



Life Insurance Council

Together in service

**REQUEST FOR PROPOSAL (RFP)
FOR
SELECTION OF DIGITAL AGENCY**

LIFE INSURANCE COUNCIL

Date: 26th December 2024

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1. Invitation to Bid:

Life Insurance Council herein after referred to as '**LICouncil**', having its Corporate Centre at 4th Floor, Jeevan Seva Annexe Bldg. S. V. Road, Santacruz (W), Mumbai 400054 is, by virtue of this request for proposal ("RFP"), requesting proposals for digital agencies with proven expertise in **digital marketing, social media, influencer marketing, content creation, online reputation management ("ORM"), website revamping and relevant user interface ("UI") and user experience ("UX") based services, end to end website development and search engine optimization ("SEO") services** to drive awareness and engagement, thus consideration, for the upcoming 'Sabse Pehle Life Insurance' campaign.

- i. To meet the service requirements, LICouncil plans to solicit Bids from qualified agencies to deliver services specifically outlined in '**6. Scope of Work**' of this RFP.
- ii. The term "Bidder" shall refer to any entity (i.e., juristic person) that meets the Eligibility Criteria as mentioned in '**7.1 Bidders Eligibility Criteria**' of this RFP and is willing to provide the Services outlined in this Bidding document. Prospective Bidders who concur with all the terms and conditions specified in this document may submit their Bids, inclusive of the requested information as per this Request for Proposal.
- iii. Contact details including email address for submission of Bids and sending communications are given in '**8. Bid Preparation & Submissions**' & '**9. Clarifications on RFP/ Pre-Bid Meeting**' of this RFP.
- iv. The Bidders are requested to submit detailed information for selection of agencies basis the requirement outlined under this RFP.
- v. The criteria and process for evaluating responses to this RFP and selecting the Successful Bidder shall be at the sole discretion of LICouncil. This RFP solicits Proposals from Bidders possessing the requisite experience, capability, and expertise to deliver the Services in accordance with LICouncil's requirements as outlined in this RFP.
- vi. The Bidders are requested to visit the following www.lifeinscouncil.org, (other details are mentioned under Insurance Awareness Campaign, Menu – RFP Digital Agency) for going through the Bid documents.

Sr. No.	Particulars	Remarks
1	Name & Address of issuing department	Mr. S.N.Bhattacharya – Secretary General, Life Insurance Council, 4 th Floor, Jeevan Sewa Annexe Building, Swami Vivekananda Road, Santacruz West, Mumbai, Maharashtra 400054
2	Bid Opening Date:	26th December 2024
3	Last date for seeking clarification	All communications regarding the RFP or clarificatory queries must be submitted by email in the format specified in the RFP Up to 12:00 PM IST on 7th January 2025 Email Id: iac.admin@lifeinscouncil.org marking tshenai@deloitte.com , anilearora@deloitte.com , and skhattak@deloitte.com
4	Last date and time for Bid submission	Up to 3:00 PM IST on 16th January 2025 Email Id: licouncil@lifeinscouncil.org
5	Pitch presentations of shortlisted Bidders	The Selected Bidders shall be advised separately through email/call for making their presentations on a subsequent date.
6	Bid winner announcement	Tentatively on or before 14th February 2025

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2. Appointment of Partners:

To ensure a thorough and unbiased selection process for the Bidder, LICouncil has appointed 'Deloitte Touché Tohmatsu India LLP (DTTILLP)' as the official partner for objective evaluation. Acting on behalf of LICouncil, DTTILLP will oversee and manage the entire evaluation process, which includes multiple critical components:

- a) **Techno-Commercial Evaluation:** DTTILLP will conduct a detailed analysis of both the technical and commercial aspects of each Bid. This involves assessing the technical feasibility, compliance with specified requirements, and the overall cost-effectiveness of the Proposals in consultation with LICouncil.
- b) **Commercial Bids Management:** DTTILLP will handle the review and comparison of the financial Proposals submitted by the Bidders. This includes ensuring that the Commercial Bids align with the budgetary constraints and financial objectives set by LICouncil.
- c) **Contract Evaluation:** DTTILLP will assist in evaluating the contractual terms and conditions proposed by the Bidders. This involves scrutinizing the legal and operational aspects of the contracts to ensure they meet LICouncil's standards and mitigate any potential risks.
- d) **Coordination of Activities:** DTTILLP will facilitate all related activities as agreed upon with LICouncil, ensuring a seamless and coordinated approach to the evaluation process. This includes maintaining clear communication channels, scheduling evaluations, and ensuring that all procedural requirements are met, including evaluation of necessary licenses, approvals and sanctions from statutory authorities to carry out the intended services as envisaged in this RFP.

By partnering with DTTILLP, LICouncil aims to leverage their expertise to select the most suitable Bidder for delivering the Services effectively and efficiently. This collaboration is intended to uphold the highest standards of transparency, fairness, and strategic alignment throughout the selection process.

Note: The opening of 'Packet 2 – Commercial Bid' for all bidders will be conducted exclusively by DTTILLP in the presence of the LICouncil. DTTILLP does not retain the authority to access the commercial bids prior to the designated timeframe, under supervision of authorized LICouncil members.

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3. Disclaimer:

- a) The information contained in this RFP or any other information that may be provided subsequently to Bidder(s) whether verbally or in documentary form/email by or on behalf of LICouncil, will be subject to the terms and conditions set out in this RFP.
- b) The Bid documents will be made available on LICouncil's website www.lifeinscouncil.org under Insurance Awareness Campaign, Menu – RFP Digital Agency
- c) The response to the Bid queries will be published on the above website or will be provided to the participating Bidders via email. The responses to the RFP on Eligibility/Technical criteria are to be submitted via email to licouncil@lifeinscouncil.org by **16th January 2025– before 3:00pm** IST, to the authorized representatives of LICouncil in a non-editable PDF format. Additionally, the responses to the RFP on Eligibility/Technical criteria and Commercial Bids are to be submitted via courier also by **16th January 2025– before 3:00pm** IST, to the authorized representatives of LICouncil.

***The Bidder to note that the Commercial Bid is only to be submitted by courier in the format prescribed in the RFP. The responses to the RFP on Eligibility/Technical criteria are to be submitted both via email and courier to the authorized representatives of LICouncil.**

- d) The Bids are to be submitted in accordance with section '8. Bid Preparation and Submissions' of this RFP.
- e) This RFP does not constitute an offer by LICouncil but serves as an invitation to eligible Bidders to submit their responses. No contractual obligations will be established between LICouncil/DTTILLP and the Bidder through the RFP process unless and until a formal contract is duly signed and executed by authorized officials of LICouncil with the selected Bidders.
- f) The purpose of this RFP is to provide Bidders with information to assist in preparing their Proposals. It may not have the most accurate, complete or necessary information each Bidder may need. Bidders are requested to conduct their own investigations and verify the accuracy, reliability, and completeness of the information provided in the RFP. LICouncil may, at its sole discretion, update, amend, or supplement the information provided in this RFP.
- g) LICouncil and DTTILLP have not made any representations or warranties in this RFP and shall not accept liability for any loss, damage, costs, or expenses arising from this RFP, including its accuracy, adequacy, completeness, or reliability. This includes any issues related to the information or assessments provided in this RFP or participation in the Bidding process. It also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.
- h) The RFP proposed does not obligate the LICouncil/DTTILLP to select or engage a Bidder for the Services. The LICouncil/DTTILLP reserve the right, at their sole discretion, to reject any or all Bidders or Bids without providing any reason therefor.
- i) The Bidder is expected to provide the necessary documents as stated in the RFP. Failure to submit such documents may result in rejection of the Bid.
- j) The Bidder shall only contact DTTILLP members mentioned in this RFP for submission of Bids and clarifications of doubts, if any. In any case, the Bidder shall not contact any member of LICouncil for any doubts or queries on the RFP. If any Bidder is found to have contacted any member of the

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LICouncil, their Bids may be rejected. The LICouncil retains the authority for supervising Bidder query and clarification resolution, and any communication from the aforementioned DTTILLP members to Bidders for query and clarification resolution will be made post approval from LICouncil.

- k) Response to this Bid by the Bidder will be deemed as consent to all the terms and conditions mentioned in this RFP along with its Annexure(s), Clarifications, if any.
- l) The Bidders are requested to read the entire RFP document. Submission of a Bid will be construed as acceptance of all terms and conditions mentioned in the RFP, and the Bidder shall be deemed to be bound by such terms and conditions.
- m) At any time prior to the last date for receipt of Bids, LICouncil reserves the right to modify this RFP by issuing corrigendum, for any reason, whether at its own initiative or in response to a clarification requested by a Bidder. Amendments will be provided in the form of Addenda / Corrigenda to the RFP, which will be uploaded on the website or email. Such Addenda / Corrigenda issued shall be binding on Bidders. It shall be assumed that the amendments contained in such Addenda / Corrigenda have been taken into account by the Bidder.
- n) The Bidder shall ensure that their key subject matter experts are present in meetings during the course of the projects and at the request of the LICouncil lead squads.
- o) This includes providing updates, discussing progress, and addressing any questions or concerns raised by the committees.
- p) The Bidder's availability for these presentations is essential to ensure effective communication and alignment with LICouncil's expectations and requirements.

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4. Definitions:

The following terms shall be interpreted as indicated below:

- a) "LICouncil" refers to the Life Insurance Council constituted under Section 64C of the Insurance Act, 1938, with its headquarters at 4th Floor, Jeevan Seva Annexe Bldg. S. V. Road, Santacruz (W), Mumbai 400054. It is a forum that connects the various stakeholders of the Life Insurance sector and develops and coordinates all discussions between the Government, Regulatory Board and the public. The LICouncil functions through several sub-committees and its members include all 26 life insurance companies in India.
- b) "DTTILLP" shall mean "Deloitte Touché Tohmatsu India LLP", a limited liability partnership duly incorporated under the laws of India and subsisting under the Limited Liability Partnership Act, 2008; "Deloitte Entity" means a member firm of DTTL (including DTTILLP), but not DTTL itself, and their respective subsidiaries and affiliates, their predecessors, successors and assignees, all partners, associate partners, principals, members, owners, directors, employees, and agents of all such entities.
- c) "Bidder/Agencies", "Firm", "Company", "Applicant", "Bidder", "Website Creator" means an eligible entity/firm submitting their Proposal for providing services to LICouncil in accordance with this RFP in response to this RFP.
- d) "Proposal" or "Bid" means the written reply or submission of response to this RFP.
- e) "Contract" means the contract to be entered into between LICouncil and the Successful Bidder.
- f) "Commercial Bid" means the total price payable to the Bidder under the Contract for the full and proper performance of its contractual obligations. All the Commercial Bids mentioned in the RFP shall be submitted including the government applicable taxes.
- g) "Services/Assignment" means all services, scope of work and deliverables to be provided by a Bidder as described in the RFP and include provision of technical assistance, training, certifications, auditing and any other obligation of the Successful Bidder covered under this RFP.
- h) "Day" means English calendar day.
- i) "BFSI" stands for Banking, Financial Services, and Insurance.
- j) All the Commercial Bids mentioned in the RFP to be submitted in **INR ₹** inclusive of government applicable taxes.
- k) "RFP" means this Request for Proposal issued by LICouncil for the selection of digital agencies (this document) in its entirety, inclusive of any addenda that may be issued by LICouncil.
- l) "Selected Bidder/ Successful Bidder" is the successful Bidder found eligible as per eligibility criteria set out in this RFP, whose technical Bid has been accepted and who has emerged as the Successful Bidder as per the selection criteria set out in the RFP and to whom notification of award has been given by LICouncil.
- m) Digital Marketing: The use of digital channels such as search engines, social media platforms, and online advertising to promote products and drive traffic, engagement, and conversions.

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- n) **Influencer Marketing:** A strategic collaboration with individuals who have influence over a target audience, leveraging their reach and engagement to promote products, services, or campaigns.
- o) **Online Reputation Management (ORM):** The practice of monitoring and managing a brand's reputation across online platforms, including social media, forums, and review sites, to ensure positive brand sentiment and mitigate crises.
- p) **Social Media:** Any digital technology that enables the sharing of ideas and information, including but not limited to text, visuals and audio-visuals, through virtual networks and communities.
- q) **Website Revamping:** The process of updating the design, functionality and usability of a website to improve revenue, key metrics, user experience and optimization for both users and search engines alike.
- r) **Search Engine Optimization ("SEO"):** A set of technical and content practices aimed at optimizing a website to increase visibility, search engine ranking and quality and quantity of website traffic.
- s) **Customer Relationship Management ("CRM"):** The process of managing company relationships with current and potential customers throughout the customer lifecycle, through managing customer interactions across touchpoints to enhance customer loyalty, retention, and experiences.
- t) **Socio-Economic Classification AB ("SEC AB"):** The upper-most and middle segment of the consuming class in India, encompassing the socio-economic classes A1, A2, B1, and B2.
- u) **"RO/PO"** refers to a legally binding, documented purchase order authorizing the purchase of goods or services, including but not limited to an itemized scope of work, detailed cost breakdown, and any other information as deemed relevant by the LICouncil.

5. Overview:

About Company (LI Council): - Brief introduction of LI Council and its role in the Life Insurance Category

The Life Insurance Council is an industry body with membership across all Life Insurers in India. The Insurance Awareness Committee within the LI Council was formed with the purpose of creating awareness about the benefits of Life Insurance as an integral part of all earning Indian Households. Apart from the broader purpose of creating positive intent for Life Insurance as a category, other specific purposes can be defined as follows:

- Help consumers understand benefits of life insurance better – feel good about life insurance.
- Get a larger share of the consumer's wallet – both protection and long-term savings – we have one of the lowest insurance density in the world with an average customer holding only 1-2 policies.
- Place the sellers favorably in front of the prospect – Start with trust when the door is knocked.
- Nudge the consumer to take action and feel proud to act responsibly by securing the future of their families.
- Help the industry overcome the persistency problem and educate the people about the checks and balances which companies deploy, the safety net which the IRDA has created, and the adequacy which capital companies hold- all of which ensure market conduct is of a good standard.

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5.1. Social Media Services

5.1.1. Background

About “Sabse Pehle Life Insurance” campaign

An expression of “Sabse Pehle Life Insurance” was crafted with an objective to instill the thought of fundamental importance of Life insurance amid multiple investment options. The idea was to establish that life insurance is a “must have” and to distinguish it as the need to secure family’s future against uncertainty vis-a-vis any other financial product which is meant for investment purposes.

Till date, two phases of the campaign have been executed with the positioning of “Sabse Pehle Life Insurance” – Dec’19 – Mar’20 and Feb – Mar’21. Across these two phases, multiple media were utilized including TV, Print, OOH, Digital, coupled with editorial media coverage (PR).

After the second phase, a survey was conducted (12,000 respondents across the country), which revealed that life insurance awareness stood at 99%, up from 96%, thereby meeting the awareness objective.

Phase 1 & 2: While the previous two campaigns and the positioning served its purpose of creating awareness, however, key concerns that were identified are:

- Willingness to certainly purchase a life insurance for self was lower (certainly purchase – 44%) than willingness to recommend to others (certainly recommend – 50%).
- Creative fatigue, as consumers had seen the commercials (single creative) multiple times across the two phases.
- Awareness for individual categories may be low given the scope of the campaign was limited to promoting life insurance category (Indicated by other surveys).

5.1.2. Probable Reasons for Low Consideration

While consumers are aware about “Life Insurance”, but it is still not considered as one of the “must have” products in their minds and there can be multiple reasons for the same-

- **Lack of understanding:** There are multiple types of life insurance plans and options available in the category, catering to different needs of the consumers. It can be challenging for the consumers to understand and choose as per their need.
- **Negligence:** Life insurance is not required by the law. People do not feel the need till they are in good health or do not have a disease or experience an unfortunate event. According to studies, 40% of families may find it difficult to meet their living expenses in the absence of single earning member.
- **Considered as an expense:** It is considered expensive or treated as an additional expense without being aware of the different affordable plans.
- **Unaware of financial risk:** Majority of Indians feel they do not need life insurance because “nothing will happen to them”. Thus, they are unaware of financial risk in case of an unplanned emergency.
- **Miscalculation:** Many of them believe that it is important to leave behind only assets which the family can use for their living.

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- **Lack of social security:** In India there is no provision of social security and consumers are unaware on what is the adequate amount needed during retirement, for medical expenses, in case of loss of income or additional income required.

5.1.3. Objective: Phase 3

A. Social Media Campaign Objective

Considering the key learnings from post campaign study (intent to purchase for self @ 44% and recommendation @ 50%), the industry is keen to launch phase 3 with an overall objective:

- To shift the conversation from awareness to drive digital engagement and influencer-led purchase consideration across key consumer needs with insight-led communication strategies.
- To create a communication strategy for 3 years to ensure continuous visibility, and drive behavioral change

B. Communication Objective

While the positioning of “Sabse Pehle Life Insurance” campaign achieved its purpose of highlighting the importance and increasing awareness of life insurance, however,

- Now we need to dive in a step further and address “why” and “how”.
- Life insurance is a “must have”, which needs to be re-emphasized by attacking the myths around the category and establish the need for the products.
- Explain “why” life insurance is essential and “how” it can benefit consumers by debunking myths and exploring different types of insurance.
- Encourage Action: Motivate people to buy life insurance by highlighting its benefits and aligning it with their life stage or age.

5.2. Website Revamping

5.2.1 Background

About “Sabse Pehle Life Insurance” website (<https://www.sabsepehlelifeinsurance.com/>)

The purpose of reimagining the Sabse Pehle Life Insurance website is to provide an enhanced digital platform that optimizes and enhances user experience. This project aims to spark insurance awareness by creating relevant content, interactive financial tools, and streamline industry information. Ease of discovering information is the key purpose of this new website.

Functional Project Scope and Limitation

The website will encompass user registration (for newsletters and industry updates), insurance information, premium calculation tools/calculators, user support, and educational resources, ensuring an accessible and informative user experience.

Regulatory compliance, data security, cultural and language variations, technology limitations, complex policies, changing user needs, industry updates, and regular maintenance will pose challenges in the

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website framework. Addressing these challenges will be crucial to deliver a comprehensive and valuable life insurance website.

5.2.2. Objective

The key project objective of the Sabse Pehle Life Insurance website revamp is to establish a platform that is easily accessible, user-friendly, and packed with informative content. The new reimagined platform aims to empower users to seamlessly discover information.

- **Enhanced Accessibility and Information:** The website should deliver clear and comprehensive information on insurance products and industry.
- **User-Friendly Experience:** The platform should offer an intuitive interface with efficient search options and well-organized content. The design should enable users to navigate seamlessly.
- **Tech Stack:** ReactJS or AngularJS for functional pages and basic HTML pages for informative pages and content management system (“CMS”) that supports the required functionality.
- **Responsive Design:** Users must experience a consistent look and feel across devices. The website’s responsive design must ensure smooth accessibility via a computer, phone, and tablet.
- **Security and Privacy:** Strong security measures to be implemented to safeguard user data, ensuring privacy and fostering trust among users. Should be compliant with latest privacy and cybersecurity laws in India and ready for DPDP in anticipation.
- **Educational Resources:** The platform will offer valuable educational materials, guides, and FAQs to assist users in understanding insurance concepts and making well-informed decisions.
- **Integration of Communication Channels:** The website must integrate various communication channels, including email, and phone lines, providing users with multiple avenues for support and assistance.
- **Analytics and Continuous Improvement:** The platform must employ analytics tools (preferably Google Analytics) to gain insights into user behavior, which informs site enhancements and continuous optimization efforts to deliver an improved user experience. User feedback plays a crucial role in this ongoing process.

5.2.3. Key Business Driver

Business Driver	Detailed Explanation/Expectation
Enhanced Customer Experience	A revamped website can provide intuitive navigation, personalized content, and user-friendly tools that guide users through the insurance information.
Clear Information Presentation	Life insurance can be complex, and a revamped website should present information about policy types, coverage options, premiums, and benefits in a clear and easily understandable manner.
Responsive Design	Ensuring the website is mobile-responsive is crucial, as potential customers may access it from various devices, enabling them to explore options.

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Faster Loading Times	Website speed is crucial for user satisfaction and SEO. A revamp can focus on optimizing code, images, videos and other assets for faster loading times.
Growth and Scalability	A revamped website can be built with scalability in mind, accommodating future growth and expansion without requiring frequent overhauls.
Simplified Management	A revamped website might come with a more user-friendly content management system (CMS), making it easier for non-technical staff to manage and update content.
Better Third-Party Integration	Integrating with other tools and platforms like CRM systems, email marketing services, analytics tools and social media can streamline business operations and marketing efforts.

5.3. SEO Services

5.3.1 Background

About “Sabse Pehle Life Insurance” Search Engine Optimization

The purpose of optimizing the Sabse Pehle Life Insurance website is to provide an enhanced digital platform that optimizes and enhances customer experience. This project aims to promote website visibility, value add, user traffic and awareness by optimizing content, regular competitor analysis and technical audit, and recommendations to ensure process alignment with best practices.

Functional Project Scope and Limitation

The key processes expected to be undertaken by the digital agency includes, but is not limited to keyword analysis and benchmarking, competitor analysis, on-page optimization, thematic internal linking, content development and syndication, data analysis with respect to key metrics (including but not limited to user behaviour, traffic volume, search engine activity).

The key deliverables expected to be provided by the digital agency include, but are not limited to, regular performance reports, regular recommendations for key metrics and processes (to be determined by LICouncil), optimized content development. The agency is expected to comply with any project management guidelines established by LICouncil, and industry-wide best practices and standard operating procedures (subject to change by LICouncil), in alignment with established objectives.

5.3.2. Objectives

A. Traffic Objectives

Sabse Pehle Life Insurance website should rank for all the informative and relevant life and term insurance related keywords which includes a bucket of 1,000 keywords with the below mentioned search volumes (excluding the digital purchase related keywords):

- 40% keywords with high search volume of 5,000 and above;
- 30% keywords with search volume between 1,000 – 5,000; and
- 30% keywords with search volume below 1,000.

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Below ranking and keyword optimization criteria should be followed:

1. 30% of the keywords should in the top 3 pages in Year 1, 50% of the keywords in Year 2, 70% of the keywords in Year 3.
2. The Sabse Pehle Life Insurance website should be better placed on keywords front as compared to bank and other BFSI categories on keywords which are common between them (including long term planning, retirement planning, planning for child’s future, etc.)
3. Detailed quarterly review and strategy presentation should be done by the agency for changes in the keywords based on trends.

B. Competition Analysis Objectives

The agency will be responsible for performing a detailed search engine optimization and keyword analysis to conduct regular technical audits and provide recommendations including but not limited to URL structure, tree structure, technical recommendations, focusing on the following objectives:

- Analysing key website metrics including but not limited to website history and search engine ranking to ensure optimal crawlability, website hygiene and page speed.
- Identifying bugs and shortcomings from a search engine optimization and technical perspective to resolve errors including but not limited to duplication of content, HTML tag errors, broken links, outdated sitemaps.
- Continual analysis of global and industry best practices of key platforms and processes to evolve campaign processes and recommendations.
- Regular monitoring of processes and KPI alignment with LICouncil’s objectives to facilitate timely progress as per established benchmarks and timelines.

C. Website Content Writing Plan

Content writing will be undertaken as per the below mentioned plan format. The Agency can recommend additional content pieces to meet the keyword ranking target basis the Life Insurance Industry seasonality and as per the discretion of the LICouncil. The Agency is to create 3 plans basis 20, 50 and 100 content pieces per month, in the below mentioned format:

Content Plan	Average Monthly Units	Total (in 12 Months)
Overall Monthly on page units		
-On-page blogs – 1,000 words	4	
-Microblogs – 300 words	3	
-Supporting Pages – 700 words	1	
-Category Pages – 1,000-1,500 words	1	
-Web Stories – 300-500 words	1	

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Overall Monthly off page units		
-Premium – 1,000 words	3	
-Paid off page – 200-300 words	3	
-Quora – 100-200 words	1	
-Article Submission on high DA websites – 1,000 words	3	
Total Content Count	20	

** The content type and numbers showcased in the plan are tentative and can change post mutual agreement of the monthly POA. The number of content pieces must be bifurcated among the on-page and off-page content types mentioned above. The Web Story content is dependent on the functionality being implemented on the website. In the event there is shortfall in a certain type of content, the Agency is responsible for compensating it with another type of content post mutual agreement and approval from the LICouncil Central Marketing team via email.*

Cost per content piece for additional content needs to be shared separately.

Note: Sample for 20 content pieces has been shared above.

5.3.3. Team Structure

The agency team must include and provide full disclosure, as requested in Annexure F.8. ‘Self-Declaration on Team Information’, for all team members as deemed fit for the scope, in accordance with the reference format provided below:

Sr. No.	Name	Designation	Educational Qualification	Total Years of Experience	Tenure in the Company	Time spent in % on account
		Account Lead				
		Business Manager				
		Associate				
		Analyst				
		Content Strategist				
		Content Editor				
		Senior Content Writer				
		Content Writer				
		Total				

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5.3.4 Third Party Tools

The agency must utilize the below mentioned tools, and any other tool post approval by LICouncil, as deemed relevant for conducting analysis, detailed report creation and audit processes:

Tools	Value Proposition
Similar Web	Facilitates comparison of inter and intra source (website/application) traffic statistics and analytics.
Ahrefs	Must be instrumental in assessing website authority and ranking. The tool provides content insights and facilitates competition analysis.
ComScore	The tool facilitates audience measurement through comprehensive user demographic data, cross platform insights and industry benchmarking.
Globalwebindex	Provides insights and analytics regarding consumer behaviour, enabling better consumer analysis and targeting.
Screamingfrog	Facilitates analysis and monitoring of website hygiene.
Apptweak	The tool assists in market research, competitive research, keyword and trend analysis and campaign optimization.
Google Trends	Provides search metrics including but not limited to search volume, search trends, temporal analysis of keywords.
Google Keyword Planner	Enables identification of relevant keywords for keyword analysis.
SEMRush	Facilitates keyword research, competitor analysis, digital marketing campaign monitoring and optimization.

6. Scope of Work with Estimated Timelines:

6.1. Social Media Services

6.1.1. Communication Strategy

- **Digital Marketing Approach:** Develop a comprehensive 3-year digital marketing plan that includes both paid and organic strategies. The strategy should address consumer myths about life insurance, promoting both financial security and savings/investment plans. The campaign should leverage digital channels (social media, influencer marketing, etc.) to build brand awareness and drive purchase consideration.
- **ORM Strategy:** Establish a real-time monitoring and engagement plan to manage and enhance the brand’s online reputation. This includes monitoring, response management, sentiment analysis, and crisis management.
- **Influencer Strategy:** Integrate influencer marketing to amplify the brand’s message. Influencers should be chosen based on reach, engagement, relevance to the target audience, and their alignment with the brand’s values. Campaigns should focus on increasing engagement and brand credibility.

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6.1.2. Monthly Reporting and Analytics

- **Monthly Reports on ORM and Social Media Performance:** Deliver comprehensive reports that detail activities related to online reputation management (“ORM”), along with an analysis of social media performance, engagement statistics, and sentiment trends.
- **Actionable Insights and Recommendations:** Provide insightful recommendations and strategies derived from the analytics to boost online reputation and optimize our social media approach.

6.1.3. Creative Deliverables / Assets

- **Conceptualizing Digital Content:** Develop engaging digital-first creative content that aligns with the overall campaign message. This includes developing video/short format content for social platforms, static images, polls, carousel, and to educate and persuade the audience.
- **Influencer Marketing Content:** Co-create content with influencers that will resonate with the target audience to drive reach and engagement. Influencers will help create an authentic narrative around life insurance products.
- **ORM-Related Content:** Prepare SOPs, FAQs, standard responses, and content to be used during crises or when negative feedback is encountered online.

6.1.4. Campaign Evaluation

- Post-campaign evaluation will measure:
 - **Digital Metrics:** Reach, engagement (likes, comments, shares), and views from social media campaigns.
 - **Influencer Campaign Performance:** Define key performance indicators (KPIs) for measuring the success of influencer campaigns. Provide regular reports on Influencer reach, engagement rate, and campaign ROI. Measure how influencer content impacted awareness, intent, and purchase decisions.
 - **ORM Impact:** Monitor the sentiment of online mentions, speed of response to negative feedback, and overall improvement in online reputation.

6.1.5. Deliverables

- **Social Media Deliverables:**
 - Creation of Monthly Social Media content, Content Strategy, Monthly Content Calendar (30-35 posts per month across platforms) and Post Copies (Post Caption, Video Title & Description Text creation and Hashtags).
 - Post formats may include, but are not limited to: Status Updates (text post), Static Post, Video Posts, Live Videos, Facebook stories, Carousel Posts, Slideshows, Instant Articles, Link posts, Events, Polls and Question, Canvas (instant experience), Static Post – single, Carousel Posts, Instagram Stories, Instagram Live, Instagram TV, Reels, Instagram Guides, Branded Content (Influencer), Vlog, Tutorials/ How to, Reviews, Challenges, YouTube Shorts, YouTube Live, YouTube Premiers, YouTube stories, TextTweets, Image Tweets, GIF Tweets, Video Tweets, Threads, Twitter Moments, Twitter Fleet, Twitter spaces, Twitter Cards, Twitter Live, LinkedIn Live, Newsletter.

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- Analytics reports on campaign performance, including engagement, reach, and conversion data.
- The Agency to focus primarily on social media channels like LinkedIn, Instagram, and YouTube. The content format and choice of social media channels must be undertaken with an aim to optimize the engagement on social media handles.
- The Agency is to bifurcate the monthly social media deliverables as per the plan mentioned below*:

Weekly Frequency	Monthly Frequency	Content	Platform
3	3*4=12	Instagram Reel	Instagram
3	3*4=12	YouTube Shorts	YouTube
1	1*4=4	Long form Newsletter Content + LinkedIn Text Post	Email + LinkedIn
1	1*4=4	Twitter Thread	Twitter
1	1*4=4	Static/Carousel Post	Instagram/LinkedIn/Meta

****This plan is tentative and subject to change as per the discretion of LICouncil and may be modified upon the suggestion of the Agency post approval from the LICouncil Central Marketing team.***

- **Influencer Marketing Deliverables:**
 - Influencer Selection Rationale: Based on their reach, engagement, and alignment with brand values.
 - Manage the end-to-end execution of influencer campaigns: Create a comprehensive influencer marketing strategy that aligns with brand goals and target audience. Outline the content themes, messaging, and campaign objectives.
 - Develop timeline for campaign execution and milestones.
 - Creation of influencer content, including co-branded videos and posts.
 - Post-campaign report on influencer performance, reach, engagement, conversions, return on investment, and key campaign insights to optimize ongoing and future campaigns.
- **ORM Deliverables:**
 - Create SOPs, Standard Response Template for various types of queries.
 - Monitor social media platforms, forums, review sites, and other relevant online spaces for mentions of the Campaign.
 - Develop and implement a strategy for responding to both positive and negative mentions, comments, and reviews to maintain a positive brand image. Respond to comments, messages, and reviews in a timely and professional manner.
 - Monthly ORM reports with sentiment analysis, action taken, and crisis management insights.

6.1.6. Target Audience

The primary target audience is Male/Female, in the broad age group of 25-60 years, SEC AB in Tier I, II, III and Rural India. It includes any individual who is earning and has a family with insurable interest. Anyone who wants to protect the family from loss of income during uncertainties of life, having goals to protect the financial future of his/her children, or planning for retirement.

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Listed below are some segments defining their age and life stage for deeper understanding and targeting the relevant set of audience and therefore the creatives will be required by segments/categories.

Segment	TG	Category
Married with/without Child/ren	25-40	Term Savings Wealth Creation
Nearing Retirement	45-60	Savings Wealth Creation Pension
Women – Married working women / Housewives / Single mothers	25-45	Term Savings Wealth creation Annuity Pension

Note: The target audience above is for reference and may change based upon the phase 3 research outcome.

6.1.7. Timelines

a. Phase 3 (FY2025):

Overarching theme – Life insurance is the right choice for consumers to meet their life stage needs as mentioned in the creative strategy. The digital agencies are to present ideas for the below two points, that form part of this directional brief. Onboarding the digital agency is critical based on the current directional brief so that the digital agency can attend the behavioral study field work and get firsthand feedback to sharpen the creative messaging subsequently.

Two areas in which creative ideas are sought are:

- A) Bust common myths – trust deficit (claim payment), high charges, mis-selling etc.
- B) Build purchase preference for identified categories (term and savings).

We can extend the consumer segments and therefore the communication/ messaging in the subsequent 2 years of the campaign as follows:

b. FY2026

Expand focus to target segments such as youth and working women, specifically for Term insurance and savings/investment-linked products.

c. FY 2027

Further extend to target groups such as individuals approaching retirement, single mothers, and first jobbers.

**This plan and timelines are indicative and subject to change based on the outcomes and execution of the FY 25 campaigns. Adjustments may be made in response to evolving insights, consumer feedback, and campaign performance metrics. Final strategies and directives will be refined to align with observed results and ensure the most effective approach in meeting the campaign objectives.*

6.2. Website Revamping

6.2.1 Website Scope

A. UI/UX Design

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- **User Research:** Conduct user research to understand the needs, behaviors, and pain points of the target audience.
- **Wireframes and Prototypes:** Create wireframes and interactive prototypes to visualize layout, flow, and user interactions.
- **Design Language:** Develop a consistent design language that reflects the brand's identity, including color schemes, typography, and iconography.
- **Design System:** Create a comprehensive atomic design system, which includes coded components, to ensure flexibility and ease of maintenance. The design system should handle various combinations and future requirements, with all code documented for future use.
- **User Testing:** Conduct usability tests to ensure the design is intuitive and user-friendly.

B. Website Development:

- **Front-End Development:** Implement the UI/UX design into a responsive, cross-browser compatible, and mobile-friendly website.
- **Back-End Development:** Develop a robust backend that supports content management, user authentication, data storage, and personalization features.
- **Headless CMS Integration:** Implement a headless CMS like Stripe or a similar platform that allows for easy content updates while providing flexibility in front-end design and content delivery.
- **Role Management in CMS:** Ensure the headless CMS supports the creation of multiple roles with varying levels of access and permissions. This includes roles for content creators, marketing teams, and content upload agencies, allowing for efficient content management and collaboration.
- **Lead Capture and Marketing Automation:** Integrate lead capture forms for newsletters and connect them with a marketing automation tool to enable drip communication campaigns. Ensure seamless integration with the CMS for efficient lead management.
- **Behavioral Analytics:** Integrate tools to capture and analyze user behavior on the website, including heatmaps, click tracking, session recordings, and funnel analysis. This data should help optimize user experience and inform content strategy.
- **Content & SEO Links Migration:** Migrate all existing content and SEO links from the current website to the new website. Ensure that all SEO metadata, backlinks, and URL structures are preserved to maintain search engine rankings and traffic.
- **Performance Optimization:** Implement best practices for website speed and performance. Defined as per Section 6.2.2. 'Detailed Metrics and Performance Indicators'.
- **Security:** Ensure the website is secure from common threats like structured query language injection, cross-site scripting (XSS), and others.
- **Compliance:** Ensure the website complies with relevant regulations, such as the General Data Protection Regulation, especially if collecting user data.
- **Multilingual Support:** The website should support multiple languages (e.g., English, Hindi, Marathi, Tamil, Kannada, Gujarati, Bengali) with seamless switching. Phase 1 will have only 1 language available i.e. English however the backend should be ready for multilingual content from day 1.

C. Content Upload Process

- **Review and Approval:** Working closely with the internal team to review and approve content before publication.

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D. Quality Assurance & Testing

- **Performance Testing**
 - **Tools:** Use tools like Google PageSpeed Insights, Gtmetrix, and Lighthouse to test and benchmark page speed.
 - **Benchmarking:** Establish benchmarks and ensure the website meets or exceeds them.
 - **Monitoring:** Set up ongoing monitoring to track performance post-launch.
- **Accessibility Testing**
 - **Tools:** Use tools like Axe, WAVE, and Lighthouse for accessibility testing.
 - **User Testing:** Conduct testing with users who have disabilities to ensure real-world accessibility.
- **Linguistic and Localization Testing**
 - **Localization Testing:** Ensure that dates, times, currency, and other localized elements display correctly.
- **Behavioral Analytics Testing**
 - **Tool Configuration:** Verify that all behavioral analytics tools are properly configured and capturing data accurately.
 - **Data Accuracy:** Ensure the data collected reflects real user behavior and is useful for analysis.
- **Content & SEO Migration Testing**
 - **Content Integrity:** Ensure all content has been migrated correctly without any data loss or formatting issues.
 - **SEO Link Validation:** Test all migrated SEO links to ensure they are functional and maintain the current search engine rankings.

6.2.2 Detailed Metrics and Performance Indicators

A. Page Speed

- **Load Time:** The website should load within 2 seconds for users with high-speed internet connections (100Mbps+).
- **Time to First Byte (TTFB):** Target TTFB should be under 200 milliseconds.
- **Largest Contentful Paint (LCP):** Ensure LCP is within 2.5 seconds on both desktop and mobile devices.
- **Minification:** All CSS, JavaScript, and HTML should be minified to reduce file size and improve load times.
- **Image Optimization:** Serve images in next-gen formats (e.g., WebP) and optimize for size without compromising quality.
- **Google Page Speed Insights:** The website should achieve a minimum score of 90/100 on both mobile and desktop.

B. Accessibility

- **WCAG Compliance:** Website must meet at least WCAG 2.2 standards for accessibility.
 - **Keyboard Navigation:** Ensure all website functionality is accessible via keyboard-only navigation.
 - **Screen Reader Compatibility:** Website should be fully compatible with screen readers (e.g., JAWS, NVDA).

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- **Color Contrast:** Ensure sufficient color contrast between text and background (4.5:1 for regular text, 3:1 for large text).
- **Alt Text:** All images must have descriptive and meaningful alt text.
- **Form Labels:** Ensure all form fields have appropriate labels and error messages.

6.2.3. Requirement

Requirement ID	Requirement	Requirement Description	Priority	Reference
001	Header – Level 0 Navigation	<ul style="list-style-type: none"> ● Contact Us ● Search Bar (search cloud) ● Web WhatsApp Integration ● Service/Query- Toll free Number ● Login – For internal purpose to upload the legal documents, RFPs, creatives etc. 		
002	Search bar	<ul style="list-style-type: none"> ● The search bar is a tool that will allow users to enter specific keywords or queries to quickly find information, policies, or resources related to Life Insurance Council ● Users can use the search bar to search for topics such as policy types, coverage options, calculations, contact information, FAQs, and more. ● It simplifies the process of navigating the website and helps users access relevant information efficiently. (refer to the link for tentative website navigation structure) 		
003	Web WhatsApp Integration	The web WhatsApp Integration enables secure messaging for user inquiries which can be passed to LI players (details to be discussed)		
004	Header – Level 1 Navigation	<ul style="list-style-type: none"> ● Term Insurance ● Types of Life Insurance ● Learn <ul style="list-style-type: none"> a. Blogs b. Infographics ● Videos ● Calculators ● Life Insurance Industry ● About Us <ul style="list-style-type: none"> a. About IAC/SPLI b. Press Release and Media c. Members details 		

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		<ul style="list-style-type: none"> ● Subscribe to Newsletter ● Ask an Expert ● Language Selections ● Privacy Policy ● Enquire about Life Insurance – Lead form (As per the discussed and approved design)		
005	Contact Us	This will redirect the users to the “Contact Details” Page.		

6.2.4. Project Delivery Timeline

The comprehensive website revamping must be completed, along with any modifications as instructed by the LICouncil within 3 months of the date of onboarding of the Agency. This timeline is tentative and is subject to change by the LICouncil.

Note: No extension to the timeline will be granted unless under extremely special conditions and with mutual agreement.

6.3 SEO Services

6.3.1. Keyword Analysis & Benchmarking

The agency will need to identify research, product and purchase intent keywords using tools such as Google Keyword Planner and in-house SEO platforms like Rankwatch, Semrush or any other required specific tool.

- A keyword analysis report to be shared, at a frequency to be determined by LICouncil, detailing primary keywords to be targeted (to be taken from the aforementioned bucket of 1,000 keywords) and why. Discussion & brainstorming to finalize the priority keyword basket should be done focusing on businesses priorities. Once the keywords are finalized, the agency needs to share an initial ranking report which will serve as a benchmark for tracking the campaign performance.
- The agency is to focus on improving the ranks of keywords belonging to the following categories related to Life Insurance (this is part of 1,000 keywords which needs to be targeted):
 - Term Insurance (category keywords)
 - Life Insurance (category keywords)
 - Non-Term (Retirement, ULIP, Child Plan, Savings, Group Insurance, Riders keywords)
 - Knowledge center (Blogs + Lateral keywords)
 - Calculator Section (Insurance Calculators + Lateral keywords)

Note – Agency should ensure to limit the creation of multiple domains and all other branded and non-branded key words.

6.3.2. Competition Analysis

The digital agency shall perform a detailed analysis, at a frequency to be determined by LICouncil, of the search engine optimization ecosystem. Content portals and competitor websites shall be analyzed

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to understand their focus keywords and SEO strategy, and the digital agency must incorporate new learnings and elements into their proposed SEO strategy.

A. URL and Tree Structure Recommendations

The URL structure of a web property is very critical in deciding the search engine friendliness. A good URL structure can significantly impact visibility. If required, the agency should suggest an optimized search friendly URL structure for important pages and sections of the website. The agency should also give guidelines for dynamic URLs, if any to be converted to search engine friendly static URLs. The URLs must also follow the suggested hierarchy and target important keywords relevant to the keyword basket. Depending on the new URL structure, it would be critical for the agency to implement 301 redirects from existing URLs to new URLs as this would help ensure that the search engine optimization value is successfully transferred to the new URLs.

B. Technical Audit and Recommendations

This is a continuous process to ensure that the website content is crawlable and there are no spider stoppers. The team should do a comprehensive audit, at a frequency to be determined by LICouncil, to identify any possible limitations that hamper search engine optimization performance for the website.

The technical audit will focus on some key points mentioned below –

- Analysing current search engine standing of the website.
- Analysing history of the website.
- Identifying shortcomings from a SEO and technical perspective.
- Presenting detailed Technical Audit report.

Key objectives of the agency will be to carry out the following:

- **Ensuring Crawlability:** Ensuring that a web property is crawlable enhances chances on ranking on Google. The audit report will focus on sections that are not visible to Google and provide suggestions on how to make these pages visible to Google. Provide recommendations for removing JavaScript, jQuery, session ids, dynamic URLs, iframe, Hash bang implementation etc. which search engines cannot read and then work with implementation agency for implementation & testing.
- **Resolving Duplicate Content Issues:** Search engines give more importance to unique content and often devalue websites having thin (templated) content, it is essential that all the pages that exist on the website are fairly unique when compared with each other. Duplicate content can be present on any website in many forms – similar on page elements (which is generally the case for paginated results), 'www' & 'non-www' versions of the website, staging servers, trailing slashes, secure pages, home page duplicates, session IDs, duplicate paths, search sorts and filters, geo-specific duplicates, syndicated content, etc. Search engines have started giving more and more importance to uniqueness of content that is present on the website and can devalue websites having thin (templated) content. The agency shall be responsible for thoroughly auditing the website to find all occurrences of duplicate content and suggest suitable recommendations to fix them. The agency shall also be responsible for suggesting a search engine optimization friendly way of implementing paginated results, to minimize the duplication that tends to happen while implementing pagination and suggest other architectural or web development changes which can result in duplication.
- **Promoting Appropriate Pages:** The agency shall be responsible for sharing recommendations to create a strong hierarchy by implementing recommendation such as XML sitemaps (index & individual), Geo tags, href tags, canonical tags, Robots.txt, web page submissions in Google Search Console etc.

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- The agency shall be responsible for checking for specific HTML tags that will impact search engine optimization KPIs, for e.g. – index/noinindex, follow/nofollow, canonical, self-canonical, meta refresh, schema code etc.

- **Website Page Speed:** The agency shall be responsible for checking for current page speed of all websites (both desktop & mobile versions) and providing recommendations to improve it.

****Specifically, the objective of the agency should be to include the number of server calls being made (how to reduce them) and minification of CSS and JS (agency to give the solution and not only to suggest the improvement areas).***

- The agency shall be responsible for checking and resolving website hygiene issues including 404 errors, broken links, HTML elements not as per Google standards, outdated xml sitemaps etc.

- Best practices & guidelines that Google will evolve and stipulate over time will have to be mutually discussed by the agency and LICouncil, and next steps must be worked upon accordingly.

6.3.3. Website Content Search Engine Optimization

The primary objective of the agency shall be responsible for optimizing, as per established timelines, the most important sections of the website manually to ensure best results. The agency shall be responsible for the optimization of all possible search engine optimization elements; meta-content, in the form of titles, meta tags, tool-tips, headings, etc. must be optimized. The agency shall also be responsible for optimization of (visible) content present on a page, including but not limited to changes needed to incorporate relevant keywords on a page to improve website ranking on search engines. Content edits for keyword additions on pages with pre-existing content must be provided by the Agency as per established timelines.

Key deliverables expected from the Agency include, but are not limited to:

- Optimization for image alt tags, navigation elements, creation/updating of HTML sitemaps, Header tags must be taken up. The agency must provide recommendations will be provided to implementation agency. The agency shall be responsible for regular follow-ups to ensure timely implementation and audits to check for any gaps.
- Logic based recommendations must be provided by the agency in order to simplify optimization of on-page elements for product pages while also covering sections on a larger scale instead of a page-by-page basis.
- The agency shall be responsible for optimization of website blog/content section which will contain articles related to the business offering and relevant to the target audience.

6.3.4. Thematic Internal Linking

Footers, Breadcrumbs, Related Sections, and Content based Internal Linking are techniques that help inter-link various sections/pages present on the website and lead to a rise in crawlability & semantic value of the website. The agency shall be responsible for providing recommendations to implement dynamic/sectional footer navigation and optimized breadcrumbs throughout the website, as per established timelines. Additionally, the agency shall be responsible for providing the logic to implement related sections on the website that can help increase the indexability of the website.

6.3.5. Website Content Recommendations

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This is a continuous process, at a frequency to be determined by LICouncil, that must be undertaken by the agency to ensure that all relevant keyword themes are targeted by creating dedicated pages on the site. The agency must analyze the presence of content on the website and suggest creation of additional content sections/pages to help target additional keyword opportunities. Typically, the agency must look at how users are consuming content on the website, and then share recommendations to build more content around a specific topic or keyword theme. The content architecture must be in-line with the suggested site architecture and the agency must implement all the requisite URL recommendations. After the content is created, the LICouncil Central Marketing team and the Agency shall be jointly responsible (as per established responsibility structure) for auditing the same to ensure it fits into the overall strategy and optimize the content (thematic interlinking and on-page optimization) so as to ensure maximum search engine optimization value. Technical checks as outlined above will also be conducted to ensure that the new content is consumed by search engine spiders easily.

A. Content Syndication Activities

Syndication activities consists of 2 parts- Content Partners and Process Management Content Partners, and include the following deliverables expected from the digital agency:

- Evaluating publishers on core metrics (DA, Views, search engine optimization Compliance, Social Metrics) and creating publishing plan based on available budgets.
- Audience-based Content Strategy: Category insights, Topic Ideation and search engine optimization relevance.
- Create detailed concept notes and ensure client teams, including internal editors and publishing team are aligned.
- Editing / Reviewing the drafts received from publishers and revising the content as required; detailed handholding for publishers to get the content as per expectations. Creating analytics trackers for data & learnings.
- Incorporating all feedback from brand teams and working with internal editors & publishing team to ensure copy is ready to go-live.

B. Process Management

The process management includes the following key deliverables:

- Content hosting, rates, platform hosting ideation and negotiation with publishers.
- Managing creation of ROs/POs for the Successful Bidder in consideration since these Successful Bidders do not work without a RO/PO.
- Project Management of the overall program, including regular communication and alignment between the following stakeholders: Brand, Agency, and Publisher.
- Ensuring go-live within timelines, managing edits post go live and end to end management of the program.
- Reporting on Published material and search engine optimization impact.

6.3.6. Data Analysis

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Studying user behaviour and understanding the quality of traffic being generated is an integral part of optimization. The potency of keywords & traction generated by different content themes on the website is to be analysed by the digital agency, as per established timelines, with a view to continually improve relevance of the traffic being generated. The analysis must be done from data sourced from and recorded in Google Analytics/Adobe Analytics.

Google Search Console is a tool providing data detailing how Google search engine interacts with the site – the challenges it faces while crawling and indexing the site for e.g., duplicate tags, page errors, syntax errors, content duplicity, internal and outbound links issues etc. Data from the tool must be analysed by the agency, as per established timelines, and recommendations must be provided to help ensure that users do not face any challenges while accessing the site through Google and other search engines.

6.3.7. Performance Reviews

The agency shall be responsible for creating a monthly report/deck that will include, but is not limited to the following key points:

- Evaluation of performance from analytics /leads data, chart out agenda for the following month's optimization.
- Monthly keyword rankings.
- Monthly traffic and leads.
- Performance and status of KPIs as outlined under section traffic targets.

6.3.8. Project Management

The agency shall comply with the following guidelines:

- Detailed project tracker with timelines and dependencies is to be maintained.
- Weekly status call with stakeholders shall be conducted in order to discuss project trackers and identify solutions to eliminate blockers.

All SEO changes (technology and on-page) shall be discussed with concerned stakeholders and then sent to the implementation agency for execution in a timely manner. Best practices and operating procedures for each item listed above shall be established and any necessary SEO knowledge shall be shared with LICouncil and concerned stakeholders in a timely manner. Tools including but not limited to SimilarWeb, ahrefs, ComScore, global web index, Screamingfrog, Google Trends, apptweak, Google Keyword Planner must be used for analysis and detailed reports and audits. All charges and costs of the mentioned tools must be included in the overall budget. Neither the LICouncil nor the Governance will be responsible for bearing these charges. Subscription of SEMrush guru plan shall be part of the deliverables.

6.3.9. Project Delivery Timeline

The provision of SEO services by the agency is an ongoing month on month retainer for a period of 3 years. This timeline is tentative and is subject to change by the LICouncil, basis the start date.

7. Bid Evaluation Process:

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Round 1 – Eligibility Criteria and Technical Evaluation (60 Marks):

Shortlisting of Bidders from the pool of submitted Bids.

- All Bids submitted in response to this RFP will undergo a thorough evaluation. Before proceeding, LICouncil will scrutinize Bids for completeness, computational accuracy, provision of specified information as outlined in the Bid document, proper documentation, and overall compliance. Bids found not substantially responsive will be rejected.
- This process will be conducted in accordance with the eligibility criteria and technical evaluation requirements as outlined in this RFP's Section '7.1 Bidder's Eligibility Criteria' and Section '7.2 Technical Evaluation Parameters'.
- Each eligible submission will be assessed and scored on a scale of 0 to 60 points. The scoring will be based on the criteria specified in this RFP, including but not limited to technical capabilities and compliance with overall requirements.
- The top 5 scoring qualifying Bidders will proceed to the next round of the selection process. This next phase will consist of a pitch presentation round.

Round 2 – Pitch Presentation Round (115 Marks):

- Bidders who qualify from the first round of evaluation will be invited to present their pitches. In this round, shortlisted Bidders will be required to present their proposals before the Selection Committee.
- The presentations conducted during the pitch presentation round will be evaluated according to a detailed set of criteria as outlined in Section 7.3 of this RFP.
- **Each presentation will be scored on a scale of 0 to 115 points as outlined in the RFP based on the criteria detailed under Section 7.3 of the RFP.**
- The date for presentation will be intimated to the shortlisted Bidders by e-mail/telephone. LICouncil may provide an updated brief for the presentation basis the findings from the first round and the ongoing research that LICouncil is conducting. Such communication will be provided by LICouncil/DTTILLP to the Bidders separately.

Round 3 – Commercial Evaluation (75 Marks):

- The Commercial Bids will be opened and reviewed in the presence of LICouncil members.
- Selection of the Successful Bidder will be based on the combined results from the 1st, 2nd & 3rd Rounds.

LICouncil does not bind itself to accept the lowest or highest Bids submitted by the Bidders. LICouncil reserves the right to reject any Bid without assigning any reason or select any Bidder that is in the final evaluation list. LICouncil also reserves the right to re-issue the tender without Bidders having the right to object to such re-issue. LICouncil also reserves the right to extend the validity period of the tender.

During evaluation and comparison of Bids, LICouncil may, at its sole discretion, ask the Bidders for clarification on the Bids received. The request for clarification shall be in email and no change in prices or substance of the Bid shall be sought, offered or permitted.

The LI Council withholds the right to invite the final shortlisted Bidders to share revised Commercial Bids, in event of which the Bidders are requested to share their revised no-regret Commercial Bid offers based on shortlisting after the pitch presentations round.

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7.1 Round 1 – PART A. Bidder’s Eligibility Criteria: –

Bid is open to all Bidders who meet the eligibility and technical criteria as given in the RFP. The Bidders must submit the documents substantiating eligibility criteria as mentioned in this RFP.

- a) No Bidder or its associate shall submit more than one Bid for the RFP. A Bidder applying individually or as an associate shall not be entitled to submit another Bid either individually or through associates, as the case may be.
- b) In case of subcontracting the Bidder should submit the sub-contractor details similar to the Eligibility Criteria.
- c) The below mentioned criteria are mandatory in nature. The Bidders shall qualify all the below-mentioned eligibility criteria for being eligible to submit the Bid which will be evaluated as per the technical evaluation criteria mentioned in Section 7.2 of the RFP.

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RFP for Selection of Digital Agencies

No.	Eligibility Criteria	Documents to be Submitted
1	The Bidder must be an Indian firm / company/ organization registered under applicable Act in India. Proposals from consortiums would not be entertained for this purpose.	Copy of the Partnership deed/Bye Law/ Certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office.
2	The Bidder should have been in existence and providing services as a digital agency in India for a minimum of 5 years as on 31.03.2024.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.1.
3	The Bidder should be a profitable organization (based on PAT) for at least 3 out of the last 4 financial years as on 31.03.2024, with a minimum turnover of INR 20 crores and audits conducted by statutory auditors.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.2.
4	The Bidder should have provided services to at least 3 BFSI clients in the last 3 Financial years i.e., FY 2021-22, FY 2022-23, and FY 2023-24	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.3.
5	The Bidder should have provided digital services to at least 20 clients in the last 3 Financial years i.e., FY 2021-22, FY 2022-23 and FY 2023-24	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.4.
6	The Bidder should have proven experience in managing Social Media, ORM, Influencer Marketing, SEO, Website Development and Website Revamping for clients in the BFSI sector or similar industries.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.5.
7	Bidder should have capabilities/proprietary analytical tools for data capture and analysis thereof for the primary and secondary data.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.6.
8	The Bidder to submit a list of current life insurance clients being served by the agency and to inform if there are any conflict of interest or non-compete clauses for the last 3 financial years as on 31.03.2024	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.7.
9	The Bidder must have a minimum staff strength of 25, including Creative Directors, Visualizers, Designers, Copywriters, Language Translators, Social Media Strategist and team, Search Engine Optimization Strategist and team, Online Reputation Management team, Content Writers, Website Developers, Website Testers, QC team, Authors, Website Project Managers, Other Technical Staff, etc. as deemed fit for the scope. Bidder to provide information of the Team on account including Name, Designation, Years of Experience, Current tenure in the company. LICouncil reserves the right to verify this information.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.8.
10	Past/present litigations, disputes, if any (adverse litigations could result in disqualification, at the sole discretion of LICouncil)	Brief particulars of litigations, disputes, if any are to be given and a self-declaration on the Bidder's letter head to be Submitted in Annexure F.9.
11	Bidders should not be under debarment/blacklist period for breach of contract/deficiency in Services/ fraud/ corrupt practices by any Scheduled Commercial LICouncil/ Public Sector Undertaking / State or Central Government or their agencies/ Life Insurance companies on the date of submission of Bid for this RFP or anytime during the last three years.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.10.
12	Details of awards won (if any) in the last three years	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.11.
13	The Bidder should have full-fledged offices, preferably in Mumbai and other major cities in India with requisite infrastructure.	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.12.

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7.2 –Round 1- PART B. Technical Evaluation Parameters (60 Marks):

Sr. No.	Evaluation Parameters	Criteria	Assigned marks	Max Score	Non-Editable PDF document
1	Years of Experience in providing digital marketing services as on 31.03.2024.	More than 10 years	5	5	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.1.
		8 to 10 years	3		
		5 to 7 years	2		
2	Average Annual Turnover (In INR)	More than INR 100 crores	10	10	A self-declaration on Profit & Loss statement for FY 2020-21, FY 2021-22, FY 2022-23 and FY 2023-24 in Annexure F.2.
		INR 20 crores to INR 100 crores	7		
		Below 20 crores	5		
3	Total no. of clients serviced for digital marketing services as on RFP submission date in last 3 years as on 31.03.2024	More than 30 clients	10	10	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.4.
		20 to 30 clients	7		
		0 to 19 clients	5		
4.a.	Digital marketing services provided to clients in life insurance sector in the last 3 years as of 31.03.2024	YES	5	5	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.7.
		NO	0		
4.b.	If the above response is yes, Bidder to provide names of the client and the number of years of association	More than 5 years of association	5	5	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.7.
		3 to 5 years of association	3		
		1 to 2 years of association	2		
5	Team Structure for the project deployment (Experience of Team Members)	More than 3 people on 8+ years of experience	10	10	The Bidder is expected to submit in the Annexure F.8.
		Between 3-5 people of 5 – 8 years of experience	7		
		More than 5 people with up to 5 years of experience	5		
6	Bidder to provide 1-2 relevant case studies basis the scope outlined in the RFP not more than 2-3 pages . Objective: focused on educating the audience about myths & realities and enhancing purchase preference	Scoring to be done by the panel members		10	The Bidder is expected to submit in the Annexure H
7	Industry recognitions, awards and accolades won by the Bidder during last three years in the digital marketing field CANNES ABBIE EFFY KYOORIOUS ET BRAND EQUITY Others	More than 8 awards	5	5	The Bidder is expected to submit in the Annexure F.11.
		5 – 8 awards	3		
		2 – 4 awards	2		
Total				60	

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7.3 Round 2 – Pitch Presentation Round (For shortlisted Bidders only- 115 Marks):

- Total Marks: 115
- Duration: 60 to 90 Minutes

The presentations will focus on the Bidder's ability to manage social media marketing, influencer collaborations, ORM strategies, or website revamping, or search engine optimization services. The Bidder should present a detailed plan for handling these aspects of the campaign, with case studies demonstrating past successes.

For the face-to-face presentation, the Bidder should cover the below:

1. Background of Company and Team: ----- | Time: 15 minutes

- Introduction
- Overview of team expertise and qualifications
- Subcontractors participating with the agency (if any) and their background
- Highlight key projects or achievements relevant to the current proposal

2. Strategic Approach and Solutions: ----- 65 Marks | Time: 50 minutes

- Outline the proposed strategy basis the RFP.
- Digital Solutions (ideas/concepts with examples that meets the objective of the RFP)
- Explain key differentiators/innovations you will use
- Deliverables and Implementation plan (outlining the key phases, activities, deliverables & timelines)
- Performance Matrix

3. Relevant Case Studies: ----- 25 Marks | Time: 10 minutes

- Present one or two (maximum two) relevant case studies
- Discuss methodologies employed and insights gained
- To provide References: 3 Client Names, Contact Person and his Mobile number & Email ids

4. Senior Management Involvement ----- 25 Marks | Time: 10 minutes

- Involvement in shaping the digital strategy and ensuring alignment with objectives/goals
- Actively participate in key client meetings for direct engagement and relationship building
- Contribute to ideation sessions and oversee the quality of deliverables
- Lead post-project reviews to identify improvements and ensure continued excellence

5. Question & Answer Session: ----- | Time: 5 minutes**7.4 Round 3 – Commercial Bid & Cost of Bid (75 Marks):**

- The Bidder shall submit the commercials based on Annexure G.
- The participating Bidders shall bear all the costs associated with or relating to the preparation and submission of their Bids including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstration or presentations which may be required by the LICouncil, or any other costs incurred in connection with or relating to their Bid. LICouncil shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder regardless of the conduct or outcome of the Bidding process.

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- The LI Council withholds the right to invite the final shortlisted Bidders to share revised Commercial Bids, in event of which the Bidders are requested to share their revised no-regret Commercial Bid offers based on shortlisting after the pitch presentation rounds.

8. Bid Preparation and Submissions:

- Bidders are required to fill in separate Proposals/Bids and enclose complete set of required documents. Participation in this RFP will mean that the Bidder has accepted all terms and conditions and clauses of this RFP and subsequent modification(s) to this, if any.
- The Bid once submitted will be considered as final and the Bidders will not be allowed to re-submit the Bids. However, the LI Council withholds the right to invite the Bidders to share revised Commercial Bids during the Bid validity period at its discretion.
- The Bidder shall share the Commercial Bid basis the format outlined in Annexure G. Specific response with supporting documents in respect of Eligibility Criteria and Technical Eligibility Criteria as mentioned in the RFP Document on the lines of Annexure-A should also be submitted with the Bid.
- Bidders receiving the RFP must internally secure permissions and appoint a single authorized point of contact (“SPOC”) for Bid submission. The individual responsible for email Bid submission and seeking clarifications will be presumed as the designated SPOC/authorized person.
- The responses to the RFP on Eligibility/Technical criteria shall be submitted via email to licouncil@lifeinscouncil.org and courier by **16th January 2025– before 3:00pm IST**, to the authorized representatives of LICouncil in a non-editable PDF format. In case there is any submission of videos, the same can be shared through links in the email.
- The Commercial Bid is to be submitted exclusively via courier, along with the responses to the RFP on Eligibility/Technical criteria, by **16th January 2025– before 3:00pm IST**, in the prescribed format.
- Commercial Bid in the form of total project cost shall be inclusive of Taxes, with a cost and tax bifurcation mentioned. All mandatory out of pocket expenses shall be provided separately for the combined scope of work within the initial proposal. Reference should be made to Annexure G for providing the Commercial Bids.

Important instructions:

The Bid shall be submitted in two separate packets put into one large outer packet, which should consist of Eligibility/Technical and Commercial Bids. The outer packets should mention the name, address, and contact details (Telephone Nos., Fax & E-mail ID) of the Bidding Agency.

The two inner packets (packet -1 and packet -2) should be clearly super scribed as:

Packet – 1 – Eligibility/Technical Bid:

The index of the Bids should clearly state the list of annexures requested in the Technical Bid. The documents to be submitted along with Bid Application Form must be arranged in the order as mentioned in Annexure A for the enclosures to be attached with Eligibility/Technical Bid Application. All pages in the Bid should be numbered in serial order.

AND

Packet – 2 – Commercial Bid:

Commercial Bid amount in INR and inclusive of taxes and all expenses should be provided separately. Reference shall be made to Annexure G for providing the Commercial Bids.

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The Commercial Bid should be properly sealed and put into a large packet, super scribed "Commercial Bid" and should be addressed to –

Mr. S.N.Bhattacharya – Secretary General, Life Insurance Council.

4th Floor, Jeevan Sewa Annexe Building, Swami Vivekananda Road, Santacruz West, Mumbai, Maharashtra 400054

9. Clarifications on RFP/ Pre-Bid Meeting:

- a) Bidder requiring any clarification of the Bidding Document may notify LICouncil in writing **strictly as per the format given in Annexure-E** by e-mail provided in this RFP document within the date/time mentioned in the schedule of events.
- b) Bidders may request clarifications strictly only on the Eligibility Criteria, Selection, and Scope of work of the RFP document. Such request for clarification must be sent via email to iac.admin@lifeinscouncil.org marking: tshenai@deloitte.com, anilearora@deloitte.com, and skhattak@deloitte.com before the stipulated deadline of **12:00 PM on 7th January 2025**. Queries received after the scheduled date and time will not be responded/acted upon.
- c) LICouncil shall clarify all such queries by e-mail or publish on the website. However, it may be noted that non-receipt of reply to the queries raised by an interested entity shall not be accepted as a valid reason for non-submission, incorrect or delayed submission of the Bid.
- d) LICouncil reserves the right to amend, rescind or reissue the RFP, at any time prior to the deadline for submission of Bids. LICouncil, for any reason, whether, on its own initiative or in response to a clarification requested by a prospective Bidder, may modify the Bidding document, by amendment which will be made available to the Bidders by way of corrigendum/addendum. Such amendments/clarifications, if any, issued by LICouncil will be binding on the participating Bidders. LICouncil will not take any responsibility for any omissions or non-compliance with the requirements under this RFP by the Bidder due to non-consideration of such amendments/clarifications.
- e) LICouncil may, at its own discretion, extend the deadline for submission of Bids to allow prospective Bidders a reasonable time to prepare the Bid, taking the amendment into account. LICouncil also reserves the right to rescind or reissue the RFP at its sole discretion. Nothing in this RFP or any addenda/corrigenda or clarifications issued in connection thereto is intended to relieve Bidders from forming their own opinions and conclusions in respect of the matters addressed in this RFP or any addenda/corrigenda or clarifications issued in connection thereto.

10. Deadline and Modification for Submission of Bids:

- Bids must be received by the LICouncil as specified under the RFP by **16th January 2025, 3:00 pm IST**.
- LICouncil / DTTILLP reserves the right to extend the date of submission of Bid document at its sole discretion. The Bids shall be submitted by the time and date rescheduled. All rights and obligations of the LICouncil/DTTILLP and Bidders will remain the same irrespective of any extension being provided.

11. Integrity and Period of Validity of Bids:

- Any misrepresentation of any fact within the Bid will lead to the cancellation of the Contract without prejudice to other actions that LICouncil may take against the Bidder. All the submissions, including any accompanying documents, will be deemed to be the property of LICouncil. The Bidders shall be deemed to have licensed, and granted all rights to the LICouncil, to reproduce the whole or any portion of their product

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for the purpose of evaluation, to disclose the contents of submission to other Bidders and to disclose and/or use the contents of submission as the basis for the RFP process.

- Bids shall remain valid for 180 days from the date of last date of Bid submission. A Bid valid for a shorter period is liable to be rejected by LICouncil as non-responsive.
- In exceptional circumstances, LICouncil may solicit the Bidders' consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. However, any extension of validity of Bids will not entitle the Bidder to revise, modify and/or amend the Bid document in any manner.
- LICouncil reserves the right to call for fresh quotes at any time during the Bid validity period, if considered necessary.
- LI Council shall not grant the Bidders any rights to publish the study report or any of its sections or excerpts in the public domain.
- Any activity initiated or intended by any Bidder at any stage to influence the stated procedures in this document would render the Bidder expelled and the Bid document submitted by such Bidder shall be deemed to have been rejected for purposes of this RFP.

12. Awards Criteria:

- The Selected Bidder will have to return the engagement letter with LICouncil within 7 working days from the date of selection, duly accepted, stamped and signed by authorized signatory of the Bidder in token of acceptance.
- Until the execution of a formal Contract, the Bid document, together with LICouncil notification of award and the Successful Bidder's acceptance thereof, would constitute a binding Contract between LICouncil and the Successful Bidder.
- Failure of the Successful Bidder to comply with the requirements/terms and conditions of this RFP will result in non selection of the Bidder and the second best Bidder will be awarded the RFP.
- The notification of award to Successful Bidder shall mean empanelment of the Bidder for providing the Services for LICouncil and does not guarantee any minimum number of assignments for the Bidder.
- The allocation of assignment will be decided separately for each such requirement of LICouncil.
- No alterations, amendments, omissions, additions, suspensions or variations of the work (hereinafter referred to as variation) under the Contract shall be made by the Successful Bidder except as directed in writing by LICouncil.
- LICouncil shall have complete authority, subject to the provision herein after contained, from time to time during the execution of the contract, by notice in writing to instruct the Successful Bidder to make any variation without prejudice to the contract.
- If the Successful Bidder receives instructions from LICouncil that result in altered or additional work, and if this work is expected to lead to additional payments, these payments must be mutually agreed upon in accordance with the order's terms and conditions.
- If any change reduces costs, both parties must agree in writing on the revised Commercial Bid before the Bidder proceeds. In case of disagreement on the amount, the decision of the LICouncil shall prevail.
- Once signed, no variation in or modification of the terms of the Contract shall be made, except by written amendment, signed by the parties.
- Any delay in performing the scope of work or defect in performance by the Bidder may result in imposition of penalty, liquidated damages or termination of the Contract (as laid down in the 'Penalties' Section in this RFP).

13. Right to Verification/ Audit and Penalties:

- LICouncil reserves the right to verify any or all of the statements made by the Bidder in the Bid document and to inspect the Bidder's facility, if necessary, to establish to its satisfaction about the Bidder's capacity/capabilities to perform the Services.

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- LICouncil reserves the right to audit the submissions by the Bidders, documents, verify with clients, processes deployed, methodologies used, supported IT applications. In case of any discrepancy, penalties will be applicable as defined in the Annexure C.
- In the event of a dispute/discrepancy from the audit/ unsatisfactory deliverables arising under this agreement, LICouncil reserves the right to recover losses up to the engagement value or the value of work performed up to the date of dispute.
- Such recoverable losses may include, but are not limited to, costs incurred, services rendered, and expenses accrued up to the point of dispute. The method and extent of recovery shall be determined by LICouncil.

14. Subcontracting:

- If the Bidder wishes to sub-contract any part of the scope of work, the Bidder should submit the sub-contractor details similar to the Eligibility Criteria as detailed in Section '7.1 Bidder Eligibility Criteria'. In such a case, the Successful Bidder shall continue to remain responsible for all the services provided to LICouncil regardless of which entity is conducting the operations. The Successful Bidder shall also be responsible for ensuring that the sub-contractor complies with all requirements of the contract and LICouncil can obtain independent audit report for the same. In such a case, the Bidder shall provide subcontracting details to LICouncil and if required, LICouncil may evaluate the same.

15. Validity of Agreement:

- This RFP will be valid for the period as specified in scope of work. The LICouncil reserves the right to terminate the RFP as per the terms of RFP.

16. Limitation of Liability:

- For breach of any obligation mentioned in this RFP, subject to obligations mentioned in this clause, the LICouncil shall, in no event, be liable for damages to the Bidder arising under or in connection with this RFP.
- The Bidder shall ensure LICouncil's data confidentiality and shall be responsible to indemnify the LICouncil for liability arising in case of breach of any kind of security and/or leakage of confidential related information.
- The Bidder shall remain liable for losses arising due to any incorrect, incomplete or misleading information or documentation provided by the Bidder or any person on behalf of the Bidder.
- The limitations set forth herein shall not apply with respect to:
 - claims that are the subject of indemnification obligations,
 - damage(s) occasioned by the gross negligence, fraud or willful misconduct of the Bidder,
 - damage(s) occasioned by Bidder for breach of Confidentiality Obligations,
 - When a dispute is settled by the court of law in India.

17. Confidentiality:

- Bidder acknowledges and agrees that all tangible and intangible information obtained, developed or disclosed including all documents, contract, purchase order to be issued, data papers and statements and trade secret of LICouncil relating to its business practices and their competitive position in the market place provided to the Selected Bidder by LICouncil in connection with the performance of obligations of Bidder under the work order/purchase order to be issued, in part or complete shall be considered to be

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confidential and proprietary information (“Confidential Information”) and shall not be disclosed to any third party/published without the prior written approval of LICouncil.

- The Confidential Information will be safeguarded, and Bidder will take all the necessary action to protect it against misuse, loss, destruction, alterations, or deletions thereof. In the event of a breach or threatened breach by Bidder of this section, monetary damages may not be an adequate remedy; therefore, LICouncil shall be entitled to injunctive relief to restrain Bidder from any such breach, threatened or actual.
- The Bidder shall ensure that its personnel also undertake a similar obligation as contained in this Clause.
- In the event the Bidder sub-contracts any part of the scope of work with the prior written permission of LICouncil, the Bidder shall disclose any Confidential Information strictly on a “need to know” basis to sub-contractors who have agreed to be bound by confidentiality obligations as contained in this Clause.
- The Bidder shall (a) take all necessary actions to protect LICouncil’s Confidential Information against misuse, loss, destruction, deletion and/or alteration and not to make or retain any copies or record of any Confidential Information other than as may be required for performance of the scope of work; and (b) ensure that appropriate mechanisms and means are present to ensure adequate precautions to protect the privacy and confidentiality of all data pertaining to LICouncil.
- Any document, other than the Contract itself, or any Confidential Information in the Bidder’s custody, shall remain the property of LICouncil and shall be returned (in all copies) to LICouncil on completion of the Successful Bidder’s performance under the Contract, if so, required by LICouncil.
- The obligations imposed by this Section shall survive the termination of the Contract.

18. Obligation of the Successful Bidder:

- The Successful Bidder shall be responsible for and obliged to conduct all activities in accordance with the RFP using state-of-the-art methods and economic principles and exercising all means available to achieve the performance specified in the RFP.
- The Successful Bidder shall be obliged to work closely with LICouncil’s staff, act within its own authority and abide by directives issued by LICouncil from time to time and complete implementation activities.
- The Successful Bidder shall abide by the job safety measures prevalent in India and will free LICouncil from all demands or responsibilities arising from accidents or loss of life, the cause of which is the Successful Bidder’s negligence. The Successful Bidder will pay all indemnities arising from such incidents and will not hold LICouncil responsible or obligated under any circumstances.
- The Successful Bidder shall be responsible for managing the activities of its personnel or sub-contracted personnel (where permitted) and shall hold itself responsible for any misdemeanors.
- The Successful Bidder shall treat as confidential all data and information about LICouncil, obtained in the process of executing its responsibilities, in strict confidence and will not reveal such information to any other party without prior written approval of LICouncil.
- For any licensed software/service/artwork /audio/videos or any other material etc. used by the finally Successful Bidder for performing services for LICouncil, the Successful Bidder shall have the right as well as the right to license for the outsourced services. Any license or IPR violation on the part of Bidder/ Subcontractor should not put LICouncil at risk. LICouncil reserves the right to audit the license usage of the Successful Bidder/Subcontractor.
- The Successful Bidder shall, at its own expenses without any limitation, defend and indemnify LICouncil against all third-party claims or infringements of Intellectual Property Rights including patent, trademark, copyright, trade secret or industrial design rights arising from use of the products or any part thereof in India or abroad.
- The Successful Bidder shall expeditiously extinguish any such claims and shall have full rights to defend itself there from. If LICouncil is required to pay compensation to a third party resulting from such

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infringement(s), the Successful Bidder shall be fully responsible therefore, including all expenses and court and legal fees.

- LICouncil shall give notice to the Successful Bidder of any such claim without delay, provide reasonable assistance to the Successful Bidder in disposing of the claim, and shall at no time admit to any liability for or express any intent to settle the claim.

19. Patent Rights/Intellectual Property Rights:

- For any licensed software/service/artwork /audio/videos or any other material etc. used by the finally Successful Bidder for performing Services for LICouncil, the Successful Bidder shall have the right as well as the right to license for the outsourced services. Any license or IPR violation on the part of Bidder/ Subcontractor should not put LICouncil at risk. LICouncil reserves the right to audit the license usage of the Successful Bidder/Subcontractor.
- All assets, creatives, artworks, audio, videos, or any other material related to LICouncil (the "Materials") shall be the sole property of LICouncil. LICouncil retains exclusive ownership and all intellectual property rights ("IPRs") to the Materials, including but not limited to copyrights, trademarks, and patents.
- The Successful Bidder shall, at its own expenses without any limitation, defend and indemnify LICouncil against all third-party claims or infringements of Intellectual Property Rights including patent, trademark, copyright, trade secret or industrial design rights arising from use of the products or any part thereof in India or abroad.
- The Successful Bidder shall expeditiously extinguish any such claims and shall have full rights to defend itself there from. If LICouncil is required to pay compensation to a third party resulting from such infringement(s), the Successful Bidder shall be fully responsible therefore, including all expenses and court and legal fees.
- LICouncil shall give notice to the Successful Bidder of any such claim without delay, provide reasonable assistance to the Successful Bidder in disposing of the claim, and shall at no time admit to any liability for or express any intent to settle the claim.

20. Conflict of Interest:

- During the term of this agreement, the Successful Bidder and its representatives shall promptly disclose in writing to LICouncil any actual or potential conflicts of interest that may arise in connection with the performance of Services under this agreement.
- Failure by the Successful Bidder to disclose any conflict of interest in accordance with this clause may result in LICouncil terminating this agreement / participation and pursuing any other remedies available under law or equity.

21. Code of Integrity:

- The Bidder and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Bidding process. Notwithstanding anything to the contrary contained herein, LICouncil shall reject Bid without being liable in any manner whatsoever to the Bidder if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt/ fraudulent/ coercive/ undesirable or restrictive practices in the Bidding process.

22. Termination Of Contract:

The LICouncil may, without prejudice to any other remedy for breach of Contract/RFP, by a written notice

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of not less than 30 (thirty) days sent to the Bidder, terminate the Contract in whole or in part for any of the following reasons:

- a. If the Successful Bidder fails to deliver and perform any or all the Services within the period(s) specified in the Contract, or within any extension thereof granted by LICouncil pursuant to conditions of Contract or if the Successful Bidder fails to perform any other obligation(s) and/or breach any of terms and conditions of the RFP/Contract; or
- b. If the Successful Bidder fails to perform any other obligation(s) under the Contract; or
- c. Laxity in adherence to standards laid down by the LICouncil; or
- d. Discrepancies/deviations in the agreed processes and/or Services.; or
- e. Violations of terms and conditions stipulated in this RFP.

Notwithstanding the foregoing, LICouncil reserves the right to terminate the Contract without cause by giving the Successful Bidder a prior written notice of not less than 30 days.

Upon termination of the Contract for any reason, including expiry of the term of the Contract, the Successful Bidder agrees and undertakes to:

- a. immediately discontinue the performance of the Services on the date and to the extent specified in the notice issued by LICouncil;
- b. immediately hand over to LICouncil all Confidential Information, and any other document/information, material, and deliverables and work prepared by the Bidder pursuant to this RFP, whether complete or in progress, without retaining any copies, reproductions, translations, encryptions, abstracts etc., if any;
- c. provide hand holding to such person(s) as may be identified by LICouncil for such period as may be mutually agreed between the parties. During such period the Successful Bidder shall share all information regarding the Services so rendered by the Successful Bidder;
- d. comply with other reasonable requests from LICouncil regarding the terminated Services;
- e. return to LICouncil, any and all documents including Confidential Information that the Successful Bidder received and/or created while performing the Service for LICouncil or that remain in its possession, custody or control. The Successful Bidder further agrees to return forthwith, all the property of LICouncil that remains in its possession, custody or control, (directly or indirectly) including but not limited to certificates, approvals, licenses, keys, badges, electronic gadgets, security passes, files, notes, documents, records, software access, reports, computer records and any other property of LICouncil.

23. Force Majeure:

Neither the Successful Bidder nor LICouncil shall be liable for any delays or non-performance directly or indirectly resulting from circumstances or causes beyond their reasonable control including without limitation acts of God, any law, order or requirement of any government Bidder or authority. This does not excuse LICouncil's obligation to pay the Successful Bidder any charges for Services already rendered. Either party shall have the right to terminate the Contract in case the Services remain interrupted for a period exceeding 30 days.

24. Terms of Payment:

- The Successful Bidder shall submit invoices based on the agreed timelines.
- The invoices should be submitted along with list of work initiated /completed, along-with all supporting documents and bills as well as copies of the supplier bills where relevant.
- LICouncil shall pay to the Successful Bidder only and not to any other sub-contractor/third party directly

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whose services would be utilized to implement any of LICouncil's digital work or any ancillary work.

- The Tax and GST/VAT component shall be payable as applicable and as per actuals.
- The LICouncil will make the payment within the period of 60 days after receiving the bill from the Bidder.

25. Appointment of Bidder:

The appointment of Successful Bidder for Social Media Services and SEO Services shall be for a duration of 3 years. The appointment of Bidder for Website Revamping is a one-time activity, and the Successful Bidder is expected to comply with the established timeline of project completion within 3 months from the date of its onboarding. This RFP brief is aimed at assisting the leading agencies in their presentation of proposed strategy for 3 years for Social Media and SEO Services; and for the estimated project duration for Website Revamping, subject to delivery on the KPIs defined for the first year/project duration for Website Revamping.

- The Successful Bidder shall be responsible for strategizing, creating and executing the deliverables outlined under the RFP.
- The Successful Bidder shall be responsible for making adaptations, changes and addition of any new element, if deemed fit.

26. Indemnity:

- The Bidder shall, at its own expense, indemnify, defend and hold harmless the LICouncil for all losses arising in connection with any third party claim arising due to use or access of Services/deliverables by any person other than the LICouncil.
- The Bidder shall, at its own expense, indemnify, defend and hold harmless the LICouncil from and against any and all liability suffered or incurred (including but not limited to liabilities, judgments, damages, losses, claims, costs and expenses, including attorney's fees and expenses) or any other loss that may occur, arising from or incurred in connection with:
 - a. breach by Bidder of third party IPRs in the Services/Deliverables;
 - b. non-performance, inadequate performance, provision of deficient Services, breach by the Bidder or its personnel of any of the terms, conditions, covenants, representations, undertakings, obligations or warranties under the RFP;
 - c. acts, omissions, errors, representations, misrepresentations, misconduct, negligence of the Bidder and/or its personnel in performance of obligations under the RFP;
 - d. loss, misappropriations, misuse or damage to the documents or instruments/things that are in the possession of the Bidder;
 - e. causation of any damages to the customers of the LICouncil through any acts or omissions of the Bidder;
 - f. contravention of any law, as may be applicable from time to time, or industry practice, or violation of any policies of the LICouncil;
 - g. technology failure, fraud, error, inadequate financial capacity to fulfil obligations and/or provide remedies; and

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h. legal risks including but not limited to exposure to fines, penalties, or punitive damages resulting from supervisory actions, as well as private settlements due to omissions and commissions of the Bidder.

The obligations imposed by this Section shall survive the termination of the Contract.

27. Arbitration – Resolution of Disputes

LICouncil and the Bidder shall make every effort to resolve amicably, by direct informal negotiation, any disagreement or dispute arising between them under or in connection with the Contract. If after thirty days from the commencement of such informal negotiations, LICouncil and the Bidder are unable to resolve the dispute; either party may require that the dispute be referred for resolution by formal arbitration.

All questions, disputes or differences arising under and out of, or in connection with the Contract, shall be referred to a panel of three arbitrators: one arbitrator to be nominated by the LICouncil and the other to be nominated by the Bidder. The arbitrators appointed by LICouncil and the Bidder shall appoint the third arbitrator who shall act as the presiding arbitrator. The Arbitration and Conciliation Act, 1996 shall apply to the arbitration proceedings and the venue and jurisdiction of the arbitration shall be Mumbai. The cost of arbitration shall be equally borne by the parties. However, each Party shall bear its own cost in preparing and presenting its case during the arbitration proceedings.

28. Performance Bank Guarantee by Successful Bidder

The Successful Bidder shall be required to provide a Performance Bank Guarantee of INR 10 Lakhs (Indian Rupees Ten Lakhs only) issued by any scheduled commercial bank valid for the tenure of the Contract plus a claim period of 6 months, indemnifying any loss to LICouncil ("**Performance Bank Guarantee**"). The Performance Bank Guarantee shall be provided to LICouncil either before or at the time of execution of the Contract. LICouncil has the right to invoke the Performance Bank Guarantee for any non-compliance of the terms and conditions of this RFP or the Contract to be executed between the Successful Bidder and LICouncil at any point of time without prejudice to its other rights and remedies available under the Contract and/or the law (s) for the time being in force. In case the Contract period is extended by LICouncil, the Successful Bidder shall be responsible to extend the validity period and claim period of the Performance Bank Guarantee.

29. Notices:

Each notice, demand or other communication given or made under this RFP shall be in writing (in English language) and delivered or sent to the relevant Party at its registered office address (or such other address or fax number as the addressee has by 7 (seven) business days' prior written notice specified to the other Party).

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30. Annexure A:

Response to RFP – List of Documents

Documents, other than the Commercial Bids, must be submitted in the following order as part of the response to the RFP.

Sr. No.	Documents to be submitted	Submitted (Yes/No)
1	Copy of Partnership Deed/ Bye Law/ Certificate of Incorporation, along with Memorandum and Articles of Association and full address of Registered Office	Yes / No
2	Annexure B: Technical Bid form	Yes / No
3	Annexure C: Penalties	Yes / No
4	Annexure D: Declaration-Cum-Certificate: No Overdue	Yes / No
5	Annexure E: Pre-Bid Query format	Yes / No
6	Annexure F: Self Declarations (F.1. – F.12.)	Yes / No
7	Annexure H: Case Studies	Yes / No
8	Credentials	Yes / No
9	Website Content Writing Plan (in accordance with section 5.3.2. C “Website Content Writing Plan”)	Yes / No
10	Website Requirement Priority Matrix (in accordance with section 6.2.3. “Requirements”)	Yes / No
11	Others, if any (to be listed below)	Yes / No

Bidders need to furnish each of the documents, in case of non-submission of any documents/annexures, kindly mention the same here:

1. _____
2. _____

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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31. Annexure B:

**BID FORM (Technical BID)
(On the letterhead of the Agency duly stamped and signed)**

Date:

To,

Secretary General,
4th Floor, Jeevan Seva Annexe Building,
S.V. Road, Santacruz West,
Mumbai, Maharashtra 400054

Subject: RFP _ Selection of Digital Marketing Agency

I/We.....enclose herewith our proposal for selection of my /our entity for RFP for selection of Digital agency. We also certify that the information/data/furnished in our Bid are factually correct and true to the best of our knowledge and abilities and request the LICouncil to accept information mentioned herein. LICouncil may, however, verify the facts given by us, with any authority, if required. If it is found at any point of time that the information furnished by us is inaccurate, LICouncil will have the right to disqualify /blacklist us or may initiate any action as it deems fit.

While submitting this Bid, we certify that:

- We have not induced nor attempted to induce any other Bidder to submit or not submit a Bid for restricting competition.
- We agree that the quotes, terms and conditions furnished in this RFP are for LICouncil. If our offer is accepted, we undertake, to start the assignment under the scope immediately after receipt of your order.
- We also note that the LICouncil reserves the right to cancel the order and order cancellation clause as per terms and condition would be applicable.
- We understand that for delays not attributable to us or on account of uncontrollable circumstances, penalties will not be levied and that the decision of the LICouncil will be final and binding on us.
- We also accept that in the event of any information / data / particulars are found to be incorrect, we stand to be blacklisted.

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We undertake to comply with the terms and conditions of the Bid document. We understand that the LICouncil may reject any or all of the offers without assigning any reason whatsoever.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Address: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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32. Annexure C:

Penalties

- If any damage is caused to the reputation of LICouncil due to any mismanagement in the handling or execution of the Assignment by the Bidder or its subcontractors, it will be liable to pay 2 times the cost of the Assignment/ Bid value to LICouncil within 15 days or else LICouncil will take legal action against the Bidder.
- If the agency uses the brand/name of LICouncil for any other commercial purpose without its permission, agency will be liable to pay the penalties imposed by LICouncil.
- If the agency after taking up the work for any digital marketing related services, leaves the assignment incomplete/ doesn't deliver to the scope of work & deliverables, due to any reason, the agency would have to pay 2 times the cost of the assignment to LICouncil.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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33. Annexure D:

Declaration-Cum-Certificate: No Overdue

TO WHOMSOEVER IT MAY CONCERN

This is certifying that the Bidder has no overdue owing to any Agency/Central/State Government/Public Sector Undertakings/ Banks/RBI/IBA/any other Corporates/any regulatory authority or any other organization.

This is also certified that Bidder has not been blacklisted by any Central/State Government/Public Sector Undertakings/ Banks/RBI/IBA/any other Corporate/any regulatory authority anytime during the last three years.

Further, this is to certify that Bidder does not have any legal, civil, criminal, taxation and other cases pending against, other than those mentioned in enclosure attached to the Bid/proposal, which may have an impact affecting or compromising the delivery of services required.

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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34. Annexure E:

**Pre-Bid Query Format:
(strictly to be provided on email)**

Sr. No.	RFP Page No.	RFP Point No.	Query/Suggestions

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35. Annexure F: Self-Declarations

(Note: Each Annexure to be printed on a separate letter head)

To Whom It May Concern;

This is to certify that the information provided below is true and accurate to the best of our knowledge and belief.

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36. F.1. Existence in the Field of Digital Marketing:

(On the letterhead of the Agency duly stamped and signed)

We hereby declare that M/s. _____ has been incorporated on _____ and rendering services in the field of Digital Marketing in India for a minimum of 5 years and more than _____ years as on 31.03.2024.

Supporting Documentation:

Copy of the Partnership deed/Bye Law/ Certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office (as per Annexure A).

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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37. F.2. Self-Declaration on Balance Sheets:

(On the letterhead of the Agency duly stamped and signed)

This is to certify that M/s. having its Registered Office had achieved the following level of Turnover/Net profits/ Net worth in respect for the financial years mentioned hereunder:

Sr. No.	Particulars	FY 2020-21	FY 2021-22	FY 2022- 23	FY 2023-24
	Turn over				
	Net profit				
	Net-worth				

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us. The audits were conducted by statutory auditors in accordance with applicable regulations.

Additional Comments:

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

Confidential

38. F.3. Services Provided to BFSI Clients:

(On the letterhead of the Agency duly stamped and signed)

This is to certify that M/s _____ has provided services to at least 3 and more than ____ BFSI clients in the last 3 Financial Years, i.e., FY 2021-22, FY 2022-23, and FY 2023-24.

Sr. No.	Financial Year	Client Name	Document Type	Insurance Client (Yes/No)	Document Attached (Yes/No)
1.					
2.					
3.					

Supporting Documentation:

A minimum of 3 work orders, engagement letters, purchase orders or completion certificate from clients evidencing the work.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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39. F.4. Digital Marketing Services Provided to Clients:

(On the letterhead of the Agency duly stamped and signed)

We further declare that _____ has provided Social Media, Online Reputation Management, Influencer Marketing, Website User Interface (UI) and User Experience (UX) services, Content Creation, Translation, Website Revamp and SEO services to at least 20 clients (any category) and more than _____ in the last 3 Financial Years, i.e., FY 2021-22, FY 2022-23, and FY 2023-24.

Sr. No.	Financial Year	Client Name	Document Type	Reference Number	Document Attached (Yes/No)

Supporting Documentation:

A minimum of 3 work orders, engagement letters, or purchase orders from clients evidencing the work.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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40. F.5 Self-Declaration of Proven Experience in Digital Marketing Management:

(On the letterhead of the Agency duly stamped and signed)

This is to certify that _____ has proven experience in managing responsibilities including but not limited to Social Media, ORM, Influencer Marketing, SEO, Website Development and Website Revamping.

Additional comments: _____

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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41. F.6. Capabilities/Proprietary Analytical Tools:

(On the letterhead of the Agency duly stamped and signed)

We declare that _____ possesses proprietary analytical tools for data capture and analysis thereof for primary and secondary data.

Name of the Tool/ Platform/ Dashboard: _____

Description: _____

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/ Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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42. F.7. Self-Declaration of Life Insurance Clients and Conflict of Interest:

(On the letterhead of the Agency duly stamped and signed)

This is to certify that M/s _____ has provided social media services to _____ clients in the **life insurance sector** over the last 3 years as on 31.03.2024.

Sr. No.	Client Name	Current Life Insurance Client (Yes/No)	Number of Years of Association (From/To)	Conflict of Interest (Yes/No)	If Yes, Please Specify Details

Supporting Documentation:

A minimum of 3 work orders, engagement letters, or purchase orders from clients evidencing the work.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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43. F.8. Self-Declaration on Team Information:

(On the letterhead of the Agency, duly stamped and signed)

This is to certify that M/s _____ maintains a minimum staff strength of 25 employees, including full back-office support. The staff includes Creative Directors, Visualizers, Designers, Copywriters, Language Translators, Social Media Strategist and team, Search Engine Optimization Strategist and team, Online Reputation Management team, Content Writers, Website Developers, Website Testers, QC team, Authors, Website Project Managers, Other Technical Staff, , etc. as deemed fit for the scope.

Additionally, the following are the details of the team to be deployed as per the RFP:

Sr. No.	Name	Designation	Educational Qualification	Total Years of Experience	Tenure in the company	Time spent in % on account

*The team submitted should be present during the face-to-face presentations.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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44. F.9. Status Of Litigations Pending Pertaining to The Bidder:

(On the letterhead of the Agency duly stamped and signed)

We declare that _____ has not been involved in any past or present litigations or disputes that could have an adverse impact on our ability to perform the obligations under this RFP. We understand that any adverse litigation or dispute could result in disqualification at the sole discretion of LICouncil.

Sr. No.	Other Party to Litigation	Case No. & Court	Status Of Bidder In Litigation (Applicant / Respondent)	Briefs of Litigation

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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45. F.10. Debarment/Blacklist Status:

(On the letterhead of the Agency duly stamped and signed)

We confirm that _____ is not, and has not been, under any period of debarment or blacklist for breach of contract, deficiency in services, fraud, or corrupt practices by any Scheduled Commercial Bank, Public Sector Undertaking, State or Central Government, or their agencies, or Life Insurance companies on the date of submission of this Bid or at any time during the last three (3) years , i.e., FY 2021-22, FY 2022-23, and FY 2023-24.

If there has been any debarment or blacklist period, please provide details below:

Sr. No.	Period	Reason for Debarment/Blacklist	Actions Taken
	Date From - To		

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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46. F.11. Self-Declaration on Awards:

(On the letterhead of the Agency duly stamped and signed)

This is to certify that _____ has received the following industry recognitions, awards in the digital marketing field during the last three years: (CANNES/ABBIE/EFFY/KYOORIOUS/ET BRAND EQUITY)

Sr. No.	Awards (CANNES/ABBIE/EFFY/KYOORIOUS/ET BRAND EQUITY/Others)	Year	Description

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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47. F.12. Office Infrastructure & Manpower:

(On the letterhead of the Agency duly stamped and signed)

We declare that _____ maintains full-fledged office in Mumbai as well as other major cities like _____, _____, _____, (Name the cities) with state-of-the-art infrastructure and qualified manpower, including a team of _____ analysts _____ and _____ field _____ specialists.

Additional Details: _____

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/ Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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48. Annexure G:

Commercial Bid

In compliance with the requirements outlined in the RFP, please find below the detailed Commercial Bid amounts for each scope of work:

The Commercial Bids to be submitted in ₹ INR.

A. SOCIAL MEDIA

Annual Fee for Defined Scope	Commercial Bid Amount	Applicable Taxes	Total Bid Amount
Year 1			
Year 2			
Year 3			

INFLUENCER MARKETING (Commission)

Campaign Commission %	Commercial Bid Amount	Applicable Taxes	Total Bid Amount
Year 1			
Year 2			
Year 3			

ORM

Annual fee	Year 1			Year 2			Year 3		
	Yearly Cost	Taxes	Annual Bid Amt.	Yearly Cost	Taxes	Annual Bid Amt.	Yearly Cost	Taxes	Annual Bid Amt.
Tool:									
Tool 1									
Tool 2									
Tool 3									

Annual Fee for Manual Comment Responses

Monthly Fee	Year 1				Year 2				Year 3			
	Cost Per Month	Cost Per Year	Taxes	Annual Bid Amt.	Cost Per Month	Cost Per Year	Taxes	Annual Bid Amt.	Cost Per Month	Cost Per Year	Taxes	Annual Bid Amt.
Manual Response for:												
2K comments/month												
5 K comments/month												
10 K comments/month												

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1. ORM tool and manual costs needs to be separated. A preferred tool and 2 additional tool options to be provided by the Agency with yearly costs.
2. In case of manual responses, share additional costs per response if comments exceed above count of 10 k maximum.

Additional Information:

- **The Bid amounts provided are comprehensive and include all associated costs including other expenses.**
- **This annexure should be used as a reference for evaluating the commercial aspects of the proposal.**
- **The Bidder should tabulate a list of deliverables along with the Commercial Bid.**

We affirm that the amounts mentioned are accurate and represent the total cost for the respective scopes of work as described in the RFP.

B. WEBSITE REVAMPING:

The Commercial Bids to be submitted as net spends:

Areas	Net Cost (INR)	Applicable Taxes	Total Bid Amount
UI / UX Design			
Development			
Content updates via CMS/Manually			
QC, UAT, Go Live			
Misc (add assumptions and limitations or services)			
Per man day cost for development beyond scope as mentioned below			

Size & Work Estimation:

1. Porting exact website as it currently stands into new framework
2. Complete overhaul of UI/UX
3. Creating 15 new designs and CMS based templates for different pages like homepage, calculators, knowledge center, media, about us, video etc.
4. Adding 20 New calculators
5. Handover of website to maintenance partner
6. 3 months overlap with maintenance partner post go live for development and authoring support
7. Training maintenance partner for authoring on CMS
8. It should cover the overall scope and performance expectations mentioned in clauses 5.2 and 6.2 above.

Note:

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- To add assumptions if any
- To add Limitations if any
- Cost to be net cost, excluding any government taxes

C. SEO

Annual Fee for the Keyword Scope	Commercial Bid Amount	Applicable Taxes	Total Bid Amount
Year 1			
Year 2			
Year 3			

Annual Fee for Content Creation

Annual Fee as per number of content pieces as per the categories mentioned in the scope/month	Cost		
	Year 1	Year 2	Year 3
20			
50			
100			

Note:

The Agency to provide month on month retainer cost for a period of 3 years, with minimum increase in the cost on a yearly basis.

We affirm that the amounts mentioned are accurate and represent the total cost for the respective scopes of work as described in the RFP.

All mandatory out of pocket expenses are to be provided separately for the combined scope of work within the initial proposal.

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title/Designation of Signatory: _____

Name of Company/Firm: _____

Date: _____

Seal/Stamp of the Company/Firm: _____

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49. Annexure H:

Case Studies (NOT MORE THAN 3 PAGES)

(On the letterhead of the Agency duly stamped and signed)

Maximum 2 Case studies including:

1. Objective:

Describe the primary goal of the campaign or project.

2. Approach/Methodology:

Detail the strategies, methods, and processes employed to achieve the objective.

3. Outcome:

Summarize the results achieved. Please include any relevant artworks, YouTube links, or other supporting materials.

Supporting Information:

A minimum of 3 references including Client Names, Contact Person and their Mobile number and Email IDs evidencing the work accomplished.

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