bidders who wish to participate should visit the website <https://gem.gov.in/> which is the ONLY website for bidding their offer.
- c) **Procedure for submission of E-tender by Bidder:**
 - i. Register your firm/company on the website <https://gem.gov.in/> for obtaining a Login ID and Password. Detail guidelines are available on GeM portal.
 - ii. Apply for the RFP by uploading supporting documents.
 - iii. Bidder must submit the offer before closing date & time. The website will automatically stop accepting the offer after closing date and time.
 - iv. Bidders are advised to submit their bid well in time and not to wait till the last minute or last few seconds to enter their bid to avoid any complications. NaBFID will not be responsible for any lapses/failure on the part of the bidder in such cases for any complications related with internet connectivity, network problems, system crash down, power failure, etc.
- d) This document is meant for specific use by the NaBFID / Bidders interested in participating in the RFP process. This document in its entirety is subject to copyright laws.. NaBFID expects the Bidder or any person acting on behalf of the Bidder to strictly adhere to the instructions given in the document and maintain confidentiality of information. The Bidder will be held responsible for any misuse of information contained in the document. By downloading the document, the interested party is subject to the confidentiality clauses.
- e) All offers of the bidders shall be unconditional and once accepted whether with or without modifications by the Bank shall be binding between the Bank and such Bidder.
- f) The RFP Document can be downloaded from NaBFID’s Website <https://www.nabfid.org/> or from GeM Portal. The dates mentioned above are tentative and the Bidder acknowledges that he/she cannot hold the Bank responsible for any revision in these dates. If a holiday is declared on the dates mentioned above, the bids shall be received/ opened on the next working day at the same time specified above and at the same venue unless communicated otherwise.
- g) Bidders may choose to be present at the time of opening of bids via virtual mode. The eligible Bidders would be communicated the exact date of presentation, and they should remain prepared for a presentation within a short notice.
- h) This bid document is not transferable.
- i) In case of discrepancy in financial bid values between the GeM and documents uploaded on the NaBFID portal/email, the amount visible on financial bid screen of the GeM portal will be considered as final.
- j) In case of discrepancy in documents uploaded between the GeM portal and received through the NaBFID portal/email, the documents uploaded on GeM portal will prevail.

2. Definitions

In connection of this RFP, the following terms shall be interpreted as indicated below:

- a. “NaBFID” means the National Bank for Financing Infrastructure and Development as incorporated under the National Bank for Financing Infrastructure and Development (NaBFID) Act, 2021. NaBFID, in some places referred to as “Institution” or “Bank” in this RFP.
- b. “Bidder/Agency” means a brand consultant/design agency/advertising agency/firm, submitting the Bid in response to this RFP.
- c. “Bid” means the written reply or submission of response to this RFP.
- d. “Vendor, Bidder, Agency, Contractor, Tenderer, Service Provider & Caterer” are interchangeable terms.
- e. “Services” means all services, scope of work and deliverables to be provided by a Bidder as described in the RFP.
- f. “Work Order” or “Purchase Order (PO) or Letter of Award (LoA)” means an official document issued by NaBFID to the selected bidder awarding the contract to the Selected Bidder.
- g. “Bank Guarantee or BG” means performance security by the Vendor.
- h. “Scheduled Commercial Bank” means all banks are included in the second schedule to the Reserve Bank of India Act, 1934.
- i. “The Contract”/ Service Level Agreement (SLA) means the agreement entered into between NaBFID and Appointed Consultant, as recorded in the Contract Form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.

2. Disclaimer

- a. The information contained in this RFP or information provided subsequently to Bidder(s), whether verbally or in documentary form/email by or on behalf of NaBFID, is subject to the terms and conditions set out in this RFP.
- b. This RFP is not an agreement and is neither an offer nor invitation by the NaBFID to the prospective Bidders or any other person.
- c. This RFP document shall not be transferred, reproduced or otherwise used for purposes other than for which it is specifically issued.
- d. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.
- e. No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract/Agreement is signed and executed by duly authorized official(s) of NaBFID with the selected Bidder.
- f. This RFP does not claim to contain all the information each Bidder may require. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information contained in this RFP and where necessary obtain independent advice/clarifications. NaBFID may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP.

- g. NaBFID, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder 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 bidding process.
- h. NaBFID also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.
- i. The Bidder is expected to examine all instructions, forms, terms and specifications in this RFP. Failure to furnish all information required under this RFP or to submit a Bid not substantially responsive to this RFP in all respect will be at the Bidder's risk and may result in rejection of the Bid.
- j. NaBFID reserves the right to reject all or any of the Proposals without assigning any reason thereof and to restrict the list of Bidders to any number as deemed suitable, if too many applications/Proposals are received satisfying the basic pre-qualification criteria.
- k. NaBFID also has the right to reject all the applications and to go in for a revised tender without assigning any reason thereof.
- l. The information provided by the bidders in response to this tender document will become the property of NaBFID and will not be returned. The Bank reserves the right to amend, rescind or reissue this Tender and all amendments will be advised to the bidders and such amendments will be binding on them.
- m. No Bidder shall contact NaBFID on any matter relating to its Bid, till the time the award of the contract to the successful bidder.
- n. Any effort by a Bidder to influence NaBFID in its decisions on Bid evaluation, bid comparison, or contract award may result in the rejection of the Bid.

3. Bid Preparation & Submission

The documents mentioned below should be uploaded on GeM portal only..

Index of all the documents, letters, bid forms etc. submitted in response to RFP along with page numbers.

- a. The Bidders are advised to upload required documents on GeM portal before the end date and time of submission of bid as mentioned in the RFP. All the required documents should be signed/ stamped by the authorized person(s) before uploading on GeM portal. Photocopies of relevant documents / certificates as proof in support of various information submitted in aforesaid annexure and other claims made by the vendor.
- b. If the Technical Bid is not accompanied by any one or more documents mentioned in this RFP, the RFP shall be summarily rejected, and the price bid of such Bidder will not be opened.
- c. The bidder should submit the Bid covering letter/Bid form as mentioned in **Appendix-A** on Bidder's letter head.

- d. The Technical Bid should constitute Technical Bid form along with the supporting documents highlighted in **Appendix- B and as detailed in Part III**
- e. The Commercial Bid should be uploaded separately in format as mentioned in **Appendix - C**
- f. The in format for past references/LOA/PO in can be in the format as mentioned in **Appendix – D**
- g. The agency needs to submit the Letter of Authorisation along with the Technical Bid as mentioned in **Appendix E**
- h. The bidder needs to submit the undertaking as seen in **Appendix F**, along with the Technical Bid
- i. The bidders are required to submit the **Integrity Pact (Appendix G)** in the physical form on or before last date and time of bid submission i.e. April 9, 2025, 17:00 Hrs. IST. Submission of any bid document through offline mode except of Integrity Pact signed by authorized signatory, will not be accepted.
- j. In case NaBFID extends the scheduled date of submission of Bid document, the Bids shall be submitted by the time and date rescheduled. All rights and obligations of NaBFID and Bidders will remain the same.
- k. The Bank would like to expressly state that any assumption, presumptions, modifications, terms, conditions, deviation etc., which the bidder includes in any part of the Bidder's response to this RFP, will not be considered either for the purpose of evaluation or at a later stage, unless such assumptions, presumptions, modifications, terms, conditions deviations etc., have been accepted by the Bank and communicated to the bidder in writing. The Bidder at a later date cannot make any plea of having specified any assumption, terms, conditions, deviation etc. in the Bidder's response to this RFP document. No offer can be modified or withdrawn by a Bidder after submission of Bid/s.

4. Award Criteria and Award of Contract:

- a) On completion of Techno-Commercial evaluation of bids, Bank will determine the H1 Bidder based on the marks obtained through Technical and Commercial criteria and contract will be awarded to the Bidder who scores highest marks. However, the Bank shall be under no obligation to accept the lowest price/highest score bid or any other offer received in response to this Tender notice and shall be entitled to reject any or all offers including those received late or incomplete offers without assigning any reason whatsoever.
- b) NaBFID will notify the successful Bidder in writing through letter or email that its Bid has been accepted. The selected Bidder has to return the duplicate copy of the same to NaBFID within 7 working days, duly accepted, stamped and signed by authorized signatory as a token of acceptance.
- c) Copy of board resolution and power of attorney (POA or minutes of the partner's or authority letter wherever applicable) showing that the signatory has been duly authorized to sign the acceptance letter.
- d) Till execution of a formal contract, the RFP, along with NaBFID's notification of award of the contract and Service Provider's acceptance thereof, would be binding contractual obligation between NaBFID and the successful Bidder.
- e) NaBFID reserves the right to stipulate, at the time of finalization of the Contract, any other document(s) to be enclosed as a part of the final Contract. The contract / SLA shall be executed within 21 days of acceptance PO. The cost and expenditure of the same needs to be borne by the vendor.
- f) NaBFID reserves the right to verify any or all of the statements made by the Bidder in the Bid document and to inspect the Bidder's facility, if necessary, to establish to its satisfaction about the Bidder's capacity/capabilities to perform the job. The Bidder to extend all necessary assistance in this regard, failing which NaBFID reserves the right to reject the Bid.

5. Code of Integrity

The Bidder and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process. Notwithstanding anything to the contrary contained herein, NaBFID shall reject Bid without being liable in any manner whatsoever to the Bidder if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt/fraudulent/coercive/undesirable or restrictive practices in the bidding process.

Bidders are obliged under this clause to suo-moto proactively declare any conflicts of interest (pre-existing or as and as soon as these arise at any stage) in RFP process or execution of Contract. Failure to do so would amount to violation of this code of integrity.

The Bidder needs to declare any previous transgressions of such a code of integrity with any entity in any country during the last three years or of being debarred by any other procuring entity. Failure to do so would amount to violation of this code of integrity.

For the purposes of this clause, the following terms shall have the meaning hereinafter, respectively assigned to them:

- **“Corrupt practice”** means making offers, solicitation or acceptance of bribe, rewards or gifts or any material benefit, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process or contract execution;
- **“Fraudulent practice”** means any omission or misrepresentation that may mislead or attempt to mislead so that financial or other benefits may be obtained or an obligation avoided. This includes making false declaration or providing false information for participation in a RFP process or to secure a contract or in execution of the contract;
- **“Coercive practice”** means harming or threatening to harm, persons or their property to influence their participation in the procurement process or affect the execution of a contract;
- **“Anti-competitive practice”** means any collusion, bid rigging or anti-competitive arrangement, or any other practice coming under the purview of the Competition Act, 2002, between two or more Bidders, with or without the knowledge of NaBFID, that may impair the transparency, fairness and the progress of the procurement process or to establish bid prices at artificial, non-competitive levels;
- **“Obstructive practice”** means materially impede NaBFID’s or Government agencies investigation into allegations of one or more of the above mentioned prohibited practices either by deliberately destroying, falsifying, altering; or by concealing of evidence material to the investigation; or by making false statements to investigators and/or by threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or by impeding NaBFID’s rights of audit or access to information.
- **Sub-Contracting the work:** The service provider shall not directly or indirectly subcontract the work to the other party without prior written permission of the Institution.
- **Confidentiality:** In terms of Confidentiality obligation, NaBFID reserves its right to recall all NaBFID’s materials including confidential information, if stored in Service Provider system or environment, at any time during the term of the Contract or immediately upon expiry or termination of Contract. Service Provider shall ensure complete removal of such material or data from its system or environment (including backup media) to the satisfaction of NaBFID.

- **Delay in Service Provider's Performance:** a) If at any time during performance of the Contract, Service Provider should encounter conditions impeding timely delivery of the Services, Service Provider shall promptly notify NaBFID in writing of the fact of the delay, its likely duration and cause(s). As soon as practicable after receipt of Service Provider's notice, NaBFID shall evaluate the situation and may, at its discretion, extend Service Providers' time for performance, in which case, the extension shall be ratified by the parties by amendment of the Contract. b) Any delay in performing the obligation/defect in performance by Service Provider may result in imposition of penalty, liquidated damages and/or termination of Contract (as laid down elsewhere in this RFP document).
- **Service Provider's Obligation:**
 - Service Provider is responsible for and obliged to conduct all contracted activities in accordance with the Contract using state-of-the-art methods and economic principles and exercising all means available to achieve the performance specified in the Contract/RFP. It will also ensure that any change in its constitution, ownership or any material incident having a bearing on its performance obligation towards NaBFID will be immediately brought to the notice of NaBFID along with an action plan to cure deficiencies, if any, arising therefrom.
 - Service Provider is obliged to work closely with NaBFID's staff, act within its own authority and abide by directives issued by NaBFID from time to time and complete implementation activities.
 - Service Provider is responsible for activities of its personnel and will hold itself responsible for any misdemeanours.
 - Service Provider shall treat as confidential all data and information about NaBFID, obtained in the process of executing its responsibilities, in strict confidence and will not reveal such information to any other party without prior written approval of NaBFID.
 - Without NaBFID's prior written permission, Service Provider shall not store or share NaBFID's materials including confidential information outside the NaBFID's periphery.
 - Service Provider shall ensure confidentiality, integrity, and availability of NaBFID's information at all times.
 - The service provider shall be solely and independently responsible for ensuring compliance by himself and associates with all the legal obligations related to the Labour Laws and Regulations. Service provider is himself responsible for ascertaining various law and regulations applicable in delivery of Services.

PART II – SCOPE OF WORK

NaBFID desires the Brand Consultant and Design agency to create a New Unique Visual Identity, Logo and Acronym along with a new tagline.

The scope of work/engagement for the assignment shall be, but not limited to, the following tasks, as applicable.

1. Creating a Visual Identity for NaBFID's /Logo

(Identifier and name NaBFID of in combination of various languages and layouts)

- i. Creating a new unique visual identity/logo for the NaBFID after excluding the acronym NaBFID).
- ii. Creating a new unique acronym for NaBFID and its graphic representation both in English and Hindi
- iii. The brand identity should be unique i.e. should not resemble any existing logos/brand identity of any institution in India or Overseas
- iv. The revised brand identity is going to be a reflection of the core values/ethos of NaBFID.
- v. The logo and new acronym should communicate the vision and mission of NaBFID
- vi. The idea is to showcase the prowess of NaBFID among the stakeholders and ensure brand affinity.
- vii. While suggesting the name, acronym and logo options the agency is expected to do ascertain (legal name/trademarks/copyright check) that the suggested names can be submitted for trademark and copyright in India and abroad.

1.1 Logo and Acronym Deliverables

Primary Logo Variants:

- Full-colour primary logo
- Black & White Version (grayscale applications)
- Single-Color Version (for monochrome use)
- Inverted Logo (for dark backgrounds)

1.2 Adaptive & Scalable Formats:

- Horizontal logo (for signage, websites, and banners)
- Stacked (square) logo (for social media, merchandise, and apps)
- Favicon (16x16 px) for web browsers
- Social Media Profile Version (optimized for circular or square frames)
- Hamburger logo for app

1.3 File Types to be provided:

- **Vector:** AI (Adobe Illustrator), EPS (Encapsulated PostScript), and SVG (Scalable Vector Graphics) - all formats to be scalable without loss of quality
- **Raster:** Joint Photographic Experts Group (JPEG/JPG). Portable Network Graphic (PNG) for web and print use
- **PDF:** Portable Document Format - For presentations and easy access

2. Creating a brand guideline with revised brand identity

2.1 Brand Guidelines

A **comprehensive document** that ensures a **consistent brand identity** across digital, print, and physical applications.

2.1 Logo Usage Guideline

Correct Usage:

- Clear space rules (minimum padding around the logo)
- Minimum size requirements (smallest allowable size for print and digital use)
- Background rules (contrast-friendly placements)

Incorrect Usage:

- Do not stretch, distort, or rotate the logo
- Do not change colors or add unauthorized effects
- Do not place the logo on busy or clashing backgrounds

2.2 Brand Colour Palette

Defines the brand's visual identity through a structured color scheme.

Primary Colours – Core identity colors from the logo.

Secondary Colours – Supporting palette for accents and marketing materials.

Colour Codes for Consistency:

- Hexadecimal system that consists of six-digit alpha-numerical codes to represent specific colours. HEX (for digital/web use)
- Red-Green-Blue -RGB (for screens & apps)
- Cyan-Magenta-Yellow-Key CMYK (for print materials)
- Pantone shade (for precise colour matching)

2.3 Typography Guidelines

A structured font system to maintain brand consistency.

Primary Typeface:

Used for headlines, logo, and key branding elements

Secondary Typeface:

Used for body text and general communications

Usage Guidelines:

- Font weights (Bold, Regular, Light)
- Uppercase vs. lowercase styling
- Spacing and kerning recommendations

2.4 Accessibility & Readability Considerations

Visual Identity Elements:

Extends the brand identity beyond the logo.

Graphic Elements & Iconography:

- Branded symbols, shapes, or motifs
- Illustration styles and icon systems

Photography Guidelines:

- Preferred imagery styles: minimal, high-contrast, lifestyle, etc
- Color grading preferences for consistency
- Do's and don'ts for imagery use

2.5 Illustration & Motion Graphics animation of logo

Options for animated version of the approved logo and the tagline with sound effect – up to 5 secs

2.6 Brand Voice & Messaging

The styles and format explaining how the brand communicates to its key stakeholders.

Brand Personality & Tone:

Descriptive words that define the brand (e.g., bold, playful, sophisticated)

Messaging Framework:

- Key taglines, slogans, and communication principles
- Approved messaging styles for advertisements and social media

2.7 Designing and Branding of Stationeries & Collaterals

- Business Cards (Print & Digital Versions)
- Letterheads & Envelopes
- Email Signatures
- Social Media Assets (Profile Pictures, Cover Banners, Branded Templates).
- Presentation Deck Templates.
- Official Fonts – Letters, Emails and HTML
- Office ID & Lanyard
- Branch/ Office Signage

2.8 Physical Copies and other requirements

A comprehensive Brand Identity Manual – both digital copy (Open Artwork and Convert to Curve file C2C) and hard copies (20 units) covering the brand identity and its applications mentioned above and various other applications like merchandise etc, which have not been specified above.

The guidelines must include the preferred material/make, suitable substitute material for printing on various media, for various applications of brand identity and other branding like office interiors, furniture, painting, wallpapers, vinyl branding etc.

The guidelines should also explain the reasoning behind dos and don'ts for brand identity guidelines and for special cases for better understanding by the user.

3. Creating a tagline

- i. The statement not more than 4 words should communicate NaBFID's, competence and commitment towards creating an ecosystem for Infrastructure Funding in India
- ii. The statement to be of topical nature to create the brand awareness.
- iii. The statement should showcase confidence in NaBFID as the largest and strongest Infra Financing DFI in India

4. Brand Strategy Document

The agency needs to submit a brand strategy document encompassing the following – can include other aspects if mutually agreed.

4.1 Brand Overview

- Brand Name:
- Tagline/Slogan:
- Industry & Market Overview: [Brief about the industry and market landscape]
- Mission Statement: [Why the brand exists]
- Vision Statement: [Long-term aspirations]

4.2 Brand Core Identity

- Brand Purpose: [Core reason for the brand's existence]
- Brand Values: [Guiding principles]
- Brand Personality: [Adjectives that define the brand]
- Tone of Voice: [Friendly, authoritative, playful, etc.]

4.3 Brand Key Model

- 1) Root Strength (Brand Heritage): [History & origins]
- 2) Competitive Environment: [Market competitors]
- 3) Target Audience: [Demographics, psychographics]
- 4) Consumer Insight: [Deep understanding of motivations]
- 5) Benefits: [Rational & emotional benefits]
- 6) Values & Personality: [Brand beliefs & traits]
- 7) Reason to Believe (RTB): [Proof points reinforcing credibility]
- 8) Discriminator (Brand Differentiation): [How the brand stands out]
- 9) Brand Essence: [The core truth of the brand]

4.4 Target Audience

- Primary Audience: [Key customer segments]
- Secondary Audience: [Potential future audiences]
- Customer Personas: [Profiles of ideal customers]
- Pain Points & Needs: [Challenges the brand solves]

4.5 Competitive Landscape

- Key Competitors: [List of direct and indirect competitors]
- Market Positioning: [How the brand is different]

4.6 Brand Messaging

- Brand Promise: [What customers can expect]
- Key Brand Messages: [Core brand communication points]
- Elevator Pitch: [Concise brand introduction]

4.7 Brand Experience & Touchpoints

- Website & Digital Design Samples
- Social Media Tonality
- Print Ad Samples
- Merchandise Branding

4.8. Content Strategy

- Brand Storytelling Approach
- Content Pillars (Key Themes)
- Social Media & Blog Samples
- Brand Voice Guidelines

The agency needs to submit 10 hard copies of Brand Strategy Document along with the soft copy.

5. Signages

Signages, Designs and Artworks of Brand Identity in Various Branding and Advertising Applications
Signage/external fascia Design and Artworks for various Branch / Office Signages in bilingual (Hindi and English), in various ratios

6. Advertising & Digital Templates

Design Templates for regular mediums – ATL like Print, TV (logo closure), (Out of Home) OOH and Below the Line (BTL) (poster, banner, standee, gate arch, leaflet, booklet, flyer, dangler), Out of Home (OOH) in standard sizes being used by NaBFID and standard proportions; promotion of staff events like Internal Backdrops, Invitations etc; promotion in sponsorships, cobranded events etc.

Branding and Advertising Templates in Digital Medium - Corporate Website (Home Page, Inside Page and Campaign Landing page), Intranet (Home Page, Landing Page), Presentation Templates for (two variants) NaBFID's Existing Social Media Pages, Digital (incl. Social Media) Posts and Advertisements.

7. Rebranding Strategies & Handholding Support for implementation

- i. The agency need to submit a roadmap on the rebranding and implementation strategies after approval from the competent authority
- ii. Provide the support and guidance for various queries with regards to the implementation of new branding on pilot basis.
- iii. The agency will suggest rebranding communications strategies and draft message from the desk of key stakeholders including launch event, communication to stakeholders
- iv. During the implementation on pilot basis, if the designs provided are not sufficing any particular branding requirement, then agency will arrange for developing the additional / modified designs as required.
- v. Agency has to acquire necessary approval and rights for the usage of the suggested / proposed font.
- vi. Agency will arrange to get the Trademark and Copyright registration in India and facilitate the registration in overseas countries of operations.
- vii. Agency shall also be responsible for crisis and negative news management during the re-branding phase including after launch event

PART III: TECHNICAL EVALUATION

The process of evaluation is detailed hereunder:

The agencies are required to present their proposal in the form of presentation consisting of the details as required under Section A & Section B here under after submitting the Technical Bid form along with required documents mentioned in the RFP.

The agencies will be given sufficient notice for this presentation. The date of the presentation will be informed by NaBFID to all the eligible bidders. This presentation will include agency background, credentials along with Brand strategy presentation for the new visual identity outlining the agency's understanding of the NaBFID's brief & requirement.

The agencies failing to submit the technical bid documents within the stipulated time, will not be eligible to participate in this presentation, thereby such agencies will stand disqualified from further screening process.

This presentation invite will only be extended to the agencies who successfully submit the documents mentioned in the Appendices in the form of Technical, Commercial Bid and fulfil the eligibility criteria detailed below.

The scoring will be done on the basis of presentation and the preset scoring mechanism, and the decision of the committee will be final.

The broad (indicative) evaluation criteria for evaluating this presentation are as below: A maximum of 100 marks will be allocated for the technical bid. Only the technical proposals will be evaluated at this stage. Bidders scoring less than 60 marks (cut-off score) out of 100 marks in the technical evaluation shall not be considered for further selection.

Once the evaluation of technical proposals is completed, the bidders who score more than the prescribed cut-off score will only be short listed.

The evaluation of technical proposals will be based on parameters indicated below:

Note :

Only bidders who meet the requirements specified in the technical bid form and satisfy the following criteria are eligible for the presentation:

- The bidder should submit all the supporting documents as mentioned in the Technical Bid form as mentioned in **Appendix B**
- The bidder should have successfully completed in Visual Identity/Brand Strategy/Rebranding projects for at least two Public Sector organisations/Government of India Institutions or for at least two organisations featuring in the benchmark indices Nifty50/Sensex of NSE/BSE (Listed Corporates) and the details of the same should be provided. The relevant PO/LOA needs to be submitted along with the Technical Bid.
- The bidder shall not have been blacklisted / debarred by any Central / State Government/Public or Private Sector Undertakings or any related bodies of the media industry. No complaint should be pending with the Government.

SECTION A : AGENCY BACKGROUND PARAMETER

Sr. No.	Criteria	Max Marks	Scoring Methodology	
A	AGENCY PROFILE			
1	Years of Agency's Experience in Brand Design & Visual Identity for other Brands	10	Full marks (10) if experience is more than 15 years 8 Marks if experience is more than 10 years 6 Marks if Experience is more than 7 years 5 Marks if Experience is more than 5 years	
2	Quality of Client List (wherein the project has led to increase in brand recognition, growth in brand engagement/brand equity*) (20 Marks)	BFSI Clients	10	Subjective Evaluation basis the agency's experience in managing turnkey Brand Identity Design Capabilities(projects involving Brand Strategy – Visual Identity, Brand Guidelines and application across key touchpoints)
		Non-BFSI Clients	10	
4	Quality of team that will be assigned for NaBFID	10	Marks will be allocated based on experience of the staff (The experience of the whole team including Project Lead, Project Manager and Client Servicing team – detailed resume should be submitted)	Subjective Evaluation
5	Institution Website	10	Marks will be allocated based on the quality of the website of the agency – in the context of Brand Strategy and related projects	
Total (A)		50		

SECTION B : PRESENTATION PARAMETER

7	Strategy Presentation of Concept for NaBFID on Brand Identity/Acronym	25	Concepts/Mood Boards ideas for arriving at the Name & Acronym suggestions	Subjective Evaluation
		25	Preliminary Approach/logo designs. (Submission of Logo Design is optional)	
Total (B)		50		
Total (A+B)		100		

* The Bank may at its discretion refer an external Brand valuation study/Brand rank study to ascertain the growth and impact of brand development/rebranding/brand strategy as claimed by the agency.

PART IV: FINAL EVALUATION METHODOLOGY

- a) The bids (Technical as well as Commercial) shall have to be prepared and subsequently submitted online
- b) Technical Bids received within the prescribed date and time will be opened in the virtual/online presence of the authorized representatives of the firms/Company bidding who choose to attend the opening of the offer on the date and time specified in this RFP document. The agency needs to submit the name and details of the authorised personnel attending the virtual meeting along with the Technical Bid in the format mentioned in **Appendix E**.
- c) The Commercial bid will be opened only for agencies declared eligible and selected after 'Technical Evaluation' as mentioned in this document. The commercial bid will be opened on a fixed date in the presence of authorized representatives of the bidders and will be intimated to all eligible agencies at least two days in advance.
- d) For qualifying technically, the minimum score will be 60 out of total marks of 100 and the bidders who do not score 60 marks shall be liable to be rejected. In case during technical evaluation, if all the Bidders fail to score more than 60 marks, or less than three Bidders obtain more than 60 marks, then at Bank's discretion, the minimum scoring criteria can be reduced to 50 marks. The decision of the Bank in this regard shall be final.
- e) After qualifying the technical evaluation the Bidder will be determined as a successful Bidder based on QCBS (Quality and Cost Based Selection) method. In this method, the Bidder will be evaluated based on their Technical Criteria (as mentioned in **PART III and as per information sought in Appendix A & B**) & Commercial Price Bid (as per **Appendix- C**) jointly.
- f) Weightage for Technical Bid & Commercial Bid will be in the ratio of **70:30**. In respect of all qualified bidders, in whose case, where the commercial bid has been opened, a combined techno-commercial evaluation will be done by the evaluation committee as per the following procedure:
 - Technical score will be arrived at treating the marks of the bidder scoring the highest marks (A) in Technical evaluation as 100. Technical scores for other bidders (B, C etc.) will be computed using the formula, $T = (\text{Marks of Bidder} / \text{Marks of highest scorer A}) * 100$.
 - Similarly, Commercial score of all technically qualified bidders will be arrived at taking the cost quoted by L1 bidder i.e., the lowest quote from all technically qualified bidders (say C) as 100. Marks for other bidders will be calculated using the formula $\text{Commercial Score} = (\text{Cost of L1 bidder (C)} / \text{Cost quoted by Bidder}) * 100$.
 - A "Combined Score" will be arrived at, considering both marks scored through technical bid evaluation and the commercial quotes with a weightage of 70% for technical and 30% for commercials as detailed below.
 - Then Combined Score is arrived at by adding weighted average of Technical Score and Commercial Score. The successful bidder will be the one who has the highest Combined Score (H1), up to 2 decimals.
 - Formula for calculating the Combined Score of technically qualified bidder is as follows.

$$H = (T/(T \text{ High}) \times 70) + ((C \text{ Low})/C \times 30)$$

Whereas: H = Combined Score

T= Technical Score; T High = Highest Technical Score among the bidders

C= Commercial Quote; C Low = Lowest commercial quote among the bidders

Bid der	Technical Evaluation Marks (T)	Nominal Bid Price in INR (C)	Technical Score	Commercial Score	Combined Score (out of 100)
A	95 (T High)	18	(95/95) *70 = 70.0	(10/18) *30 =16.66	70.0+16.66 = 86.66 (H-2)
B	90	13	(90/95) *70 = 66.32	(10/13) *30 =23.08	66.32+23.08 = 89.39 (H-1)
C	80	10 (C Low)	(80/95) *70 = 58.94	(10/10) *30 =30.00	58.94+30.00 = 88.94 (H-3)

- In this example, Bidder B with highest score (H-1) becomes the successful Bidder. In case of a tie between bidders i.e. if two or more bidders receive the same combined score, the bidder with the higher technical score shall be declared as (H-1). Two decimals (rounded off) will be considered for evaluation.
- Kindly note that the evaluation committee reserves the right to finalize the scores from the available bid documents and presentation made by the Bidder and the evaluation committee decision on techno-commercial evaluation is FINAL.
- The evaluation committee reserves the right to select more than one successful Bidder, if post the assessment by evaluation committee, a single bidder does not meet the requirements for entire Scope of Work.

PART V: OTHER TERMS

Timelines

The agency agrees to submit six options of new name, acronym and design options within five working days of finalisation/issuance of Purchase Order. The agency also agrees to submit revised designs as and when NaBFID makes a request for revision within five working days, till final approval. The brand strategy document and the Brand Guidelines document needs to be submitted within three weeks of final approval on the logo from NaBFID.

Artwork Revision

The appointed agency/bidder agrees to revise the Visual Identity, Creative for logo and the new acronym options with no limit of revisions. The agency agrees to share revised options which will help NaBFID to clear various stages of approval that NaBFID may indicate from time to time. .

Confidentiality

a. In terms of Confidentiality obligation, NaBFID reserves its right to recall all NaBFID's materials including confidential information, if stored in Consultant's system or environment, at any time during the term of the Contract or immediately upon expiry or termination of Contract. Consultant shall ensure complete removal of such material or data from its system or environment (including backup media) to the satisfaction of NaBFID.

b. Confidentiality obligation of empanelled/selected bidders shall be as per Non-disclosure Agreement placed as **Appendix-H** to this RFP.

c. NaBFID reserves its right to recall all NaBFID's materials including confidential information, if stored in Consultant's system or environment, at any time during the term of the Contract or immediately upon expiry or termination of Contract. Consultant shall ensure complete removal of such material or data from its system or environment (including backup media) to the satisfaction of NaBFID.

Colour Schemes:

The appointed agency/bidder agrees to comply with the approved colour schemes, Digital Brand Identity Manual, GIGW guidelines and colour palettes defined by Government of India.

Conflict of Interest:

Bidder shall not have a conflict of interest (the "Conflict of Interest") that affects the bidding process. Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, NaBFID shall be entitled to damages, as mutually agreed upon genuine estimated loss and damage likely to be suffered and incurred by NaBFID.

Tender/RFP Cancellation:

The Bank reserves the right to cancel the Tender/RFP at any time without assigning any reasons whatsoever.

Termination for Default:

NaBFID may, without prejudice to any other remedy for breach of Contract, written notice of not less than 30 (thirty) days, terminate the Contract in whole or in part:

- If the Service Provider fails to deliver any or all the obligations within the time period specified in the RFP/Contract, or any extension thereof granted by NaBFID.
- If the Service Provider fails to perform any other obligation(s) under the RFP/Contract.
- Violations of any terms and conditions stipulated in the RFP.
- On happening of any termination event mentioned in the RFP/Contract.

In the event of failure of the Service Provider to render the Services or in the event of termination of Contract or expiry of term or otherwise, without prejudice to any other right, NaBFID at its sole discretion may make alternate arrangement for getting the work contracted with another agency. In such case, NaBFID shall give prior notice to the existing agency.

Termination for Insolvency:

NaBFID may, at any time, terminate the Contract by giving written notice to the selected agency, if it becomes bankrupt or insolvent or any application for bankruptcy, insolvency or winding up has been filed against it by any person. In this event, termination will be without compensation, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to NaBFID.

Force Majeure:

- a) Notwithstanding the provisions of terms and conditions contained in this RFP, neither party shall be liable for any delay in performing its obligations herein if and to the extent that such delay is the result of an event of Force Majeure.
- b) For the purposes of this clause, 'Force Majeure' means extraordinary events or circumstances beyond human control such as an act of God (like a natural calamity) or events such as wars, insurrections, revolution, civil disturbance, riots, terrorist acts, public strikes, hartal, bundh, fires, floods, epidemic, quarantine restrictions, freight embargoes, declared general strikes in relevant industries, Vis Major, acts of Government in their sovereign capacity, impeding reasonable performance of Service Provider but does not include any foreseeable events, commercial considerations or those involving fault or negligence on the part of the party claiming Force Majeure.
- c) If a Force Majeure situation arises, Service Provider shall promptly notify NaBFID in writing of such condition and the cause thereof. Unless otherwise directed by NaBFID in writing, Service Provider shall continue to perform its obligations under the Contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- d) If the Force Majeure situation continues beyond continuous period of 30 (thirty) days, either party shall have the right to terminate the Contract by giving a notice to the other party. Neither party shall have any penal liability to the other in respect of the termination of the Contract as a result of an event of Force Majeure. However, the Service Provider shall be entitled to receive payments for all services actually rendered up to the date of the termination of the Contract.

Disputes / Arbitration (Applicable only in case of successful bidders)

All disputes or differences whatsoever arising between the parties out of or in connection with the Contract (including dispute concerning interpretation) or in discharge of any obligation arising out of the Contract shall be settled amicably. If however, the parties are not able to solve them amicably within 30 (thirty) days after dispute occurs as evidenced through the first written communication from any party notifying the other regarding the disputes, either party (NaBFID or Agency), give

written notice to other party clearly setting out there in specific dispute(s) and/or difference(s) and shall be referred to a sole arbitrator mutually agreed upon, and the award made in pursuance thereof shall be binding on the parties. In the absence of consensus about the single arbitrator, the dispute may be referred to an arbitration panel; one to be nominated by each party and the said arbitrators shall nominate a presiding arbitrator, before commencing the arbitration proceedings. Any appeal will be subject to the exclusive jurisdiction of courts at Mumbai.

The agency shall continue to work under the Contract during the arbitration proceedings unless otherwise directed by NaBFID or unless the matter is such that the work cannot possibly be continued until the decision of the arbitrator is obtained.

Arbitration proceeding shall be held at Mumbai, India, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in Hindi or English.

Governing Language:

The governing language shall be English.

Taxes and Duties:

- a) Service Provider shall be liable to pay all corporate taxes and income tax that shall be levied according to the laws and regulations applicable from time to time in India and the commercial price bid by Service Provider shall include all such taxes in the quoted price.
- b) All expenses, stamp duty and other charges/ expenses in connection with the execution of the Contract as a result of this RFP process shall be borne by Service Provider. The Contract would be stamped as per The Indian Stamp Act, 1899 and any amendment thereto.

Payment Terms:

This cost is required to be quoted in the “Commercial Bid” (Appendix B) by all the bidders. The detailed payment schedule will be shared in SLA (Service Level Agreement).

Liquidate Damages and Penalties

1% of the contract amount will be deducted for each week of delay in completion of work, calculated on per day of delay basis after the deadline for a delivery is mutually agreed/or as defined by RFP.

Notices:

Any notice given by one party to the other pursuant to this Contract shall be sent to other party in writing or by email and confirmed in writing to other Party’s address. The notice shall be effective when delivered or on the notice’s effective date, whichever is later.

Independent Arrangement:

The agreement will be on a principal-to-principal basis between the Parties hereto. Nothing contained in the Agreement shall be construed or deemed to create any association, partnership or joint venture or employer-employee relationship or principal-agent relationship in any manner whatsoever between the parties. The Bidder acknowledges that its rendering of services is solely within its own control, subject to the terms and conditions agreed upon and agrees not to hold it out to be an employee, agent or servant of the Bureau and/or NaBFID or Affiliate thereof.

APPENDIX-A

(To be included in Technical Bid)

Date: _____

To:

< Address of tendering office >

Dear Sir,

Ref: RFP No.

We have examined the above RFP, the receipt of which is hereby duly acknowledged and subsequent pre-bid clarifications/ modifications / revisions, if any, furnished by NaBFID and we offer to deliver the products detailed in this RFP. We shall abide by the terms and conditions spelt out in the RFP.

- i.** While submitting this Bid, we certify that:
- The undersigned is authorized to sign on behalf of the Bidder and the necessary support document delegating this authority is enclosed to this letter.
 - We declare that we are not in contravention of conflict-of-interest obligation mentioned in this RFP.
 - Commercial bids submitted by us have been arrived at without agreement with any other Bidder of this RFP for the purpose of restricting competition.
 - The commercial bids submitted by us have not been disclosed and will not be disclosed to any other Bidder responding to this RFP.
 - We have not induced or attempted to induce any other Bidder to submit or not to submit a Bid for restricting competition.
 - We have quoted for all the products/services mentioned in this RFP in our commercial Bid.
 - The rate quoted in the commercial Bids are as per the RFP and subsequent pre-Bid clarifications/ modifications/ revisions furnished by NaBFID, without any exception.
- ii.** We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".
- iii.** We undertake that we will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of NaBFID, connected directly or indirectly with the bidding process, or to any person, organisation or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation of the contract.

- iv.** We undertake that we will not resort to canvassing with any official of NaBFID, connected directly or indirectly with the bidding process to derive any undue advantage. We also understand that any violation in this regard, will result in disqualification of bidder from further bidding process.
- v.** It is further certified that the contents of our Bid are factually correct. We have not sought any deviation to the terms and conditions of the RFP. We also accept that in the event of any information / data / particulars proving to be incorrect, NaBFID will have right to disqualify us from the RFP without prejudice to any other rights available to NaBFID.
- vi.** We certify that while submitting our Bid document, we have not made any changes in the contents of the RFP document, read with its amendments/clarifications provided by NaBFID.
- vii.** We agree to abide by all the RFP terms and conditions and the rates quoted therein for the orders awarded by NaBFID up to the period prescribed in the RFP, which shall remain binding upon us.
- viii.** On acceptance of our technical bid, we undertake to participate in the commercial bid. In case of declaration as successful bidder, we undertake to complete the formalities as specified in this RFP.
- ix.** The final successful bidder will be whose commercial bid is the lowest(H1) as per techno-commercial evaluation to be conducted by NaBFID or a company authorized by NaBFID.
- x.** Till execution of a formal contract, the RFP, along with NaBFID's notification of award by way of issuance of purchase order and our acceptance thereof, would be binding contractual obligation on NaBFID and us.
- xi.** We understand that you are not bound to accept the lowest or any Bid you may receive, and you may reject all or any Bid without assigning any reason or giving any explanation whatsoever.
- xii.** We hereby certify that our name does not appear in any "Caution" list of RBI / IBA or any other regulatory body for outsourcing activity.
- xiii.** We hereby certify that on the date of submission of Bid for this RFP, we do not have any past/present litigation which adversely affect our participation in this RFP, or we are not under any debarment/blacklist period for breach of contract/fraud/corrupt practices by any Scheduled Commercial Bank/ Public Sector Undertaking/ State or Central Government or their agencies/departments.
- xiv.** We hereby certify that on the date of submission of Bid, we do not have any Service Level Agreement pending to be signed with NaBFID for more than 6 months from the date of issue of purchase order.

- xv.** We hereby certify that we have read the clauses contained in O.M. No. 6/18/2019-PPD, dated 23.07.2020 order (Public Procurement No. 1), order (Public Procurement No. 2) dated 23.07.2020 and order (Public Procurement No. 3) dated 24.07.2020 regarding restrictions on procurement from a bidder of a country which shares a land border with India. We further certify that we are not from such a country or if from a country, has been registered with competent authority. We certify that we fulfil all the requirements in this regard and are eligible to participate in this RFP.
- xvi.** If our Bid is accepted, we undertake to enter into and execute at our cost, when called upon by NaBFID to do so, a contract in the prescribed form and we shall be solely responsible for the due performance of the contract.
- xvii.** We, further, hereby undertake and agree to abide by all the terms and conditions stipulated by NaBFID in the RFP document.

Dated this day of 2025

(Signature) (Name)
(In the capacity of)

Duly authorised to sign Bid for and on behalf of

_____ **Seal of the company.**

**APPENDIX B:
TECHNICAL BID FORM & SUPPORTING DOCUMENTS**

The agency needs to submit this (Technical Bid Form) form by filling the required details

Technical BID Form

Name:		Office Address:						
PAN of the Applicant:								
Is the Agency an MSE Firm: Yes/No								
I. Details of experience along with client details								
Date of Assignment	Name of the client	Name of the Official	Contact Number of the official	Email Id of official	Details of work executed mentioned as Brand Consultants and Design management	Is client firm NSE/BSE Listed	BFSI /non-BFSI	Supporting Documents (as mentioned under Part II of document)
Details of Years of Experience in Brand Design & Visual identity for other Brands								
Years of Experience		Supporting Documents (as mentioned under Part III of document and detailed below)						
Details of Gross Annual Turnover Fees (In Last 3 Years i.e. FY 24, FY 23, FY 22)								
Financial Year		Gross Annual Turnover		Supporting Documents (as mentioned below)				
FY 24								
FY 23								
II. Key Personnel Experience								
Name of Personnel	Years of Experience	Client Name	Project Details	Date of Completion of Assignment	Activity Performed			Supporting Documents (as mentioned under Part II of document)
III. Whether the agency is a profit-making company during any 2 out of the immediate three consecutive financial years (2021-22, 2022-23 & 2023-24) and has a positive Net Worth								Yes/No
IV. Whether the Consultant is blacklisted by any Government agencies/ Department/ PSUs/ Public Sector Bank in India on the date of proposal submission.								Yes/No

V. Any other relevant information or recognition you would like to share with us (in connection with the firm/partners/promoters/ key professionals with their qualification & experience in relevant sector, any special achievement, etc.)

VI. Other Documents Required:

- a. Certificate of Incorporation
- b. PAN Number of Partnership Firm
- c. Partner/ Promoter Id Proof (Adhaar Card/PAN Card)
- d. Latest GST Certificate of the Applicant
- e. Letter of Authority as mentioned in Appendix D
- f. Letter for References Format for Submission of Client References as mentioned in Appendix C

Supporting Documents for Technical Bid :

The Bidder to submit the following supporting documents and clearly flag the same as ‘Supporting Documents for Technical Bid’

1) Certificate of Incorporation:

Copy of Certificate of Incorporation / Registration /GST Certificate/Udyam Registration stating full address of the registered office & Local address details.

[A copy of latest Landline MTNL phone bill / Electricity bill/ Registration with Shops and Establishment Dept. / Registered rent or lease agreement in the name of bidder.]

2) Turnover Proof

Statutory Auditor/ CA Certificate with Registration Number / Seal along with Certified copy of audited accounts (Balance Sheet along with Profit and Loss statement) as supporting documents for Gross Annual Turnover

3) Work Order/PO/Letter of Award(LOA)

Work Order / Empanelment Letter with the following details for each reference to be provided:

- a. Name of the Organization
- b. Name of the Official
- c. Contact number of Official
- d. E-mail Id of Official
- e. Work Order proof should state that the agency has undertaken projects as per requirements mentioned in this RFP- Part III

4) References

Applicants are required to provide at least 3 references of past experiences with other organizations as required for evaluation of technical proposal mentioned in **Appendix-D**. Applicants shall be responsible for arranging the reference check meetings / calls with NaBFID.

5) Self-declaration

Sr. .No.	Declaration	Document
i	The Agency shall not have been blacklisted / debarred by any Central / State Government/Public or Private Sector Undertakings or any related bodies of the media industry. No complaint should be pending with	A self-certificate letter on letter head of the organisation, duly signed and stamped by authorised signatory

	Government or its agencies. Affidavit, in this regard, should be submitted.	
ii	The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.	A self-certificate letter on letter head of the organisation, duly signed and stamped by authorised signatory
iii	The signatory signing the bid on behalf of the bidder should be duly authorized by the Board of Directors / Partners of the bidder to sign the bid on their behalf.	A self-certificate letter/Board Resolution

6) Team

The agency will be required to furnish the list of personnel / dedicated team (separate from any other BFSI brands the agency may be managing) who will be assigned to service the NaBFID of account along with a brief profile of their /career experiences. Letter by Authorized signatory mentioning the details of the proposed Team for NaBFID

7) Signed Copy of RFP

Scanned copy of this tender document, Addendum / corrigendum (if any), clarification issued by the NaBFID, duly signed and stamp on each page by the authorized signatory of the Agency as a mark of acceptance of all conditions of this RFP.

APPENDIX C

COMMERCIAL BID FORM

The Bidders are advised to note and ensure compliance with the payment terms while quoting their rates. The rate quoted by the Bidder shall remain fixed from the date of contract and rate shall cover all out-of-pocket related expenses but excluding Goods & Service Tax (GST).

[On Company’s letter head]

Date: _____

To,

National Bank for Financing Infrastructure and Development (NaBFID)
 The Capital, A Wing, 15th Floor - 1503,
 G Block, Bandra Kurla Complex,
 Bandra (East), Mumbai – 400051

Dear Sir,

Reference No. NaBFID/CSPED/RFP/02 dated 28 March 2025

We have examined the above RFP, the receipt of which is hereby duly acknowledged and subsequent pre-bid clarifications/ modifications/ revisions, if any, furnished by NaBFID and we offer to provide “Brand Consultant and Design Services”. Our attached Financial Proposals are for the sum of:

[Insert amount(s) in words and figures]

This amount is inclusive of prices i.e., Total professional fees (INR) excluding applicable taxes. We hereby confirm that the financial proposals are unconditional, and we acknowledge that any condition attached to the financial proposal shall result in rejection of our financial proposals.

Details	Bidding Amount (in INR. Lakhs)
Creating a Visual Identity, Logo and Tagline, and a comprehensive Brand Strategy Document along with Brand Guidelines Creating a new acronym for NaBFID. Rebranding strategies for implementing the new logo/visual identity	

Our Financial Proposals shall be binding upon us up to expiration of the validity period of the Proposal, i.e., till 180 days from the last date of submission of the proposal.

We understand that you are not bound to accept any Proposal you receive.

Dated this day of 2025

(Signature) (Name)

(In the capacity of)

Duly authorized to sign Bid for and on behalf of

Seal of the company.

APPENDIX D

Format for Client References

Date:

To Whomsoever It May Concern

Particulars	Details
Client Information	
Client Name	
Client address	
Name of the contact person and designation	
Phone number of the contact person	
Email address of the contact person	
Project Details	
Brief Details of Engagement	
Current Status (In-Progress / Completed)	

APPENDIX E

Letter of Authority

[Company Letterhead]

Date: [Date]

To Whom It May Concern

This is to formally authorize **[Appointee's Full Name]**, holder of **[Appointee's Identification/Adhaar Number]**, as the official signing authority on behalf of **[Company/ Firm Name]**, registered under the laws of **[Country/State]**, for all matters related to providing Brand Consultancy, Visual Identity Name/Acronym and Design services including (Brand Strategy and Guidelines Document to NaBFID as per the “Request for Proposal (RFP) for selection of brand consultant and design agency”. This authority includes, but is not limited to, signing documents, contracts, agreements, and performing any related tasks as necessary.

[Appointee's Full Name] has been authorized as per the resolution passed by the Board/ Partners of the **[Company/ Firm Name]**, to act on behalf of the company/ firm in all matters requiring signatures and other authorizations in connection with [specific operations, business transactions, etc.]. This authorization is valid until further notice, unless otherwise revoked in writing by the company.

Please give full recognition to this individual in all matters where they are required to act as the authorized representative of **[Company/ Firm Name]**.

If you have any further questions or require additional verification, please do not hesitate to contact us.

Sincerely,

[Signature of Authorized Person]

[Full Name of Authorized Person]

[Position/Title]

[Company Name]

[Company Address]

[Contact Information – Email & Mobile]

Appendix F: Undertaking(on bidder's letter head)

(To be submitted by the bidders)

Date:

To,

National Bank for Financing Infrastructure & Development (NaBFID)

The Capital, A wing, 15th floor – 1503, G block

BKC,Bandra , Mumbai - 51

Subject: Undertaking Regarding Ownership and Control of the Bidder's Firm

Dear Sir/Madam,

We, _____ having our registered office at _____, do hereby undertake and confirm that our firm is not owned or controlled by any Director, Employee, or their relatives of NaBFID.

We further declare that:

1. No Director or Employee of NaBFID, or their relatives as defined under Sec 2 (77) Companies Act, 2013, has any ownership, controlling interest, or financial stake in our firm.
2. We have disclosed any potential conflict of interest, if any, and confirm compliance with all applicable guidelines related to procurement and bidding.
3. In case any such conflict of interest is discovered at a later stage, we accept that NaBFID reserves the right to disqualify our bid or take any appropriate action, as deemed necessary.

For and on behalf of

[Name of the Bidder's Firm]

Authorized Signatory

Appendix G: Integrity Pact(On a stamp paper amounting INR 500)

INTEGRITY PACT

Between

NATIONAL BANK FOR FINANCING INFRASTRUCTURE AND DEVELOPMENT, a statutory body established under the National Bank for Financing Infrastructure and Development Act, 2021 having its office at the Capital, A Wing, 15th Floor- 1503, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 40005, hereinafter referred to as “The Principal,”

and

_____ hereinafter referred to as “The Bidder/ Contractor.”

Preamble

The Principal intends to award contract/s for _____, under laid down organisational procedures, The Principal values full compliance with all relevant laws of the land, rules, regulations, economical use of resources, and fairness / transparency in its relations with its Bidder(s) and / or Contractor(s).

To achieve these goals, the Principal shall appoint Independent External Monitors (IEMs) who shall monitor the tender process and the execution of the contract for compliance with the abovementioned principles.

Section 1 – Commitments of the Principal

1) The Principal commits itself to take all measures necessary to prevent corruption and to observe the following principles: -

a. No employee of the Principal, personally or through family members, shall in connection with the tender for, or the execution of a contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which the person is not legally entitled to.

b. The Principal shall treat all Bidder(s) with equity and reason during the tender process. The Principal shall, in particular, before and during the tender process, provide to all Bidder(s) the same information and shall not provide to any Bidder(s) confidential / additional information through which the Bidder(s) could obtain an advantage in the tender process or the contract execution.

c. The Principal shall exclude from the process all known persons having conflict of interest.

Section 2 – Commitments of the Bidder(s)/ Contractor(s)

1) The Bidder(s)/ Contractor(s) commits themselves to take all measures necessary to prevent corruption. The Bidder(s)/ Contractor(s) commits themselves to observe the following principles during participation in the tender process and the contract execution.

a. The Bidder(s)/ Contractor(s) shall not, directly or through any other person or firm, offer, promise, or give to any of the Principal’s employees involved in the tender process or the execution of the contract or to any third person any material or other benefit which they are not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process or the execution of the contract.

b. The Bidder(s)/ Contractor(s) shall not enter with other Bidders into any undisclosed agreement or understanding, whether formal or informal, in violation of the Competition Act, 2002 (as amended from time to time). This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelisation in the tender process.

- c. The Bidder(s)/ Contractor(s) shall not commit any offence under the relevant IPC/PC Act; further, the Bidder(s)/ Contractor(s) shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information or document provided by the Principal as part of the business relationship, regarding plans, technical proposals, and business details, including information contained or transmitted electronically.
- d. The Bidder(s)/Contractors(s) of foreign origin shall disclose the name and address of the Agents/representatives in India, if any. Similarly, the Bidder(s)/Contractors(s) of Indian Nationality shall furnish the name and address of the foreign principals, if any. Further details, as mentioned in the “Guidelines on Indian Agents of Foreign Suppliers,” shall be disclosed by the Bidder(s)/Contractor(s). Further, as mentioned in the Guidelines, all the payments made to the Indian agent/representative must be in Indian Rupees only.
- e. The Bidder(s)/ Contractor(s) shall, when presenting their bid, disclose any and all payments made, is committed to, or intends to make to agents, brokers, or any other intermediaries in connection with the award of the contract.
- f. Bidder(s) /Contractor(s) who have signed the Integrity Pact shall not approach the Courts while representing the matter to IEMs and shall wait for their decision.
- g. If the Bidder/Contractor or any employee of the Bidder/Contractor or any person acting on behalf of the Bidder/Contractor, either directly or indirectly, is a relative of any of the officers of the Employer, or alternatively, if any relative of an officer of the Employer has financial interest/stake in the Bidder(s)/Contractor(s) firm (excluding Public Ltd. Company listed on Stock Exchange), the same shall be disclosed by the Bidder/Contractor at the time of filling of tender. The term ‘relative’ for this purpose would be as defined in Section 2(77) of the Companies Act 2013.
- 2) The Bidder(s)/ Contractor(s) shall not instigate third persons to commit offences outlined above or be an accessory to such offences.
- 3) The Bidder(s)/Contractor(s) shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the Employer.

Section 3 - Disqualification from the tender process and exclusion from future contracts

If the Bidder(s)/Contractor(s), before award or during execution, has committed a transgression through a violation of Section 2, above or in any other form such as to put their reliability or credibility in question, the Principal is entitled to disqualify the Bidder(s)/Contractor(s) from the tender process or take action as per laid down procedure to debar the Bidder(s)/Contractor(s) from participating in the future procurement processes of the Government of India.

Section 4 – Compensation for Damages

- 1) If the Principal has disqualified the Bidder(s) from the tender process before the award according to Section 3, the Principal is entitled to demand and recover the damages equivalent to Earnest Money Deposit/ Bid Security.
- 2) If the Principal has terminated the contract according to Section 3, or if the Principal is entitled to terminate the contract according to Section 3, the Principal shall be entitled to demand and recover from the Contractor liquidated damages of the Contract value or the amount equivalent to Performance Bank Guarantee.

Section 5 – Previous transgression

- 1) The Bidder declares that no previous transgressions occurred in the last three years with any other Company in any country conforming to the anti-corruption approach or with any Public Sector Enterprise in India that could justify his exclusion from the tender process.
- 2) If the Bidder makes an incorrect statement on this subject, the Principal shall act like para 2) of Section 4 above.

Section 6 – Equal treatment of all Bidders / Contractors / Subcontractors

In the case of Sub-contracting, the Principal Contractor shall take responsibility for adopting the Integrity Pact by the Sub-contractor.

- a. The Principal shall enter into agreements with identical conditions as this one with all Bidders and Contractors.
- b. The Principal shall disqualify from the tender process all bidders who do not sign this Pact or violate its provisions.

Section 7 – Criminal charges against violating Bidder(s) / Contractor(s) / Subcontractor(s)

If the Principal obtains knowledge of the conduct of a Bidder, Contractor, or Subcontractor, or of an employee or a representative or an allied firm of a Bidder, Contractor or Subcontractor which constitutes corruption, or if the Principal has substantive suspicion in this regard, the Principal shall inform the same to the Chief Vigilance Officer.

Section 8 – Independent External Monitor

- 1) The Principal shall appoint competent and credible Independent External Monitor(s) for this Pact after approval by the Central Vigilance Commission. The task of the Monitor is to review, independently and objectively, whether and to what extent the parties comply with the obligations under this agreement.
- 2) The Monitor is not subject to instructions by the parties' representatives and performs their functions neutrally and independently. The Monitor would have access to all Contract documents whenever required. It shall be obligatory for them to treat the information and documents of the Bidders/Contractors as confidential. They report to the Management of the Principal.
- 3) The Bidder(s)/Contractor(s) accepts that the Monitor has the right to access without restriction, all Project documentation of the Principal, including that provided by the Contractor. Upon their request and demonstration of a valid interest, the Contractor shall also grant the Monitor unrestricted and unconditional access to their project documentation. The same applies to Subcontractors.
- 4) The Monitor is under contractual obligation to treat the information and documents of the Bidder(s)/ Contractor(s)/ Sub-contractor(s) with confidentiality. The Monitor has also signed declarations on 'Non-Disclosure of Confidential Information' and 'Absence of Conflict of Interest.' In case of any conflict of interest arising later, the IEM shall inform the Management of the Principal and recuse themselves from that case.
- 5) The Principal shall provide the Monitor with sufficient information about all meetings among the parties related to the Project, provided such meetings could impact the contractual relations between the Principal and the Contractor. The parties offer the Monitor the option to participate in such meetings.
- 6) As soon as the Monitor notices, or believes to notice, a violation of this agreement, they shall inform the Management of the Principal and request the Management to discontinue or take corrective action or other relevant action. The Monitor can, in this regard, submit non-binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in a specific manner, refrain from action, or tolerate action.
- 7) The Monitor shall submit a written report to the Management of the Principal, within 8 to 10 weeks from the date of reference or intimation to him by the Principal and, should the occasion arise, submit proposals for correcting problematic situations.
- 8) If the Monitor has reported to the Management of the Principal a substantiated suspicion of an offence under the relevant IPC/ PC Act, and the Management of the Principal has not, within the reasonable time, taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance Commissioner.
- 9) The word 'Monitor' would include both singular and plural.

Section 9 – Pact Duration

This Pact begins when both parties have legally signed it. It expires for the Contractor 12 months after the last payment under the contract, and for all other Bidders, 6 months after the contract has been awarded. Any violation of the same would entail disqualifying the bidders and exclusion from future business dealings.

If any claim is made / lodged during this time, the same shall be binding and continue to be valid despite the lapse of this Pact as specified above, unless it is discharged / determined by the Management of the Principal.

Section 10 – Other provisions

- 1) This agreement is subject to Indian Law. The place of performance and jurisdiction is the place from where the Tender/ Contract is issued.
- 2) Changes, supplements, and termination notices must be submitted in writing. Side agreements have not been made.
- 3) If the Contractor is a partnership or a consortium, this agreement must be signed by all partners or consortium members.
- 4) Should one or several provisions of this agreement turn out to be invalid, the remainder of this agreement remains valid. In this case, the parties shall strive to come to an agreement according to their original intentions.
- 5) Issues like Warranty / Guarantee, etc., shall be outside the purview of IEMs.

-----Sd-----	-----Sd-----
(For & On behalf of the Principal Contractor)	(For and on behalf of Bidder/ Contractor)
(Office Seal)	(Office Seal)

Place ----- Date -----

Witness 1: _____	Witness 1: _____
(Name & Address)	(Name & Address)

Appendix H: Non-disclosure Agreement

NON-DISCLOSURE AGREEMENT FORMAT

THIS RECIPROCAL NON-DISCLOSURE AGREEMENT (the “Agreement”) is made at _____ between:

NaBFID constituted under the National Bank for Financing Infrastructure and Development Act, 2021 having its headquarters at Mumbai (Full address to be mentioned) through its _____ Department (hereinafter referred to as “NaBFID” which expression includes its successors and assigns) of the ONE PART; And

_____ having its registered office at _____ (hereinafter referred to as “_____” which expression shall unless repugnant to the subject or context thereof, shall mean and include its successors and permitted assigns) of the OTHER PART;

And Whereas

1. _____ is carrying on business of providing _____, has agreed to _____ for NaBFID and other related tasks.

1. For purposes of advancing their business relationship, the parties would need to disclose certain valuable confidential information to each other (the Party receiving the information being referred to as the “Receiving Party” and the Party disclosing the information being referred to as the “Disclosing Party. Therefore, in consideration of covenants and agreements contained herein for the mutual disclosure of confidential information to each other, and intending to be legally bound, the parties agree to terms and conditions as set out hereunder.

NOW IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES AS UNDER

1. Confidential Information and Confidential Materials:

• “Confidential Information” means non-public information that Disclosing Party designates as being confidential or which, under the circumstances surrounding disclosure ought to be treated as confidential. “Confidential Information” includes, without limitation, all non-public, proprietary and confidential information about NaBFID’s business or activities, any documents and other information (whether on computer disk, visual presentation or otherwise), information relating to developed, installed or purchased Disclosing Party software or hardware products, the information relating to general architecture of Disclosing Party’s network, information relating to nature and content of data stored within network or in any other storage media, Disclosing Party’s business policies, practices, methodology, policy design delivery, and information received from others that Disclosing Party is obligated to treat as confidential. Confidential Information disclosed to Receiving Party by any Disclosing Party Subsidiary and / or agents is covered by this agreement

Confidential Information shall not include any information that: (i) is or subsequently becomes publicly available without Receiving Party's breach of any obligation owed to Disclosing party; (ii) becomes known to Receiving Party free from any confidentiality obligations prior to Disclosing Party's disclosure of such information to Receiving Party; (iii) became known to Receiving Party from a source other than Disclosing Party other than by the breach of an obligation of confidentiality owed to Disclosing Party and without confidentiality restrictions on use and disclosure; or (iv) is independently developed by Receiving Party.

"Confidential Materials" shall mean all tangible materials containing Confidential Information, including without limitation written or printed documents and computer disks or tapes, whether machine or user readable.

Restrictions

Each party shall treat as confidential the Contract and any and all information ("confidential information") obtained from the other pursuant to the Contract and shall not divulge such information to any person (except to such party's "Concerned Person" which term shall mean employees, contingent workers and professional advisers of a party who need to know the same) without the other party's written consent provided that this clause shall not extend to information which was rightfully in the possession of such party prior to the commencement of the negotiations leading to the Contract, which is already public knowledge or becomes so at a future date (otherwise than as a result of a breach of this clause). Receiving Party will have executed or shall execute appropriate written agreements with Concerned Person, sufficient to enable it to comply with all the provisions of this Agreement. If the Consultant appoints any sub-contractor (if allowed) then the Consultant may disclose Confidential Information to such sub-contractor subject to such sub-contractor giving NaBFID an undertaking in similar terms to the provisions of this clause. Any breach of this Agreement by Receiving Party's Concerned Person or subcontractor shall also be constructed a breach of this Agreement by Receiving Party.

Receiving Party may disclose Confidential Information in accordance with judicial or other governmental order to the intended recipients (as detailed in this clause), provided Receiving Party shall give Disclosing Party reasonable notice (provided not restricted by applicable laws) prior to such disclosure and shall comply with any applicable protective order or equivalent. The intended recipients for this purpose are:

- the statutory auditors of the either party and
- government or regulatory authorities regulating the affairs of the parties and inspectors and supervisory bodies thereof

Confidential Information and Confidential Material may be disclosed, reproduced, summarized or distributed only in pursuance of Receiving Party's business relationship with Disclosing Party, and only as otherwise provided hereunder. Receiving Party agrees to segregate all such Confidential Material from the confidential material of others in order to prevent mixing.

Rights and Remedies

Receiving Party shall notify Disclosing Party immediately upon discovery of any unauthorized use or disclosure of Confidential Information and / or Confidential Materials, or any other breach of this Agreement by Receiving Party, and will cooperate

with Disclosing Party in every reasonable way to help Disclosing Party regain possession of the Confidential Information and / or Confidential Materials and prevent its further unauthorized use.

Receiving Party shall return all originals, copies, reproductions and summaries of Confidential Information or Confidential Materials at Disclosing Party's request, or at Disclosing Party's option, certify destruction of the same.

Receiving Party acknowledges that monetary damages may not be the only and / or a sufficient remedy for unauthorized disclosure of Confidential

Information and that Disclosing Party shall be entitled, without waiving any other rights or remedies (including but not limited to as listed below), to injunctive or equitable relief as may be deemed proper by a Court of competent jurisdiction.

o Suspension of access privileges o Change of
personnel assigned to the job o Termination of
contract

- Disclosing Party may visit Receiving Party's premises, with reasonable prior notice and during normal business hours, to review Receiving Party's compliance with the term of this Agreement.

4. Miscellaneous

1. All Confidential Information and Confidential Materials are and shall remain the sole property of Disclosing Party. By disclosing information to Receiving Party, Disclosing Party does not grant any expressed or implied right to Receiving Party to disclose information under the Disclosing Party's patents, copyrights, trademarks, or trade secret information.
2. Confidential Information made available is provided "As Is," and Disclosing Party disclaims all representations, conditions and warranties, express or implied, including, without limitation, representations, conditions or warranties of accuracy, completeness, performance, fitness for a particular purpose, satisfactory quality and merchantability provided same shall not be construed to include fraud or willful default of Disclosing Party.
3. Neither party grants to the other party any license, by implication or otherwise, to use the Confidential Information, other than for the limited purpose of evaluating or advancing a business relationship between the parties, or any license rights whatsoever in any patent, copyright or other intellectual property rights pertaining to the Confidential Information.
4. The terms of Confidentiality under this Agreement shall not be construed to limit either party's right to independently develop or acquire product without use of the other party's Confidential Information. Further, either party shall be free to use for any purpose the residuals resulting from access to or work with such Confidential Information, provided that such party shall maintain the confidentiality of the Confidential Information as provided herein. The term "residuals" means information in non-tangible form, which may be retained by person who has had access to the Confidential Information, including ideas, concepts, know-how or techniques contained therein. Neither party shall have any obligation to limit or restrict the assignment of such persons or to pay royalties

for any work resulting from the use of residuals. However, the foregoing shall not be deemed to grant to either party a license under the other party's copyrights or patents.

5. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. It shall not be modified except by a written agreement dated subsequently to the date of this Agreement and signed by both parties. None of the provisions of this Agreement shall be deemed to have been waived by any act or acquiescence on the part of Disclosing Party, its agents, or employees, except by an instrument in writing signed by an authorized officer of Disclosing Party. No waiver of any provision of this Agreement shall constitute a waiver of any other provision(s) or of the same provision on another occasion.
6. In case of any dispute, both parties agree for neutral third party arbitration. Such arbitrator will be jointly selected by the two parties, and he/she may be an auditor, lawyer, consultant or any other person of trust. The said proceedings shall be conducted in English language at Mumbai and in accordance with the provisions of Indian Arbitration and Conciliation Act 1996 or any Amendments or Re-enactments thereto. Nothing in this clause prevents a party from having recourse to a court of competent jurisdiction for the sole purpose of seeking a preliminary injunction or any other provisional judicial relief it considers necessary to avoid irreparable damage. This Agreement shall be governed by and construed in accordance with the laws of Republic of India. Each Party hereby irrevocably submits to the exclusive jurisdiction of the courts of Mumbai.
7. Subject to the limitations set forth in this Agreement, this Agreement will inure to the benefit of and be binding upon the parties, their successors and assigns.
8. If any provision of this Agreement shall be held by a court of competent jurisdiction to be illegal, invalid or unenforceable, the remaining provisions shall remain in full force and effect.
9. The Agreement shall be effective from _____ ("Effective Date") and shall be valid for a period of _____ year(s) thereafter (the "Agreement Term"). The foregoing obligations as to confidentiality shall survive the term of this Agreement and for a period of five (5) years thereafter provided confidentiality obligations with respect to individually identifiable information, customer's data of Parties or software in human-readable form (e.g., source code) shall survive in perpetuity.

5. Suggestions and Feedback

Either party from time to time may provide suggestions, comments or other feedback to the other party with respect to Confidential Information provided originally by the other party (hereinafter "Feedback"). Both parties agree that all Feedback is and shall be entirely voluntary and shall not in absence of separate agreement, create any confidentially obligation for the Receiving Party. However, the Receiving Party shall not disclose the source of any Feedback without the providing party's consent. Feedback shall be clearly designated as such and, except as otherwise provided herein, each party shall be free to disclose and use such Feedback as it sees fit, entirely without obligation of any kind to other party. The foregoing shall not, however, affect either party's obligations hereunder with respect to Confidential Information of other party.

Dated this _____ day of _____ (Month) 20__ at _____ (place)
For and on behalf of _____

Name		
Designation		
Place		
Signature		

For and on behalf of _____

Name		
Designation		
Place		
Signature		