

**Pre-Bid Minutes**

The pre-bid meeting was held on 19.05.2026. The minutes of the pre-bid meeting are as follows:

Sl.No	Queries	Answers
1.	Please clarify whether the requirement of three similar services of minimum INR 40 lakhs each refers to individual work order value or cumulative contract value including extensions/renewals.	It refers to Individual work order value
2.	Please confirm whether HR declarations and payroll summaries are acceptable evidence for technical staff strength, or if PF/ESIC records are mandatory.	Please submit all the latest records for current working staff as per the tender document
3.	Please confirm whether technical evaluation (50) + presentation (50) will be normalized to 70% weightage, or if any minimum sectional cut-off applies separately.	The technical score and presentation will be normalized to 70%. Please refer the clause 10 Evaluation of bids for more clarity
4.	Please confirm that the lowest quoted monthly charge will receive full 30% financial weightage, irrespective of absolute price difference.	Please refer the illustration given in QCBS evaluation
5.	Requesting a minimum of 1 week Time Duration for submission after the day Pre-Bid Queries are replied	A corrigendum for extension of due date will be issued.
6.	Will hosting infrastructure (servers, CDN, DB, backups) be provided by IIMB IT, or is the bidder expected to host the website and mobile-app backend? If bidder-hosted, are there preferred cloud regions (India only?) and indicative current resource sizing?	Hosting infrastructure for the production environment, including servers, database, storage, backups, and related core infrastructure, will be provided by the IT Department of IIMB. The selected bidder is expected to support deployment, configuration, application setup, optimization, and coordination with the IT team of IIMB during implementation. If any cloud-hosted or third-party managed components are proposed by the bidder, prior approval from IIMB

		will be required. Preferred hosting/data residency region should be within India to comply with institutional and regulatory requirements. Current infrastructure sizing and environment details will be shared with the selected bidder during the implementation phase based on project requirements.
7.	What is the current scope and depth expected for the AI features? Specifically — (a) is the chatbot rule-based, hybrid, or fully LLM-driven? (b) is the recommendation engine for content, programmes, or both, and at what user-traffic volume? (c) what AI-assisted content generation use cases are in or out of scope?	The AI integration requirements include an AI-powered <b>chatbot/virtual assistant</b> to provide automated assistance for: <b>Admissions queries</b> <b>Program information</b> <b>Fee structures</b> <b>Campus facilities</b> <b>Faculty details</b> <b>Event information</b> <b>Application tracking guidance</b> <b>Executive education programs</b>
8.	What is the current state of Hindi parity? Is there a content backlog to translate, or is the Hindi side already at parity with English?	Hindi translation will be provided by IIMB. The selected bidder is required to incorporate and structure the Hindi content in alignment with the English version on the website.
9.	What is the current monthly traffic to www.iimb.ac.in and current monthly active users on the mobile app? What are peak loads (admission cycles, exam results)?	The current monthly traffic to www.iimb.ac.in is approximately 1.3 lakhs. The mobile application has around 3,000 monthly active users approximately. Traffic varies and increases during peak periods such as admission cycles and result announcements.
10.	Will IIMB consider any annual price escalation linked to CPI or WPI for years 2 and 3, given the 3-year contract duration?	No, the contract price remains the same throughout the three-year period.
11.	What is the expected total number of editors / content contributors in the IIMB Communications team and across departmental microsites? Are there role-based permissioning requirements (read / write / publish workflow, approval gates)?	The system should support flexibility.

12.	What is the expected number of microsites in Year 1, Year 2, Year 3? Is there an annual cap or each-on-request model?	The number of microsites depend on requirements. There is no fixed annual cap. The minimum number is 12-15.
13.	Are the 5 marks for “Design capabilities” in technical scoring assessed via portfolio submission only, or also through a design exercise / sample deliverable?	Both
14.	What is the expected mobile-app technology stack — is iOS + Android native required, or is a cross-platform framework acceptable? Is there an existing app codebase that will be handed over, or a fresh build?	The bidder may either continue using the existing mobile application version or develop a new application using an appropriate technology stack. Both native (iOS and Android) and cross-platform frameworks are acceptable, subject to compatibility and project requirements.
15.	Is the performance security of 5% on contract value to be furnished as 5% of the first-year contract value (per Clause 13.iii) or 5% of the total 3-year contract value? Clause 13.iii says “for one year” — request confirmation.	Refer clause 13(iii)
16.	Are third-party software licenses procured by the bidder for IIMB’s use (CMS extensions, heatmap tools, analytics platforms, etc.) covered under the IP “work-made-for-hire” clause 13.v? Will they remain with IIMB on contract termination, and at what cost?	All fees should be borne by the selected bidder.
17.	What are the most used features on the current mobile app? Are there features that were built but are rarely or never used?	The most used features on the current mobile app include notifications and the calendar, along with a lite version of the website content.
18.	Is the WhatsApp Business API chatbot integration a new feature being planned, or does a version of it already exist? Who will manage the chatbot responses - an AI model, a live support team, or both?	IIMB does not currently have a WhatsApp Business API chatbot. The chatbot responses will be overseen by the IIMB team.
19.	How much time are you willing to allocate to the UX research and discovery phase before design begins? We recommend a minimum of 6 weeks	Within 3 weeks

	for a project of this scope. Is that feasible?	
20.	Does IIMB have an existing brand guidelines document (logo usage, typography, colour palette, tone of voice)? Will the redesign need to strictly adhere to these, or is there an opportunity to evolve the brand identity?	Yes, IIMB has an existing brand guidelines document covering logo usage, typography, colour palette, and tone of voice. The redesign must strictly adhere to the existing brand guidelines.
21.	Please confirm the existing CMS/platform currently used for the IIMB website and microsities.	The existing website is running on Drupal. The blog posts and digest are managed using WordPress, while the microsities are developed using PHP and HTML versions.
22.	Please clarify the scope of migration including database, media assets, and content volume.	Yes, the scope of migration includes the database, media assets, and all existing content.
23.	Is WhatsApp Business API already procured by IIMB or should it be included in bidder scope?	It should be included in the bidder scope.
24.	Whether Hindi translation/content will be provided by IIMB or should it be managed by bidder?	Hindi translation and all related content will be provided by the IIMB.
25.	Please confirm preferred payment gateway and integration scope.	Payment gateway integration is not required.
26.	Approximate number of microsities expected annually under the contract.	The actual number may vary based on organizational needs. The selected bidder shall be required to support timely development and deployment of microsities as per agreed SLAs, including handling variations in volume without impacting delivery timelines.
27.	Please clarify support hours and onsite deployment expectations.	Full-time onsite with support from the selected bidder's team off-site.
28.	Will existing mobile application source code and APIs be shared with successful bidder? And Mobile App Fully Functional or onlyView	The mobile application is currently running and fully functional, and the APIs are maintained separately. The bidder is required to ensure compatibility with the existing mobile application and support the minimum for the website (lite version website).

29.	Fully Functional System like Library Management, Examination Management Etc.	No.
30.	The RFP mentions SEO optimization as part of the scope; however, no specific SEO KPIs have been defined. Kindly clarify whether there are any target-based deliverables such as keyword ranking improvement, organic traffic growth, lead generation, domain authority enhancement, etc. expected from the selected bidder during the contract period.	Vendor is required to implement SEO best practices, including Organic keywords, AI search-friendly keywords, URLs and meta data optimization.
31.	Kindly clarify the expected number of keywords to be targeted under the SEO scope.	Approx 25, including Long and short- tail keyword, per webpage.
32.	A request to remove ISO 270001 as a pre-qualification requirement - None of our clients that we've developed websites, mobile apps and manage social media for have asked us to be compliant & we work for some of the most prestigious names from Unilever to Bill and Melinda Gates foundation. Alternatively, all measures that are needed to be secure we can submit that on a notarized stamp paper.	The tender clause remains unchanged.
33.	While the pre-qualification asks for work orders in any field, the technical eval specifically breaks it into projects for CMS, Blog, new functionalities etc. - Do each of these also have to be above 40 Lakh in value?	We expect to see workorders with overall billing for website design development, migration and maintenance, app development and social media.
34.	Will there be different environments like Production, Development, Staging & Testing available from IIMB Hosting?	Yes. Separate environments such as Production, Development, Staging/UAT, and Testing environments will be provisioned and managed by the IT Department of IIMB based on project requirements and implementation scope. The selected bidder will be expected to support deployment, configuration, testing, and release management activities across these environments in

		coordination with the IT team of IIMB.
35.	Is the website hosted on a cloud platform (AWS / Azure / GCP) or on NIC / on-premise servers? What level of access will be provided to the successful bidder for caching, DB optimization and performance tuning?	The website/application hosting infrastructure is currently planned to be hosted on cloud/on-premise infrastructure managed by the IT department of IIMB, based on project and operational requirements. The final deployment architecture and hosting model will be shared with the selected bidder during implementation. The successful bidder will be provided with the necessary application-level and limited infrastructure-level access required for deployment, configuration, caching, database optimization, monitoring, and performance tuning activities, subject to IIMB's IT security policies, approval processes, and access control guidelines. Any privileged or production access will be granted on a need-basis and under the supervision/governance of the IIMB IT team.
36.	Who owns the SSL certificate, CDN, firewall and backup/disaster recovery setup - IIMB IT or the bidder? Are there any existing security tools (WAF, SIEM etc.) that the bidder will be expected to work with?	Core infrastructure components such as SSL certificates, CDN, firewall, backup, and disaster recovery setup will primarily be managed and governed by IIMB IT. The selected bidder will be expected to coordinate and work in conjunction with the existing infrastructure and security framework established by IIMB IT. The bidder will be required to support configuration, integration, troubleshooting, optimization, and application-level implementation activities related to these services as part of the

		project scope. Existing security and monitoring tools, including WAF, SIEM, endpoint security, monitoring, logging, and related security solutions (where applicable), will need to be integrated/worked with by the bidder in coordination with the IIMB IT team and institutional security policies.
37.	Is the current website www.iimb.ac.in already on Drupal CMS, or is a full CMS migration also expected as part of this contract? If migration is required, what is the current CMS platform?	Yes, www.iimb.ac.in is already running on Drupal CMS. The project will continue on the existing Drupal CMS with upgrades and migration to support these upgrades as and when required.
38.	What is the approximate volume of content (pages, media assets, documents) to be migrated from the existing website to the new one?	Refer to the IIMB website.
39.	Is the existing mobile app available on both Android and iOS? Please share the current tech stack of the mobile app.	The mobile app is available on both Android and iOS platforms. It is a lightweight (micro) mobile application that works with a light version of the website.
40.	Will the source code and all access credentials of the existing mobile app be handed over to the successful bidder at the start of the contract?	Limit access. Under supervision and oversight.
41.	The contract price is fixed for 3 years with no additional fees for any activity. Please confirm whether software licence fees (e.g. Drupal modules, AI APIs, analytics tools, WhatsApp API) are to be borne by IIMB or absorbed by the bidder within the monthly fee.	Monthly fee includes miscellaneous expenses tools.
42.	The RFP mentions securing the web application and security monitoring. Is VAPT (Vulnerability Assessment and Penetration Testing) expected to be conducted periodically as part of this contract? If yes, what is the frequency and who bears the cost?	Yes. Periodic Vulnerability Assessment and Penetration Testing (VAPT) are required as part of the project/application security compliance process. The selected bidder is expected to support remediation, security hardening, and compliance activities identified during such assessments. The frequency of

		VAPT exercises and responsibility for conducting the assessment will be finalized by IIMB based on institutional security policies and project requirements. In general, VAPT is conducted annually and/or before major production releases or significant application changes. The responsibility and cost ownership for third-party VAPT audits, if applicable, will be defined during the contract finalization stage.
43.	Is the bidder expected to comply with any specific security standards beyond ISO 27001 - such as OWASP Top 10, CERT-In guidelines or any IIMB-specific IT security policy?	Yes. In addition to general ISO 27001 security practices, the selected bidder is expected to comply with applicable industry-standard security guidelines and institutional security requirements, including but not limited to OWASP Top 10 secure coding practices, CERT-In advisories/guidelines, data protection requirements, vulnerability management practices, and IIMB IT security policies/procedures. The bidder is expected to follow secure development, deployment, access control, logging, monitoring, patch management, and incident response practices throughout the project lifecycle. Any additional compliance or security requirements specific to the application/infrastructure environment will be communicated by the IIMB IT team during implementation and operational phases.
44.	General	All other terms and conditions including eligibility criteria of the tender will remain the same

**Date Corrigendum**

<b><u>Sl.No</u></b>	<b><u>Description</u></b>	<b><u>Existing Date</u></b>	<b><u>Amended Date</u></b>
1	Bid Submission End Date	01.06.2026 1100 hrs	08.06.2026 1100hrs
2	Bid Opening Date	02.06.2026 1100 hrs	09.06.2026 1100hrs