

**Request for Proposal (RFP)**  
**For**  
**Selection of Digital Performance Marketing Agency**  
**Corrigendum 1**

**Confidentiality** – All information included in this RFP and contained in any subsequent communication/s is confidential and is intended only for the recipient's knowledge. No information included in this document or any subsequent communications or disclosed in any discussions connected to it can be disclosed to any other party. Receipt and viewing of this document imply acceptance of the above confidentiality norm.

**SBI LIFE INSURANCE COMPANY LTD.**, having its registered office at “Natraj”, M. V.  
Road & Western Express Highway Junction, Andheri (East), – Mumbai 400 069

Sr. No	Addition/Update	Appendix/ Clause & Page No	Old Requirement	New Requirement
1	Last date for requesting clarification from vendors	Page No. 2, Sr. No. 3	Up to 24-Oct-25	Up to 30th Oct-25
2	Clarifications to queries raised will be provided by the SBI Life.	Page No. 2, Sr. No. 4	On or before 07-Nov-25	On or before 13-Nov-25
3	Last date and time for Bid submission (Technical & Commercial Bids)	Page No. 2, Sr. No. 6	Before 5 pm on 17-Nov-25	Before 5 pm 25-Nov-25
4	Date and Time of opening of Technical Bids	Page No. 2, Sr. No. 8	3 pm on 5-Dec-25	3 pm 27-Nov-25
5	Opening of Commercial Bids	Page No. 2, Sr. No. 9	02-Jan-26	05-Jan-26
6	Attaching Service Agreement	Appendix G, Page No. 33	File was not accessible via PDF	Download ZIP file from the path - <a href="https://www.sbilife.co.in/en/services/download-center/rfp-forms">https://www.sbilife.co.in/en/services/download-center/rfp-forms</a> <b>Selection of Digital Performance Marketing Agency Corrigendum 1</b>