

BANK AGREEMENT WITH MEDIA COMPANY i.e. M/s GOLDMINE
ADVERTISING LIMITED

Bank planned to set up its presence on major social media networks & issued Tender No. OBC/HO/CRG/RFP-SM/2016 dated 01.08.2016 to select Agency for providing required services wherein M/s Goldmine Advertising Limited was declared as a successful Agency in the RFP evaluation process.

Tenure of the Contract- 01.03.2017 to 28.02.2020

M/s Goldmine Advertising Limited shall manage & provide the following:-

- 1) Creation & Management of Bank Official Channels
- 2) Manage the Online Reputation of the Bank
- 3) Manage Customer Interaction
- 4) Spread awareness about Banks Products & Services
- 5) Social Media related matters
- 6) Complaint Management & Managing user feedback and inquiries
- 7) Designing of Creative's & Deliver Content Management
- 8) Social Media Listening
- 9) Aid Response Management
- 10) Provide Regular MIS
- 11) Social Media Advertising
- 12) Market Research on Social Media
- 13) Regulatory Compliance

