



***RFP – Request for Proposal for
PROCUREMENT OF DIGITAL
MARKETING AGENCY SERVICES
FOR STOCKHOLDING SERVICES LIMITED***

***StockHolding Services Limited
P-51, SHCIL House,
Mahape, MIDC Navi Mumbai
- 400 710***

Request For Proposal (RFP) For Procurement Of Digital Marketing Agency Services For Stockholding Services Limited

DISCLAIMER

The information contained in this Request for Proposal (RFP) document or information provided subsequently to bidder(s) or applicants whether verbally or in documentary form by or on behalf of StockHolding Services Limited (SSL), is provided to the bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

This RFP document is not an agreement and is not an offer or invitation by SSL to any parties other than the applicants who are qualified to submit the bids (“bidders”). The purpose of this RFP is to provide the bidder(s) with information to assist the formulation of their proposals. 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 in this RFP and where necessary obtain independent advice. SSL makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP. SSL may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP.

Request For Proposal (RFP) For Procurement Of Digital Marketing Agency Services For Stockholding Services Limited

Document Details

Name of the Company	StockHolding Services Limited	
RFP Reference No	RFP/SSL/AUTO_DIGITAL/2026-27/001	
Date of issue	15 th June 2026	
Schedule for Receipt of Bids	Date	18 th June 2026
	Time	03.30 P.M.
Schedule for Opening of Bids	Date	18 th June 2026
	Time	4.30 P.M.
Place of Pre-bid meeting/ Submission and Opening of Bids / address for Communication & Contact person	<p>Stockholding Services Limited SHCIL House, P-51, TTC Industrial Area, Mahape, Navi Mumbai Pin 400710.</p> <p>Name: Digambar Sonavdekar</p> <p>Tel. No.: 022- 61778650</p> <p>Email ID : digambar.sonavdekar@Stockholdingservices.com</p>	
For Technical Queries	<p>Tel. No.: 022- 61778650</p> <p>Email ID: digambar.sonavdekar@Stockholdingservices.com</p>	
This bid document is not transferable		

1. Overview – About StockHolding Services Limited (SSL)

StockHolding Services Limited (SSL) was incorporated on February 14, 1995 as Public Limited Company having CIN U65990MH1995GOI085602 and the registered office of Company is situated at SHCIL House, Plot No. P-51, T.T.C. Industrial Area, MIDC, Mahape, Navi Mumbai - 400710.

SSL is the wholly owned subsidiary of Stock Holding Corporation of India Ltd. (SHCIL). SSL is a SEBI registered Corporate Stock Broker providing safe and reliable services to all institutional and retail clients across the length and breadth of the country's offers comprehensive services across multiple segments, including the Cash and F&O segments on BSE and NSE.

SSL commenced its broking operations in July 2006. SSL is also registered as SEBI Registered Research Analyst (RA), Portfolio Management Services (PMS), Depository Participant (DP) and Mutual Fund distributor registered with AMFI.

2. Objective Of The RFP

The objective of this Request for Proposal (RFP) is to appoint a professional Digital Marketing Agency for StockHolding Services Limited (SSL) to manage, execute, optimize, and strengthen the organization's digital marketing activities across multiple online platforms.

The selected agency shall be responsible for Social Media Management, Search Engine Optimization (SEO), Paid Advertising Campaigns, Digital Branding, Content Creation, Video Production, Analytics, Reporting, Performance Marketing, and related digital engagement activities.

The engagement aims to improve SSL's digital visibility, brand positioning, customer engagement, lead generation, app promotion, and online presence while ensuring compliance with SEBI guidelines and applicable regulatory requirements.

3. Submission of Proposal

The response to this RFP will be submitted in two stages of bidding process. The Eligibility with the relevant information / documents / acceptance of all terms and conditions as described in this RFP document will be submitted to online Tender platform and commercial proposal item/material / service wise.

In this scenario, if bidder fulfilled all terms mentioned in Eligibility Criteria then only next Technical Criteria will be considered. If Bidder didn't comply with Eligibility Criteria, then the said bidder will not be considering for further evaluation and bid from the said bidder will be cancelled. If bidder comply with Eligibility and qualify 70% of Technical Criteria, then bidder will consider for commercial evaluation.

The bidders are requested to note that they cannot make their online submission after the time stipulated above and no extension of time will normally be permitted for submission of bid.

4. Due Diligence

The bidder is expected to examine all instructions, Forms, Terms, Conditions and Specifications in this RFP. Bids shall be deemed to have been made after careful study and examination of this RFP with full understanding of its Implications. The Bid should be precise, complete with all details required as per this RFP document. Failure to furnish all information required by this RFP or submission of Bid not as per RFP requirements will be at the bidder's risk and may result in rejection of the bid and the decision of SSL in this regard will be final and conclusive and binding.

5. ELIGIBILITY CRITERIA

Sr. No.	Eligibility Criteria	Documents to be submitted by Bidder /OEM	Complied (Yes/No)
1	Registered entity in India (LLP, Pvt. Ltd., or equivalent) with minimum 2 years of continuous operations	Certificate of Incorporation / Registration Certificate	
2	Minimum average annual turnover of INR 25 Lakh in any one of the last two financial years	Audited Financial Statements / CA Certificate	
3	Valid GST Registration and PAN	GST Certificate and PAN Copy	
4	No conflict of interest with competitors of StockHolding Services Limited	Self-Declaration on Company Letterhead	
5	Not BlackListed in any Government entity	Self Declaration on Company LetterHead	

6. SCOPE OF WORK

6.1 Social Media Management (SMM)

The agency shall create, manage, and grow official social media handles across Facebook, Instagram, LinkedIn, Twitter/X, and YouTube Shorts. Minimum monthly content output:

- 5 Static Graphic Posts — custom-branded graphics for announcements, highlights, and brand positioning
- 4 Carousel Posts — multi-slide storytelling posts for product walkthroughs, comparisons, and educational content (max 3 slides per carousel)
- 2 Festival / Occasion Posts — festive and culturally relevant brand creatives
- 15 Reel Videos — short-form video reels (30–45 seconds) optimised for Instagram, Facebook, and YouTube Shorts
- 4 Stories — ephemeral content (polls, Q&A, announcements, engagement content)

Total minimum output: 30 posts/month across all platforms.

6.2 Search Engine Optimisation (SEO)

The agency shall deliver a full-spectrum SEO programme targeting ranking for 20 keywords within 2–5 months, covering:

- On-Page SEO: Content rewriting for target keywords, SEO-optimised title tags, meta descriptions, headers, internal linking, image alt text, schema markup, and structured data
- Off-Page SEO: High-DA backlink building, brand profiling, social bookmarking, content mentions on niche blogs, guest blogging on relevant industry publications, and minimum 2 paid blogs/month
- Technical SEO: Website speed optimisation and Core Web Vitals, mobile-friendliness audit, SSL certificate verification, crawl error fixing, XML sitemap and robots.txt setup
- Local SEO: Google Business Profile (GBP) complete optimisation, NAP consistency across citation directories, location-specific keyword targeting, and review generation strategy
- Blog Content: Minimum 4 keyword-rich long-form blogs/month (1,000–1,500 words minimum) on trending broking and fintech topics
- Website Audit: Comprehensive technical health check, broken link and 404 error fixes, mobile and page speed benchmarking

6.3 Paid Ad Campaign Management

The agency shall manage a minimum of 5 paid ad campaigns per month across Google, Facebook, Instagram, LinkedIn, Twitter/X, and YouTube. Campaign types include:

- App Promotion Campaigns: Driving installs via direct links to Play Store and App Store with hard attribution tracking
- Branding Campaigns: Awareness-focused campaigns for video views, reach, and engagement objectives; building brand recall
- Retargeting Campaigns: Re-engaging website visitors and video viewers with demonstrated intent; achieving lower CPL than cold-audience campaigns

Ad creative formats required: Static Creative Ads, Reel/Video Ads, Ad Copy, Promotional Ads, Sponsored Content, and Text Ads.

6.4 Content Production (On-Site & Studio)

- 1 Brand Audio/Video per month (up to 2 minutes, YouTube-specific, with professional voiceover and motion graphics)
- Reel Video Content (30–45 seconds) showcasing app, testimonials, and brand moments
- Professional Photography for app showcasing, team portraits, and event coverage — delivered as high-resolution static and carousel posts
- Audio/Video Voiceover in English and Hindi as required
- Minimum 4 on-site content production visits per month at SSL premises (Mumbai)

6.5 Analytics, Reporting & Digital Strategy

- Monthly content calendar to be shared and approved before commencement of work each month
- Monthly performance report covering analytics, reach, engagement, leads, and keyword rankings (submitted within 5 working days of month-end)
- Tracking stack setup: GA4, GTM, Meta CAPI, and app attribution tools (AppsFlyer or equivalent)
- Master dashboard in Looker Studio or equivalent with weekly automated reports
- WhatsApp Marketing Integration as applicable

6.6 Optional / Add-On Services (Quoted Separately at Actuals)

- Celebrity Brand AV / Advertisement Production (brand story with celebrity, professional raw shoot)
- Influencer / Finfluencer Marketing: selection, campaign management, and performance attribution
- PR — Newspaper Articles (Economic Times, Mid-Day, Times of India; targeting 1–2 million readers)
- Print Material: Brochures, Pamphlets, Company Profiles, Paper Inserts

7. DELIVERABLES & PERFORMANCE TARGETS

Service Area	Minimum Deliverable / Month	Performance Target
Social Media Management	30 posts across 5 platforms	10% follower/engagement growth per quarter
SEO	20 targeted keywords, 4 blogs	Organically rank the decided keywords in Top-10 or Top 20 within 2–5 months
Paid Ad Campaigns	5 campaigns / month	Measurable CPL reduction month-on-month
Reel / Video Content	15 reels + 1 brand video	Minimum 3,000 organic views per reel
Content Production	4 on-site visits / month	Deliverables as per approved content calendar
Monthly Reporting	Full analytics report	Submitted within 5 working days of month-end
Tracking Setup	GA4 + GTM + Meta CAPI + Attribution	Live within 30 days of contract commencement

8. FINANCIAL BID FORMAT

Bidders must quote separately for each component below. All amounts in INR. GST to be quoted separately above the base amount.

#	Service Component	Monthly Amount (INR, excl. GST)	Remarks
1	Social Media Management — 30 posts/month across 5 platforms (Mandatory)		Inclusive of design & copywriting
2	SEO — Full spectrum (On-Page + Off-Page + Technical + Local) + 4 Blogs/month(Mandatory)		Inclusive of Seo Activities per month
3	Paid Ad Campaign Management — 5 campaigns/month(Mandatory)		Excluding ad spend budget
4	Content Production — 4 on-site days/month + 1 brand video/month(Mandatory)		Equipment & crew inclusive
5	Ad Campaign Budget (Mandatory)		Separate Ad budget + 10% Agency Charges
6	Analytics, Reporting, Tracking Setup & Strategy (Mandatory)		Included in retainer
7	Celebrity Brand AV / Advertisement (Add-On Service)		Per project / as actual
8	Influencer / Finfluencer Marketing (Add-On Service)		month / as actual
9	PR — Newspaper Article (ET / TOI / Mid-Day) (Add-On Service)		Per article / placement
10	Print Material (Add-On Service)		Per item / as actual
11	TOTAL MONTHLY RETAINER (Items 1–6)		Excluding GST
12	TOTAL MONTHLY PAYABLE (Incl. GST)		Including GST

9. TERMS & CONDITIONS

9.1 Intellectual Property & Confidentiality

- All creatives, content, copy, and campaign assets produced under this contract are the exclusive property of SSL upon payment
- The agency must not use SSL's brand, assets, or campaign data for any other client or portfolio without prior written consent
- All login credentials, social media handles, ad accounts, and analytics platforms shall remain in SSL's ownership throughout and after the contract
- The agency shall sign a Non-Disclosure Agreement (NDA) before commencement of work

9.2 Compliance & Brand Guidelines

- All content must comply with SEBI regulations for financial services communication and ASCI guidelines for digital advertising
- The agency must adhere to SSL's brand guidelines for colors, typography, tone of voice, and logo usage
- Prior written approval from SSL's Marketing Department is mandatory before publishing any content or launching any campaign
- The agency must obtain prior approval before using any third-party stock images, footage, or music

9.3 General Terms & Conditions

- The selected bidder shall ensure timely submission of reports, creatives, campaign updates, and other deliverables as per agreed timelines.
- The selected bidder shall execute all required agreements, Non-Disclosure Agreements (NDA), declarations, and other documents as prescribed by SSL.
- SSL's interpretation regarding discrepancies, ambiguities, typographical errors, clerical errors, or omissions in the quotation documents shall be final and binding on all bidders.
- The bidder whose quotation is accepted and approved by SSL shall execute the Contract Agreement and related documents within the stipulated timeline communicated by SSL.
- SSL reserves the right to seek additional information, campaign samples, case studies, clarifications, presentations, or supporting documents from bidders for evaluation purposes.
- SSL reserves the right to waive any minor deviation, non-material discrepancy, or omission in the submitted quotation at its sole discretion.
- SSL reserves the right to modify, amend, add, remove, or revise any item, scope, deliverable, or commercial format mentioned in the RFQ / Financial Bid document at any stage of the quotation process.
- The agency shall obtain prior written approval from SSL before publishing any social media post, advertisement, campaign, reel, video, blog, or promotional content.

- All digital marketing activities, advertisements, and communications shall comply with SEBI guidelines, ASCI regulations, and applicable laws governing financial services advertising.
- Any additional activity outside the agreed scope of work including influencer campaigns, celebrity endorsements, PR activities, outdoor campaigns, or additional shoots shall be executed only after written approval and commercial confirmation from SSL.
- The selected agency shall maintain strict confidentiality of all information, data, documents, credentials, and business information shared by SSL during the engagement period.
- SSL reserves the right to review the agency's performance periodically and may terminate the contract in case of non-performance, delay in deliverables, breach of confidentiality, or regulatory non-compliance.

9.4 Termination

- Either party may terminate the contract with 30 days written notice after the initial 3-month lock-in period
- SSL reserves the right to terminate with immediate effect in case of material breach, misconduct, data confidentiality violation, or persistent non-performance
- Upon termination, all assets, login credentials, accounts, and data related to SSL to be returned within 5 working days

10. SUBMISSION REQUIREMENTS

Bidders must submit the following documents as a complete package:

- Cover Letter on agency letterhead confirming interest, eligibility, and understanding of the RFQ
- Agency Profile: Company registration certificate, GST certificate, PAN, audited financials / turnover proof for last 2 years.
- Portfolio: Minimum 3 relevant case studies / work samples (social media content, SEO performance reports, video production samples)

11. IMPORTANT NOTES & RESERVATIONS

- Any queries must be submitted in writing to the Procurement Department by the Query Deadline. Responses will be circulated to all registered bidders.
- SSL reserves the right to accept or reject any or all bids without assigning reasons.
- SSL reserves the right to modify, cancel, or re-issue this RFQ at any stage without liability.
- SSL may negotiate with the L1 (lowest qualifying) bidder or any shortlisted bidder.
- SSL may split the scope between more than one vendor if deemed appropriate in organisational interest.
- Submission of a proposal does not guarantee award of contract.

12. BIDDER DECLARATION

(To be filled and signed by the Authorised Signatory of the bidding agency and submitted with the proposal)

We, _____ [Agency Name], having read and understood all terms, conditions, scope, and requirements of RFQ Reference No. RFP/SSL/AUTO_DIGITAL/2026-27/001 dated 15 June 2026, hereby submit our proposal in full compliance with the RFQ.

We confirm and declare that:

- All information, documents, and statements provided in this proposal are true, accurate, and complete
- We have no conflict of interest with StockHolding Services Limited or its direct competitors
- We agree to be bound by the terms, conditions, and SLAs as specified in this RFQ and any subsequent contract
- We understand that submission of this proposal does not guarantee award of contract

Authorised Signatory Name	
Designation	
Agency / Company Name	
Date of Submission	
Contact Number	
Email ID	
Official Seal	

— END OF DOCUMENT —