



**Life Insurance Council**

Together in service

**REQUEST FOR PROPOSAL (RFP)**

**FOR**

***EMPANELMENT OF TRADITIONAL AND DIGITAL MEDIA AGENCY***

**FOR THREE FINANCIAL YEARS - 2024-25, 2025-26 & 2026-27<sup>1</sup>**

**Date: 25<sup>th</sup> October 2024**

#1 – Third year subject to satisfactory service.

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## 1. Invitation to Bid:

- i. **Life Insurance Council** herein after referred to as '**LICouncil**', having its Corporate Centre at 4<sup>th</sup> Floor, Jeevan Seva Annexe Bldg. S. V. Road, Santacruz (W), Mumbai 400054 is Requesting for Proposal ("**RFP**") for Empanelment of Traditional and Digital Media Agency.
- ii. To meet the service requirements, LICouncil plans to solicit bids from qualified agencies to deliver the services specifically outlined in '**5. Overview & Scope of Work**' of this RFP document ("**Services**").
- iii. The term "**Bidder**" shall refer to any entity (i.e., juristic person) that meets the "**Eligibility Criteria**" mentioned in '**6. Bidders Eligibility Criteria – Part A**' and '**7. Eligibility Criteria to participate in the RFP – PART B**' 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.
- iv. Contact details including email address for submission of bids and sending communications are given in '**10. Clarifications on RFP/ Pre-Bid Meeting**' of this RFP.
- v. The Bidders are requested to submit a detailed Information for empanelment of agency basis the requirement outlined under this RFP.
- vi. The criteria, process for evaluating responses to this RFP and selection of the Successful Bidder shall be at the sole discretion of the 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.

Schedule of Events		
Sr. No.	Particulars	Remarks
1	Name & Address of issuing department.	Mr. S. N. Bhattacharya – Secretary General, Life Insurance Council 4th Floor, Jeevan Seva Annexe Bldg. S. V. Road, Santacruz (W), Mumbai 400054
2	Bid Opening Date	<b>25<sup>th</sup> October 2024</b>
3	Last date for seeking clarification	<b>Up to 12:00 PM IST on 8<sup>th</sup> November 2024</b> Email Id: <a href="mailto:iac.admin@lifeinscouncil.org">iac.admin@lifeinscouncil.org</a> , marking cc to <a href="mailto:knachane@deloitte.com">knachane@deloitte.com</a> , <a href="mailto:pushpaa@deloitte.com">pushpaa@deloitte.com</a> , <a href="mailto:prasusharma@deloitte.com">prasusharma@deloitte.com</a> ,  All communications regarding the RFP or clarificatory queries must be submitted by email in the format specified in Annexure D.
4	Last date and time for Bid submission	<b>Up to 3:00 PM IST on 18<sup>th</sup> November 2024</b> Email Id: <a href="mailto:licouncil@lifeinscouncil.org">licouncil@lifeinscouncil.org</a>
5.	Bid Evaluation	<b>25<sup>th</sup> November 2024</b>
6.	Date of Pitch Presentations	The Selected Bidders shall be advised separately through email for making their presentations on a subsequent date.
7.	Bid winner announcement	<b>9<sup>th</sup> December 2024</b>

## 2. Appointment of Partner:

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:

- i. **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.
- ii. **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.
- iii. **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.
- iv. **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 identify 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.

### 3. Disclaimer:

- i. The information contained in this RFP document and 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 document.
- ii. For eligibility and additional details, please visit the website [www.lifeinscouncil.org](http://www.lifeinscouncil.org) and navigate to the Insurance Awareness Campaign, Menu - RFP Media Agency.
- iii. The response to the Bid queries will be published on the above website or will be provided to the participating bidders via email.
- iv. The responses to the RFP on Eligibility/Technical criteria to be submitted via email to [licouncil@lifeinscouncil.org](mailto:licouncil@lifeinscouncil.org) and courier **by 18<sup>th</sup> November – before 3:00pm IST**, to the authorized representatives of LICouncil in a non-editable PDF format.
- v. This RFP does not constitute an offer by LICouncil but serves as an invitation to eligible Bidders for submitting their responses. No contractual obligations will be established between LICouncil, DTTILLP and the Bidder through the RFP process until a formal Contract is duly signed and executed by the authorized officials of LICouncil with the Selected Bidders.
- vi. 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 and 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 the RFP document.
- vii. LICouncil and DTTILLP have not made representations or warranties in this RFP document 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.
- viii. The RFP does not obligate the LICouncil/ DTTILLP to select or engage a Bidder for the Services. The LICouncil/ DTTILLP reserves the right, at its sole discretion, to reject any or all Bidders or Bids without providing any reason therefor.
- ix. 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.
- x. The Bidder should submit any queries or requests for clarification to [iac.admin@lifeinscouncil.org](mailto:iac.admin@lifeinscouncil.org), marking cc to [knachane@deloitte.com](mailto:knachane@deloitte.com), [pushpaa@deloitte.com](mailto:pushpaa@deloitte.com), and [prasusharma@deloitte.com](mailto:prasusharma@deloitte.com) if any. And the bid submissions should be emailed to [licouncil@lifeinscouncil.org](mailto:licouncil@lifeinscouncil.org)
- xi. In any case, the Bidder shall not contact any members of LICouncil for any doubts or queries on the RFP. If any Bidder is found to have contacted any members of the LICouncil, their Bids may be rejected.
- xii. 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 document and the Bidder shall be deemed to be legally bound by such terms and conditions.

#### 4. Definitions:

The following terms shall be interpreted as indicated below:

- i. "LICouncil" refers to the Life Insurance Council constituted under Section 64C of 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.
- ii. "Bidder/Agencies", "Firm", "Company", "Applicant", "Bidder", "Media Service Provider" means an eligible entity/firm submitting their Proposal for providing services to LICouncil in accordance with this RFP, in response to this RFP.
- iii. "Proposal" or "Bid" means the electronic reply or submission of response to this RFP.
- iv. "Commercial Bid" means a percentage commission payable on the "Net Media Spends" under the contract to be executed with the LICouncil for the full and proper performance of its contractual obligations. All the commercial bids mentioned in the RFP to be submitted in percentage terms excluding, the government applicable taxes.
- v. "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.
- vi. "Day" means English calendar day.
- vii. "RFP" means this Request for Proposal (this document) issued by LICouncil for the empanelment of Traditional & Digital Media Agency in its entirety, inclusive of any addenda that may be issued by LICouncil.
- viii. "Contract" means the contract to be entered into between LICouncil and the Successful Bidder.
- ix. "Selected Bidder"/ "Successful Bidder"/ "Service Provider" 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.
- x. "DTTILLP" shall mean "Deloitte Touche Tohmatsu India LLP", a limited liability partnership duly incorporated under the laws of India and subsisting under the Limited Liability Partnership Act, 2008.
- xi. "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.

## 5. Overview & Scope of Work:

### A. 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:

- a. Help consumers understand benefits of life insurance better – feel good about life insurance.
- b. 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.
- c. Place the sellers favorably in front of the prospect - Start with trust when the door is knocked.
- d. Nudge the consumer to take action and feel proud to act responsibly by securing the future of their families.
- e. 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 of capital companies hold- all of which ensure market conduct is of a good standard.

### B. Category Challenges/ Barrier to sales:

- a. Role and relevance of the Insurance category in fulfilling various financial needs is low.
- b. Post the second phase of advertising communication back in 2022, a survey was conducted (12,000 respondents across the country), which revealed that life insurance awareness stood at 99%, up from 96%, thereby meeting its the awareness objective.
- c. As per research, willingness to purchase a life insurance for self was only 44% than willingness to recommend to others (definitely recommend - 50%)
- d. In spite, of several well intended efforts of the Life Insurance companies and the Council, Life Insurance industry’s target audience is still not convinced with importance of adequate life risk cover in their financial planning. They are disproportionately attracted by lucrative Mutual Fund Returns as it is seen for providing ‘tangible benefits’ in foreseeable future.
- e. Some of the key category barriers are Lock-in period, complex product, low returns, cumbersome processes, product awareness, trust in the category.
- f. Apprehension if the category will fulfill the claims promise.

### C. The distribution channels in the Life Insurance industry

- a. Digital channels: Website | Mobile App
- b. BANCA – Bancassurance (Partner banks who sell Insurance products)
- c. Agency Insurance Advisors
- d. Proprietary sales force

### D. Current Target Group/Demographics including Psychographics.

- a. **Primary audience:** Male, Female
- b. **Age Group:** 25-60 years
- c. **Markets:** Metro | Tier 1,2, 3 towns | Rural Growth markets
- d. **NCCS (New Socio Economic Classification):** AB
- e. **Occupation:** Salaried, Self-employed

### E. Current Target Markets & Priorities

- a. All India Metro | Tier 1, 2, 3 towns | Rural Growth markets, as given supra

### F. Business Objectives – Reason for conducting the pitch

- a. Life Insurance awareness may be satisfactory, however, the past research has shown that the

Purchase intention is low. We need to target promising customers and drive purchase intent for life insurance plans primarily in following categories.

- Term Policies – pure life cover
- Goal based policies – savings policy for life goals such as child education.
- Annuity policies – for retirement goal

**G. Annual Media Budget splits**

- a. Should be ~INR 110 Cr p.a.

**H. Media Agency Deliverables:**

- a. Agency Credentials Presentation
  - With strong expertise/ capabilities across Traditional and Digital media
- b. Consumer trends/insight backed strategy.
- c. Media Overview and media market evaluation for our Target Audience
- d. Present category insights particularly in the key markets
- e. Media approach to meet the objective across all 3 categories (Metro | Tier 1,2, 3 towns | Rural Growth markets) mentioned above.
- f. Integrated media planning - covering Target Audience touch points.
- g. Media cost efficiency
- h. Campaign effectiveness – Gross Rating Points (GRPs) output
- i. Deployment of quality checks and other governance framework
- j. Media mix proposed by the agency.
- k. Take a comprehensive 360° approach to achieve the objectives and present an annual scheduling strategy and media mix for all three objectives.
- l. Monthly reports, quarterly reviews and half yearly media environment presentations will be required.
- m. New ideas and innovations both for the market and brand
- n. Case studies relevant to this campaign from BFSI (Banking Financial Services and Insurance) and non-BFSI categories showcasing Traditional and Digital expertise.
- o. The intended campaign will be undertaken for most parts of the country.
- p. Agency should also submit the below mentioned templates duly filled along with the RFP submission.
  - Agency Volume Bonuses + Team Structure Template
  - Digital Plan for Costing
  - TV Plan for Costing

**I. Possible Media Mix:**

- a. Offline: TV, Outdoor, Radio, Print, Cinema etc. (Wall paintings, Railways, Rly Tickets, Electricity Bills, Cinema Tickets, Bus panels, small music band shows at vantage places etc)
- b. Online: Digital and Influencer
- c. Activations: Channel Marketing – on-ground (On ground activities like Nukkad Natak, Van activity, Activities at corporates, societies etc.)
- d. Content Associations / Intellectual Property Rights

**J. KPIs:**

- a. TV: GRP (Gross Rating Point), R&F (Reach & Frequency), CPRP (Cost per Rating Point), Daypart, Weekday | Weekend, Genre mix, Value Adds
- b. Digital: R&F (Reach & Frequency), Impressions, Video Views, CPR (Cost per Reach), CPV (Cost per View), CPC (Cost per Click), CTR (Click through Rate), VTR (View through Rate), CPE (Cost per Engagement), CPM (Cost per thousand Impression)
- c. Cinema: CPC (Cost per Contact), Footfalls, Frequency
- d. Radio: R&F (Reach & Frequency), CPT (Cost per thousand viewers)
- e. Outdoor: Cost/per square foot



- f. Print: R&F (Reach & Frequency), CPT/CPR (Cost per Reach),
  - g. BLS and other relevant studies as applicable
- K. Some guidelines:**
- a. Driving advocacy and conversations for life insurance may be benchmarked to similar AMFI campaigns and/or other similar industry initiatives. Latest consumer trends/ insights understanding and consumption must be used as based of media strategy
  - b. Screen agnostic planning to maximize awareness, consideration & imagery for the category.
  - c. Should be open to performance linked remuneration. Remuneration will be based on fixed percentage commission and variable percentage commission.

## 6. Bidders Eligibility Criteria Part A – Documents to be submitted basis Annexure A:

- i. Bid should be submitted by the Bidders who meet the Eligibility Criteria. The Bidders must submit the documents substantiating the Eligibility Criteria as mentioned in this RFP document.
- ii. 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.
- iii. In case of subcontracting the Bidder should also submit the details of the sub-contractor as required under the eligibility criteria below.

Sr. No	Eligibility Criteria	Compliance (Yes/No)	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.	Yes/No	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 be a profitable organization (on the basis of PAT) for at least 2 out of the last 3 financial years i.e. FY 2021-22, FY 2022-23 and FY 2023-24	Yes/Nos	Self-Declaration on Balance Sheets with Profit and Loss statement for FY 2021-22, FY 2022-23 and FY 2023-24. in Annexure G
3	The Bidder should be working and licensed as a Media Service Provider (MSP) in India for more than 10 years as on 31.03.2024	Yes/No	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.1.
4	The bidder should have provided Media services to at least 30 clients in the last 3 Financials year i.e., FY 2021-22, FY 2022-23 and FY 2023-24	Yes/No	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.2.
5	Past/present litigations, disputes, if any (Adverse litigations could result in disqualification, at the sole discretion of LICouncil)	Yes/No	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.3.
6	Bidder should have capabilities/proprietary analytical tools for data capture and analysis thereof for the primary and secondary data.	Yes/No	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.4.
7	Bidders should not be under debarment/blacklist period for breach of Contract/deficiency in Services/ fraud/ corrupt practices by any Scheduled or Commercial Bank/ 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.	Yes/No	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.5.

8	The Bidder should have full-fledged office(s) and required infrastructure at Mumbai.	Yes/No	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.6.
9	Details of Awards won, new accounts won (if any) in the last three years	Yes/No	A self-declaration on the Bidder's letter head to be submitted in Annexure F.7.
10	Bidder to provide information of the Team on account including Name, Designation, Years of Experience, Current tenure in the company	Yes/No	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.8.

## 7. Eligibility Criteria to participate in the RFP – PART B:

Only the eligible Bidders as per Eligibility Criteria mentioned below should participate in the RFP:

Sr. No.	Evaluation parameters	Criteria	Non-Editable PDF document
1	Years of Experience in providing media services as on 31.03.2024.	More than 10 years	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.1.
2	Average Annual Turnover (In INR)	More than 50 crores	A self-declaration on Profit and Loss statement for FY 2021-22, FY 2022-23 and FY 2023-24 in Annexure G
3	<b>Total no. of Clients the Bidder has provided services</b> in the last 3 financial years.	More than 30 Clients	A self-declaration on the Bidder's letter head to be Submitted in Annexure F.2
4	<b>Total no. of BFSI Clients the Bidder works with</b> as on RFP submission date.	Between 5 to 10 Clients	The Bidder is also expected to submit minimum 3 work order/ engagement letter/ PO of completed engagements in the Annexure H

- DTTILLP along with LI Council panel members will shortlist 4-5 Bidders for the next round based on the submissions.
- These shortlisted Bidders would present the strategy during the face-to-face pitch presentations.
- The pitch presentations will be scored on pre-defined parameters which will be shared with the Bidders at a later stage.

## 8. Cost of Bid document:

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.

## 9. Clarifications on RFP/ Pre-Bid Meeting:

- i. Bidder requiring any clarification of the bidding Document may notify DTTILLP in writing **strictly as per the format given in Annexure-D** by e-mail provided in this RFP document within the date/time mentioned in the schedule of events.
- ii. 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@lifeincouncil.org](mailto:iac.admin@lifeincouncil.org), and marking cc to [knachane@deloitte.com](mailto:knachane@deloitte.com), [pushpaa@deloitte.com](mailto:pushpaa@deloitte.com), and [prasusharma@deloitte.com](mailto:prasusharma@deloitte.com) before the stipulated deadline of **12:00 PM on 8<sup>th</sup> November 2024**. Queries received after the scheduled date and time will not be responded/acted upon.
- iii. DTTILLP & LICouncil shall clarify all such queries by e-mail. 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 Bid.
- iv. 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 the RFP document by the Bidder due to non-consideration of such amendments/clarifications.
- v. LICouncil, at its own discretion, may 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. Bid Preparation and Submission:

- Bidders are required to fill in separate Proposals/Bids and enclose complete set of required documents.
- The responses to the RFP for eligibility/technical are to be submitted via email to [licouncil@lifeincouncil.org](mailto:licouncil@lifeincouncil.org) **by 18<sup>th</sup> November 2024 – before 3:00pm IST**, 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 Bid once submitted, will be considered as final and the Bidders will not be allowed to re-submit, modify, amend or withdraw the Bids.
- Specific response with supporting documents in respect of Eligibility Criteria as mentioned in the RFP document and technical eligibility criteria in accordance with Annexure-A should also be submitted with the Bid.

- Bidders receiving the RFP must internally secure permissions and appoint a single authorized Single 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.
- Commercial Bid in the form of a percentage commission payable on the Net Media Spends should be exclusive of Taxes. All mandatory out of pocket expenses should be provided separately for the combined scope of work. Otherwise, the out-of-pocket expenses would be agreed at a later stage on an ‘Actual Expense’ basis with LICouncil. Refer to Annexure I for providing the Commercial Bids.

**Important instructions:**

The Bid should 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 in the form of a percentage commission payable on the Net Media Spends should be provided separately Refer to Annexure H for providing the Commercial Bids.

The Commercial Bid should be properly sealed and put into a large packet, super scribed “Commercial Bid”

The main large Outer packet should be addressed to –

**Mr. S.N.Bhattacharya - Secretary General, Life Insurance Council.**

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

**11. Deadline & Modification for Submission of Bids:**

- Bids must be received by LICouncil as specified under the RFP by **18<sup>th</sup> November 2024 by 3:00 pm IST.**
- LICouncil 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.

**12. 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 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 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.

### **13. Evaluation of Bids:**

- Only Bids with all required documents furnished, will undergo technical 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.
- 4 to 5 Bidders with the highest Scores as per the evaluation criteria will be called for actual pitch presentations round. In case of a tie, both the Bidders will be invited for the presentation analysis.
- Pitch presentations along with additional information will be scored by the Panel members and one Bidder will be awarded as an Agency Of Records.
- During evaluation and comparison of Bids, LICouncil may, at its discretion ask the Bidders for clarification on the Bids received. The request for clarification shall be in writing/email and no change in prices or substance of the Bid shall be sought, offered or permitted.
- The selection of the Successful Bidder will be based completely on technical-commercial evaluation and presentation analysis.

### **14. Awards Criteria:**

- The Selected Bidder will have to sign an 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 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 / maximum number of media plans for the Bidder.
- 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 full discretion, 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 variations 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 Contract price before the Bidder proceeds. In case of disagreement on the amount, the decision of the LICouncil will 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 Contract (as laid down in Penalties in this

RFP document).

### **15. 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.
- 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, to refer the Annexure C.
- 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, and further details mentioned in Annexure F.3.

### **16. Subcontracting:**

- As per scope of the RFP, subcontracting is prohibited. However, if the Bidder subsequently wishes to sub-contract any part of the scope of work, it will have to obtain specific written permission from LICouncil before contracting any work to subcontractors. LICouncil at its own discretion may permit or deny the same.
- In case subcontracting is permitted by LICouncil, the awarded Bidder will be responsible for all the services provided to LICouncil regardless of which entity is conducting the operations. The Successful Bidder will 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.

### **17. Validity of Agreement:**

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

### **18. 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 intellectual property rights 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
  - 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 Clause shall survive the termination of the Contract.

#### **19. 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 the RFP.
- The Bidder will 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.

The term "gross negligence" means a conscious voluntary act or omission in reckless disregard of a legal or contractual duty and of the consequences thereof.

#### **20. 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 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 Service Provider’s performance under the contract, if so, required by LICouncil.
- The obligations imposed by this Clause shall survive the termination of the Contract.

## **21. Obligation of Successful Bidder:**

- The Successful Bidder is 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 is 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 will 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 is responsible for managing the activities of its personnel or sub-contracted personnel (where permitted) and will 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.

## **22. Patent Rights/Intellectual Property Rights:**

- For any licensed software/service/artwork /audio/videos or any other material etc. used by the 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 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 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 Bidder shall be fully responsible therefore, including all expenses and court and legal fees.
- LICouncil will give notice to the 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.

### **23. Conflict of Interest:**

- During the term of this agreement, 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.

### **24. 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.

### **25. Termination of Contract:**

The LICouncil, without prejudice to any other remedy for breach of Contract/RFP, by a written notice of not less than 30 (thirty) days sent to the Bidder, may 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 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 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 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 Bidder shall share

- all information regarding the Services so rendered by the 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 Bidder received and/or created while performing the Service for LICouncil or that remain in its possession, custody or control. The 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.

## **26. Force Majeure:**

Neither the Bidder nor LICouncil 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.

## **27. Terms Of Payment:**

- In consideration of the Services performed by the Successful Bidder, [ IAC / LICouncil ] shall make such payments to the Successful Bidder as per industry norms which are between 45-90 days for the project deliverables.
- The Bidder will submit invoices basis 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 will pay to the Successful Bidder only and not to any other sub-contractor/third party directly whose services would be utilized to implement any of LICouncil research work or any ancillary work.
- The Tax and GST/VAT component shall be payable as applicable and as per actuals.

## **28. Arbitration - Resolution of Disputes:**

[ IAC / 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, [ IAC / 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 [ IAC / LICouncil] and the other to be nominated by the Bidder. The arbitrators appointed by [ IAC / 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 & 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.

## **29. Performance Bank Guarantee by Successful Bidder:**

The Successful Bidder shall be required to provide a Performance Bank Guarantee for Rs. 10.0 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 IAC OR LI COUNCIL ("Performance Bank Guarantee").

The Performance Bank Guarantee shall be provided to IAC OR LI COUNCIL either before or at the time of execution of the Contract. IAC OR LI COUNCIL has the right to invoke the Performance Bank Guarantee for any non-compliance of the terms & conditions of this RFP Document or the Contract to be executed between the Selected Bidder and IAC OR LI COUNCIL 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 IAC OR LI COUNCIL, the Selected Bidder shall be responsible to extend the validity period and claim period of the Performance Bank Guarantee.

### **30. 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).

**31. 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.

<b>S. No.</b>	<b>Documents to be submitted</b>	<b>Submitted (Yes/No)</b>
1	Certificate of Incorporation	Yes / No
2	Annexure B : Technical Bid form	Yes / No
3	Annexure C : Penalties	Yes / No
4	Annexure E: Declaration-Cum-Certificate: No Overdue	Yes / No
5	Annexure F: Self Declarations ( F.1. to F.8. )	Yes / No
6	Annexure G: Self Declaration on Balance Sheets	Yes / No
7	Annexure H: Commercial Bid	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: \_\_\_\_\_

**32. Annexure B:**

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

**Date:**

To,  
Secretary General,  
Life Insurance Council,  
4th Floor, Jeevan Seva Annexe Bldg.  
S. V. Road, Santacruz (W), Mumbai 400054

**Subject: RFP \_ Selection of Media Agency**

I/We.....enclose herewith our proposal for selection of my /our entity for RFP for selection of Media 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.

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: \_\_\_\_\_



**33. 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 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: \_\_\_\_\_

**34. Annexure D:**

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

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

**35. Annexure E:**

**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: \_\_\_\_\_

**36. Annexure F:**

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

**Self-Declarations**

**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.

**37. F.1. Existence in the Field of Media Services:**

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

We hereby declare that M/s. \_\_\_\_\_ has been incorporated on \_\_\_\_\_ and rendering the Media Services in India for a minimum of 10 years as on 31.03.2024.

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: \_\_\_\_\_

**38. F.2. Media Services Provided to Clients:**

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

We further declare that \_\_\_\_\_ has been providing Media services to at least 30 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	Reference Number	Document Attached (yes/no)

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: \_\_\_\_\_

**39. F.3. Status Of Litigations Pending Pertaining to The Bidder:**

**If there is no Litigation, only the declaration would suffice, else please provide details in the table below:**

(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: \_\_\_\_\_

**40. F.4. 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: \_\_\_\_\_

**41. F.5. Debarment/Blacklist Status:**

**If there is no Debarment, only the declaration would suffice, else please provide details in the table below:**

(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: \_\_\_\_\_



**42. F.6. 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 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: \_\_\_\_\_

**43. F.7. Awards Won & New Business Wins in Media Services for last 3 years.**

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

We provide the following details of awards won in the field of Media Services.

Sr. No.	Awards	Description and Year

Sr. No.	New Business Wins	Description and Year

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: \_\_\_\_\_

**44. F.8. Team Information:**

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

The following are the details of the Team to be deployed basis the RFP:

Sr. No.	Name	Designation	Educational Qualification	Total Years of Experience	Tenure in the company

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: \_\_\_\_\_

**45. Annexure G:****Self Declaration on Balance Sheets with applicable documents**

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

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

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.

Sr. No.	Particulars	2021-22	2022-23	2023- 24
1	Turn over			
2	Net profit			
3	Net-worth			

This is to also certify that this Agency has given below statutory registrations, photocopy of which are annexed hereto.

Sr. No.	Registration For	Registration No.	Date of Registration
1	PAN No.		
2	TAN No.		
3	GSTN No.		
4	Any Other		

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: \_\_\_\_\_

**46. Annexure H:****Commercial Bid**

In compliance with the requirements outlined in the RFP, please find below the detailed commercial bid amounts for each media:

The commercial bids to be submitted in percentages.

	Net Spends 110 Crs	
	Media-wise Fixed Commission on Net Spends	Media-wise Variable Commission on Total Net Spends
Media	% Commission on Net spends	% Commission on Net spends
TV		
Digital - Branding		
Digital - Performance		
Print		
Radio		
OOH		
Others if any		

**Note:**

- Performance based remuneration to be followed. KPIs and calculation methodology will be finalised at a later period during the process.
- Mention commission per media excluding taxes.
- Commission would be locked for a period of three consecutive years.
- The final commission structure would be aligned with the shortlisted agencies basis client requirements.

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

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: \_\_\_\_\_