



Online Expression of Interest (EOI)
For
Empanelment of Advertising/Branding Agency for Engagement of
Brand Ambassador & Campaign Execution

e-EOI Ref. No. JKB/CHQ/CCM/Empanelment-Branding/2025-1523
Dated: 19-09-2025

e-EOI Reference Number	JKB/CHQ/CCM/Empanelment-Branding/2025-1523 Dated: 19-09-2025	
Department Name	Corporate Communication & Marketing	
Tender Details	Online Expression of Interest (EOI) for Empanelment of Advertising/Branding Agency for Engagement of Brand Ambassador along with creation and execution of campaign	
Contact details of issuing Department (Name, Designation, Mobile No., Email address for sending any kind of correspondence regarding this EOI)	Mr. Taukeer Altaf Manager Corporate Communication Ph. No: 9797726262	
Tender Type	Open	
Bid Document availability including changes/amendments, if any to be issued	NIT can be downloaded from and submitted on Bank's e-Tendering Services Provider's Portal https://jkbank.abcpocure.com from September 19, 2025, 16.00 Hrs. to September 26 ,2025 17.00 Hrs.	
Last Date for Pre-Bid Queries & submission Mode	All Clarifications / Queries shall be raised online only through e-Tendering Portal https://jkbank.abcpocure.com by or before September 22, 2025, 16.00 Hrs.	
Pre-bid Queries Response date	All communications regarding points / queries requiring clarifications shall be given online through prescribed e-Tendering Portal on September 24, 2025	
Last Date of Submission of RFP	September 26 ,2025 17.00 Hrs.	
Submission of online Technical Bid	As prescribed in Bank's online tender portal https://jkbank.abcpocure.com	
Eligibility Criteria	As per Tender Document	
For e-Tender related Queries	Service Provider: M/s. E-procurement Technologies Limited (Auction Tiger) , B-705, Wall Street- II, Opp. Orient Club, Ellis Bridge, Near Gujarat College, Ahmedabad- 380006, Gujarat Help Desk:	
	Sr. No	Name
	1	Sandhya Vekariya – 6352631968

	2	Suraj Gupta – 6352632310
	3	Ijlalaeahmad Pathan – 6352631902
	4	Imran Sodagar - 9328931942

Introduction

Jammu & Kashmir Bank (J&K Bank), a leading financial institution with strong regional and national presence, is exploring the engagement of a Brand Ambassador (preferably Indian National Cricketer) to strengthen its brand positioning, customer engagement, and national visibility.

The Bank invites Expressions of Interest (EOI) from reputed advertising/branding agencies with proven experience in celebrity management and integrated campaign execution to partner with the Bank for this initiative.

1. Scope of Work

The selected agency will be responsible for the following:

A. Brand Ambassador Engagement & Management

- Negotiations, contracting, and execution with Brand Ambassador/his representatives.
- Ensure all compliance, legal, and intellectual property rights are secured.

(The Agency shall be solely responsible for executing all necessary agreements and fulfilling all legal formalities with the Brand Ambassador. The Agency shall enter into a valid and enforceable contract with the Brand Ambassador to secure the requisite rights, including but not limited to image, video, endorsement, and promotional rights. Thereafter, the Bank shall acquire such rights from the Agency, as per the terms agreed between the Bank and the Agency)

- Coordinate and manage ambassador deliverables end to end (shoots, events, PR, digital content).

B. Campaign Strategy & Creative Development

- Devise campaign strategy aligned with Bank objectives.
- Develop creative concepts for: TVCs, print ads, digital, outdoor, branch/ATM branding.
- Adapt messaging for diverse customer segments.

C. Content Production

- End-to-end production of films, photo shoots, reels, GIFs, and campaign collaterals.
- Manage logistics, set design, permissions, and ambassador schedules.

D. Media Planning & Buying

- Prepare integrated media strategy (ATL + BTL + digital).
- Execute media buying with cost efficiency.
- Provide campaign analytics and ROI reports.

E. Events & PR

- Plan and execute ambassador-led events, press meets, and CSR engagements.
- Manage PR coverage and earned media amplification.

F. Digital Amplification

- Create short-form content for social media platforms.
- Monitor sentiment, engagement, and digital impact of ambassador-driven campaigns.

G. Reporting & Compliance

- Submit periodic reports on campaign performance and ROI.
- Ensure compliance with RBI/banking advertisement guidelines.

2. Eligibility Criteria

Agencies must meet the following minimum requirements:

- Should be an Indian firm / company or a multi-national company having a valid license to operate in India for its activity.
- Minimum 5 years of experience in advertising/branding.
- Proven expertise in celebrity/brand ambassador management.
- Executed at least one (01) integrated campaigns worth ₹2 crore+ in the last 3 years.
- Executed at least one national level campaign for BFSI in last three (03) years.
- Average Annual turnover of ₹5 crore or more in the last three financial year.
- Adequate in-house/partner capabilities in creative development, production, media, and PR.
- The Bidder should not be involved in any Bankruptcy filing or for protection from it.
- The Bidder should not be a blacklisted by any Government / PSU department or bank.

3. Submission of EOI

Interested agencies may submit their EOI along with the following:

1. Company profile and legal details.

2. Credentials and experience in advertising, branding, and celebrity engagement.
3. Case studies of similar assignments (celebrity/ambassador campaigns).
4. List of major clients (especially BFSI/public sector).
5. Financial statements of last 3 years.
6. Any other relevant documents supporting eligibility.

5. Cancellation of EOI Process

The issue of this EOI does not imply that the Bank is bound to select a Bidder or to award the contract or enter into any kind of agreement with any bidder and the Bank reserves the right to cancel this EOI process at any stage without assigning any reason thereof. Any decision of the Bank in this regard shall be final, conclusive and binding upon the respondent (s). During the evaluation process at any stage if it is found that the respondent does not meet the eligibility criteria or has submitted false /incorrect information the response will be rejected summarily by the Bank.

6. Participation Specific Criteria

All Bidders applying for participation must qualify the Eligibility criteria as defined in this EOI document. Besides only those participant bidders shall be called for presentation, who are otherwise found eligible in the eligibility criteria laid down in this EOI.

The criteria for evaluation among other things, will be based on the following:

1. Bidder's financial stability and all eligibility criteria points.
2. Campaign strategy and creative concepts featuring the Ambassador preferably from present *Indian National Cricket Team* proposed for accomplishing the in-scope areas defined.
3. Prior experience of the bidder in undertaking projects of similar nature.
4. Presentation by participant Bidder's showcasing their capabilities.

7. Participation in the EOI process

The endeavour of the evaluation process is to explore the market for Empanelment of Advertising/Branding Agency for Engagement of Brand Ambassador & Campaign Execution as per the Bank's requirement. The evaluation shall be done by the Bank's internal committees formed for this purpose.

The detailed on-boarding process shall be undertaken subsequent to the evaluation of the EOI responses.

The following points may be noted.

1. The incomplete responses without the required documents as per eligibility criteria are liable to be rejected.
2. The bidder must submit the details along with supporting documents related to the eligibility criteria.
3. No Commercial quotes are to be submitted for this EOI. Commercial quotes shall be obtained during the next stage.
4. Post evaluation of eligibility criteria, eligible bidder will be invited to deliver a presentation, related to the creation and execution of campaign around the Brand Ambassador in front of designated committee. The presentation may be delivered in person or virtually as per the convenience of the agency. Bank shall not bear any cost for the same.

Annexure A - Covering Letter for EOI Submission

(To be submitted on the Agency's official letterhead, signed and sealed)

Date:

To

The Deputy General Manager
Corporate Communications & Marketing Department,
Jammu & Kashmir Bank Limited,
Corporate Headquarters,
M A Road, Srinagar

Subject: Submission of Online Expression of Interest (EOI) - Engagement of Brand Ambassador & Campaign Execution

Sir,

We, the undersigned, express our interest in participating in the selection process for "Empanelment of Advertising/Branding Agency for Engagement of Brand Ambassador & Campaign Execution" as per the EOI Ref No : issued by Jammu & Kashmir Bank.

We hereby submit our EOI along with all required details and supporting documents in the prescribed format. The information furnished by us is true and complete to the best of our knowledge. We confirm that:

1. Our agency meets the eligibility criteria specified in the EOI.
2. We have requisite experience in advertising, branding, and celebrity/brand ambassador management.
3. We have not been blacklisted by any Government/PSU/Bank/Regulatory body.
4. We have no conflict of interest in representing any direct competitor of J&K Bank.
5. We agree to abide by all terms and conditions laid down in the EOI document.

We request you to kindly consider our EOI for further evaluation and shortlisting in the subsequent RFP process.

Authorized Signatory

Name: _____

Designation: _____

Agency Name: _____

Seal/Stamp: _____

Contact No.: _____

Email ID: _____

Annexure-B- Compliance to Eligibility Criteria

Eligibility Criteria	Supporting Documents	Compliance (Yes/No)
Should be an Indian firm / company or a multi-national company having a valid license to operate in India for its activity.	Certificate of Incorporation if it is company. (CIN should be mentioned and visible). Partnership deed along with tax returns if it is a partnership firm or limited liability partnership. GST certificate along with PAN Card	
Minimum 5 years of experience in advertising / branding	Relevant proof like of experience campaign , work order etc.	
Proven expertise in celebrity/brand ambassador management	Case studies of similar assignments (celebrity/ambassador campaigns)	
Executed at least one integrated campaigns worth ₹ 2 crore+ in the last 3 years.	Case studies of integrated campaigns worth 2 Cr plus in past three years	
Annual turnover of ₹5 crore or more in the last financial year	Financial statements/ CA certificate showing turnover of Rs 5 Cr for last 3 years	
Experience of working with BFSI	List of BFSI Clients BFSI	
Bidder should not be involved in any Bankruptcy filing or for protection from it.	Undertakings from the Bidder in this regard should be enclosed	
Bidder should not be a blacklisted by any Government / PSU department or bank	Undertakings from the Bidder in this regard should be enclosed	

