



Life Insurance Council

Together in service

**REQUEST FOR PROPOSAL (RFP)
FOR SELECTION OF PUBLIC RELATIONS (PR) AGENCY**

LIFE INSURANCE COUNCIL

Date: 02 January 2025

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1. Invitation to Bid:

- i. **Life Insurance Council** herein after referred to as '**LI Council**', is having its Corporate Centre at Santacruz, Mumbai is Requesting for Proposal ("RFP") for Selection of Public Relations ("PR") agency.
- ii. To meet the service requirements, LI Council plans to solicit Bids from qualified agencies to deliver the services specifically outlined in '**5. Overview and Scope of Work**' of this RFP ("**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**' 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 RFP.
- iv. Contact details including email address for submission of Bids and sending communications are given in '**9. Clarifications on RFP/ Pre-Bid Meeting**' of this RFP document.
- v. The Bidders are requested to submit a detailed Information for selection of agencies basis the requirement outlined under this RFP.
- vi. The criteria for evaluating responses to this RFP and selection of the Successful Bidder shall be at the sole discretion of the LI Council. This RFP solicits Proposals from Bidders possessing the requisite experience, capability, and expertise to deliver the Services in accordance with LI Council's requirements as outlined in this RFP.

Schedule of Events		
Sr. No.	Particulars	Remarks
1	Name & address of issuing department	S.N.Bhattacharya -Secretary General, Life Insurance Council, 4th Floor, Jeevan Sewa Annexe Building, Swami Vivekananda Road, Santacruz West, Mumbai, Maharashtra 400054
2	Bid Opening Date:	02 January 2025
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 9th January 2025 Email Id: iac.admin@lifeinscouncil.org marking to knachane@deloitte.com , pushpaa@deloitte.com , and prasusharma@deloitte.com
4	Last date and time for Bid submission	Up to 3:00 PM IST on 17th January 2025 Email Id: licouncil@lifeinscouncil.org
5.	Bid Evaluation	20 th January 2025
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	Tentatively in 4 th week of January 2025

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2. Appointment of Partner:

To ensure a thorough and unbiased selection process for the Bidder, LI Council has appointed 'Deloitte Touché Tohmatsu India LLP (DTTILLP)' as the official partner for objective evaluation. Acting on behalf of LI Council, 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 LI Council.
- 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 LI Council.
- 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 LI Council's standards and mitigate any potential risks.
- iv. **Coordination of Activities:** DTTILLP will facilitate all related activities as agreed upon with LI Council, 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, LI Council 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.

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3. Disclaimer:

- i. The information contained in this RFP document and any other information that may be provided subsequently to Bidder(s) whether in documentary form/email by or on behalf of LI Council, will be subject to the terms and conditions set out in this RFP document.
- ii. The Bid documents will be made available on LICouncil's website www.lifeinscouncil.org, in "other details" under Insurance Awareness Campaign Menu – RFP PR 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. The RFP submissions are to be submitted on the mail id: licouncil@lifeinscouncil.org
- iv. This RFP does not constitute an offer by LI Council but serves as an invitation to eligible Bidders for submitting their responses. No contractual obligations will be established between LI Council/DTTILLP and the Bidder through the RFP process until a formal Contract is duly signed and executed by the authorized officials of LI Council with the Selected Bidders.
- v. 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. LI Council may, at its sole discretion, update, amend, or supplement the information provided in the RFP document.
- vi. LI Council 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.
- vii. The RFP does not obligate the LI Council to select or engage a Bidder for the Services. The LI Council reserves the right, at its sole discretion, to reject any or all Bidders or Bids without providing any reason.
- viii. 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.
- ix. The Bidder should submit any queries or requests for clarification to iac.admin@lifeinscouncil.org, marking cc to knachane@deloitte.com, pushpaa@deloitte.com, and prasusharma@deloitte.com if any and the Bid submissions should be emailed to licouncil@lifeinscouncil.org
- x. 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.

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4. Definitions:

The following terms shall be interpreted as indicated below:

- i. "LI Council" 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, Regulator and the Public. The Life Insurance Council functions through several sub-committees and its members include all 26 life insurance companies in India.
- ii. "Bidder/Agencies/Agency", "Firm", "Company", "Applicant", "Bidder", means an eligible entity/firm submitting their Proposal for providing services to LI Council in accordance with this RFP in response to this RFP.
- iii. "Proposal" or "Bid" means the written reply or submission of response to this RFP.
- iv. "The Contract Price/Project Cost/Commercial Bid" means the total price payable to the Bidder under the contract to be executed with the LI Council for the full and proper performance of its contractual obligations. All the Commercial Bids mentioned in the RFP shall be submitted in **INR ₹** inclusive of 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 LI Council for the selection of Public Relations (PR) agency in its entirety, inclusive of any addenda that may be issued by LI Council.
- viii. "Selected Bidder" or "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 LI Council.
- ix. "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.

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5. Overview and Scope of Work:

Background:

- The Life Insurance (LI) industry has been running an industry level campaign 'Sabse Pehle Life Insurance' since 2019, to increase awareness of life insurance as a category. As on date, 2 phases have been implemented - Dec'19 – Mar'20 and Feb – Mar'22.
- Across these two phases, multiple media were utilised including TV, Print, OOH, Digital, coupled with editorial media coverage (PR).
- Post 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.
- However, key concerns that were identified:
 - Willingness to definitely purchase a life insurance for self was lower (definitely purchase - 44%) than willingness to recommend to others (definitely recommend - 50%).
 - Creative fatigue, as consumers had seen the comms (single creative) multiple times across the two phases.
 - Awareness for individual categories may be low given the messaging was limited to promoting life insurance category as a whole. (Indicated by other surveys)

Campaign Journey till date:

- Phase 1 (Dec'19 – Mar'20) and Phase 2 (Feb – Mar'22) of the campaign have been successfully completed.
- Phase 3: planning is underway.

Need for this campaign:

In spite of the overall efforts of the Life Insurance companies and the Council, Life Insurance industry's target audience is still overshadowed by lucrative Mutual Fund Returns and a strong need of Health Insurance, as both are seen for providing 'tangible benefits' in foreseeable future.

Hence the industry is now keen to launch phase 3 with the following contours:

- Messaging shift from awareness building to driving category consideration across key consumer needs – financial security (term insurance), fulfil aspirations (savings/ guaranteed income plans), retirement goals (pension plans), etc.
- A structured 3-year exercise to ensure continuous visibility, and drive behavioural change towards the key life insurance categories.
- **'Always On'** campaign using traditional, digital news platforms, as well as editorial media coverage powered by PR.
- Content (long form and short form) led exercise to make consumers understand, appreciate and adopt life insurance solutions in their life.

Need for always-on Public Relations:

The PR Committee of LI Council has been tasked with improving the image of life insurance and addressing the negative perceptions about the industry.

In order to effectively communicate the positive perceptions of life insurance, it is crucial to focus on storytelling, stakeholder engagements, media and advocate relations and ensure the spokesperson's

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messaging aligns with industry values, through an integrated campaign approach. Additionally, we need to highlight the dignity of lives, promote stories about successful claims, and address concerns regarding front-ended agent commissions.

Key PR Objectives

- Sustained visibility and stakeholder engagements
- Improved perceptions/ behavioral change
- Greater adoption of life insurance solutions

Scope of work

- Tentative period – 3-years – starting from February 2025 to January 2028
- Strategy and planning
 - Market intelligence.
 - Communications strategy to effectively drive an integrated campaign.
 - Consistent **Always On** PR plan – to be created and implemented.
 - Defined publishing strategy across – earned, owned, paid and shared media and other platforms.
- Implementation
 - Monthly development of “key messages/ themes” to be shared with LI Council.
 - Identify and help build relations with key target media and advocates across India.
 - Work with LI Council to facilitate media opportunities.
 - Work with research, content and social media agencies to create and amplify positive stories, authored articles etc.
- Press office functions:
 - Create press communication materials.
 - Month-on-month spokesperson engagement plan.
 - Daily monitoring and reporting of media coverage.
 - Monitor and report negative media coverage.
 - Respond to media queries or comments.
- Work on sponsorships and partnerships where the campaign/LI can be promoted
- Crisis communications (as and when required)
- Monthly reports and feedback

Expectations from the PR agency

- Fair understanding of the life insurance landscape, stakeholders involved and the issues.
- Prior experience in managing issues or crisis, awareness campaigns and/or driving communication mandates for associations, chambers or consortiums.
- **Managing spokespersons (WIP):** For every quarter, a group of spokespersons will be deputed, and the agency and committee will work with these spokespersons on media/non-media opportunities and drive a pre-defined plan.
- Presence in key cities across India and a strong national stringer network.
- Expertise in conducting messaging workshops, media trainings, multi-media content creation, driving traditional and digital media campaigns.

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Target market

*(The list of cities provided below serves as a reference for the Bidder. The Bidder is expected to propose a PR plan that covers markets for life insurance across India. The market is not limited to the cities listed below and Bidders must demonstrate their capabilities to reach more Tier 2 and tier 3 cities.)

Zone	State Name	Town names	Metro/Tier 1/Tier 2
East	West Bengal	Kolkata	Metro
North	Delhi	Delhi	Metro
South	Karnataka	Bangalore	Metro
South	Tamil Nadu	Chennai	Metro
South	Andhra Pradesh	Hyderabad	Metro
West	Gujarat	Ahmadabad	Metro
West	Maharashtra	Mumbai	Metro
West	Maharashtra	Pune	Metro
East	Bihar	Patna	Tier 1
North	Rajasthan	Jaipur	Tier 1
North	Uttar Pradesh	Kanpur	Tier 1
North	Uttar Pradesh	Lucknow	Tier 1
South	Tamil Nadu	Coimbatore	Tier 1
South	Kerala	Kochi	Tier 1
West	Madhya Pradesh	Indore	Tier 1
West	Maharashtra	Nagpur	Tier 1

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West	Gujarat	Surat	Tier 1
East	West Bengal	Asansol	Tier 2
East	Odisha	Bhubaneswar	Tier 2
East	Assam	Guwahati	Tier 2
East	Jharkhand	Jamshedpur	Tier 2
East	Chhattisgarh	Raipur	Tier 2
North	Uttar Pradesh	Agra	Tier 2
North	Punjab	Amritsar	Tier 2
North	Chandigarh	Chandigarh	Tier 2
North	Uttarakhand	Dehradun	Tier 2
North	Haryana	Faridabad	Tier 2
North	Jammu & Kashmir	Jammu	Tier 2
North	Rajasthan	Kota	Tier 2
North	Punjab	Ludhiana	Tier 2
North	Uttar Pradesh	Varanasi	Tier 2
South	Tamil Nadu	Madurai	Tier 2
South	Karnataka	Mysore	Tier 2
South	Kerala	Thiruvananthapuram	Tier 2
South	Kerala	Thrissur	Tier 2
South	Andhra Pradesh	Vijayawada	Tier 2
West	Madhya Pradesh	Bhopal	Tier 2
West	Madhya Pradesh	Jabalpur	Tier 2
West	Maharashtra	Nashik	Tier 2
West	Gujarat	Vadodara	Tier 2

6. Bidders Eligibility Criteria:

- i. Bid is open to all 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 shall submit more than one Bid for the RFP. The applicant Bidder shall not be entitled to submit another Bid.
- iii. Subcontracting will be permitted subject to compliance with the conditions prescribed in “16. Subcontracting” of the RFP and with prior approval of the LI Council.

Sr.no	Criteria	Qualifying Requirements	Documents to be enclosed (refer to Annexure A)
1.	Annual Revenue	The Agency should be proficient in the PR domain with average earned revenue from PR services of Rs. 1 Crore, during last three consecutive Financial Years - FY 2021-22, 2022-23 and 2023-24	Statutory Auditor certificate for income from PR activities – refer to Annexure A
2.	Profitability	The net worth of the agency should be positive during each of the last three	Audited balance sheets.

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RFP for Selection of PR Agency

		financial years - FY 2021-22, 2022-23 and 2023-24	
3.	Establishment	The agency should have been in existence in India for a minimum period of 5 years with full-fledged Office in Mumbai with the state-of-the-art infrastructure and manpower including PR professional team to support timely service for PR activities within the scope of work.	<ol style="list-style-type: none"> 1. Certificate of incorporation (ROC) 2. Memorandum of Association 3. Articles of Association 4. Proof of Registered Office Address Shops and Establishment 5. License in case of proprietorship.
4.	Industry Expertise	We need a PR agency with Insurance and BFSI expertise. Agency should have 3 years of continuous association with at least 3 Banking Financial Services and Insurance (BFSI) clients. Additionally, the PR agency should also be working with clients on retainer with at least 10 clients.	Auditor's certificate
5.	Work record	The agency is not and should not have been blacklisted/barred/disqualified in the last three years by any regulator/statutory body such as Securities and Exchange Board of India (SEBI), Reserve Bank of India (RBI), Pension Fund and Regulatory Development Authority of India etc.	Self-certificate letter undertaking to this effect by the agency must be on company's letter head signed by company's authorized signatory
6.	Language Capability	Agency should have the resources to handle multi-lingual publicity campaigns, with proficiency and proof-reading facilities in all major Indian languages including Regional Languages.	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory.
7.	Reputation Management	Agency should have in house resources to manage reputation of company during crisis hours.	Documents regarding profile and experience of the individual members in the core team. Three case studies of experience in crisis/reputation management.
8.	Financial Content-writing Expertise	Agency should have an in-house professional content writer with experience in financial journalism	Documents regarding profile and experience of the relevant personnel with case studies.
9.	Media relations	The agency needs to have a strong relationship with important media professionals including journalists/reporters in the market	List of claimed media relationships supported by resource profile

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10.	Digital Media	The agency should be capable of managing digital media reflected by its in-house staff capability	Examples of Digital media management for existing clients. Years of experience in digital media.
11.	Staff Strength	The Agency should have adequate-minimum permanent Staff strength of 15 employees with experience in Public Relations on pay roll. This does not include enabling and support staff.	Self-certificate letter undertaking to this effect by the agency must be on company's letter head signed by company's authorized signatory

7. Technical Evaluation Parameters:

Sr.No.	Criteria	Max. Marks	Scoring Pattern
1.	Industry Experience	10	5 Years and above – 10 Marks 3 Years and above – 7 Marks Less than 3 years – 5 Marks
2.	BFSI Clientele	10	10 BFSI Clientele – 10 Marks 6 BFSI - 7 Marks 3 BFSI - 3 Marks
3.	Total retainer clients	10	25 and above – 10 Marks 15 and above – 7 Marks 10 and above – 3 Marks
4.	Talent capabilities	10	Total Staff Strength with PR Experience (3 Marks) 15 or more professionals with 5 plus years of exp – 3 Marks 10 to 14 professionals with 5 plus years of exp – 1 Mark Media relations (3 Marks) 3 or more professionals – 3 Marks 1-2 professionals – 1 Mark Financial Writing Capability (2 Marks) 1 professional – 2 Marks Digital media capability (2 Marks) 5 and above clients with 3 plus years of exp – 2 Marks
5.	Annual Turnover	5	Rs. 3 Crore and above – 5 Marks Rs. 1 – 2 Crore – 3 Marks
6.	Network Strength Offices in key metro	5	Office in 5 cities – 5 Marks Less than 5 Centres – 3 Marks
7.	Presentation by PR Agency -Overall PR abilities (as per scope of work) – Ability with respect to	20	Subjective Evaluation

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	-Crisis Communication -Investor Relations -Digital PR -Awards for PR Campaigns -Others, if any.		
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Sr.no	Description	Maximum marks
1.	Industry Experience of the Agency	10
2.	BFSI clientele	10
3.	Total retainer clientele	10
4.	Talent capabilities	10
5.	Average Turnover of the Agency	5
6.	Network Strength	5
7.	Presentation	20
8.	Commercial Bid	30

Face to Face Round (For Shortlisted Bidders only):

Duration: 45 Minutes

Total marks: 20

For the face-to-face presentation, the Bidder will need to create and present a PPT presentation which should cover **Communications strategy and approach** – this will include proposed PR plan for the year, defining key performance indicators (KPIs), expected outcomes and measurement.

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 LI Council, or any other costs incurred in connection with or relating to their Bid. LI Council 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 C** by e-mail provided in this RFP document within the date/time mentioned in the schedule of events.

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- 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, Email Id: LI_Council@lifeinscouncil.org [Subject: PR RFP – Clarification – Bidder name] before the stipulated deadline of **12:00 PM on 9th January 2025**. Queries received after the scheduled date and time will not be responded/acted upon.
- iii. DTTILLP and LI Council 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 of offer or delayed submission of Bid.
- iv. LI Council reserves the right to amend, rescind or reissue the RFP, at any time prior to the deadline for submission of Bids. LI Council, 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 LI Council will be binding on the participating Bidders. LI Council 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. LI Council, 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. LI Council 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:

- The responses to the RFP to be submitted on **email by January 17th – before 3:00pm IST**, to Email Id: LI Council@lifeinscouncil.org [Subject: PR RFP – Bid submission – Bidder name] in a non-editable PDF format.
- 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.
- The Commercial Bid will include monthly retainer billing approach. The Bidder shall refer to **Annexure D** while submitting the Bids. By submitting their Bids, the Bidders agree to adhere to a monthly review of all planned work and deliverables outlined and acknowledges that they will be bound by these terms as part of the Contract throughout the project lifecycle.

11. Deadline and Modification for Submission of Bids:

- Bids must be received by the LI Council on email specified by **January 17th – before 3:00pm IST**
- LI Council/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 LI Council/DTTILLP and Bidders will remain the same irrespective of any extension being provided.

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12. Integrity and Period of Validity of Bids:

- Willful misrepresentation of any fact within the Bid will lead to the cancellation of the Contract without prejudice to other actions that LI Council may take against the Bidder. All the submissions, including any accompanying documents, will be deemed to be the property of LI Council. The Bidders shall be deemed to have licensed, and granted all rights to the LI Council, 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 LI Council as non-responsive.
- In exceptional circumstances, LI Council 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.
- LI Council 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.
- In the event the Bidder does not adhere to the procedures for Bid prescribed in this RFP, or initiates any activity to bypass such procedures, the Bidder shall stand expelled and the Bid document submitted by such Bidder shall be deemed to have been rejected.

13. Evaluation Of Bids:

- Only Bids with all required documents furnished, will undergo technical evaluation. Before proceeding, LI Council 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.
- The selection of the winning Bidder will be based completely on technical-commercial evaluation and presentation analysis. The Bidders who obtain a minimum of 30 Marks (i.e. 60 per cent) as per the technical evaluation criteria will be called for presentation round.
- Commercial Bid amount in INR and inclusive of Taxes and all expenses should be provided separately based on the scope of work. Reference shall be made to **Annexure D** for providing the Commercial Bids under the RFP.
- During evaluation and comparison of Bids, LI Council 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.

14. Awards Criteria:

- The Selected Bidder will have to sign an engagement letter with LI Council within 7 working days from the date of selection, duly accepted, stamped and signed by authorized signatory of the Bidder as token of acceptance.
- Until the execution of a formal Contract, the Bid document, together with LI Council notification of award and the Bidder's acceptance thereof, would constitute a binding Contract between LI Council and the Successful Bidder.
- If the Bidder, whose Bid has been found to be the lowest evaluated Bid withdraws or whose Bid has been accepted, fails to sign the procurement contract as may be required, or fails to provide the security as may be required for the performance of the Contract or otherwise withdraws from the procurement process, the LI Council shall have the right to forfeit the EMD amount and the bidder will have no claim

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- whatsoever against the EMD or LI Council .
- LI Council reserves the right to declare the originally Successful Bidder as unfit/ blacklisted for future bidding.
- The notification of award to Successful Bidder shall mean empanelment of the Bidder for providing the Services for LI Council and does not guarantee any minimum number of assignments that the Bidder may be given.
- The allocation of assignment will be decided separately for each such requirement of LI Council.
- 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 LI Council.
- LI Council shall have full powers, subject to the provision hereinafter 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 LI Council 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 LI Council 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:

- LI Council 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.
- LI Council 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 **Annexure B**.
- In the event of a dispute/discrepancy from the audit/ unsatisfactory deliverables arising under this agreement, LI Council 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 B**.
- 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 LI Council.

16. Subcontracting:

- As per scope of the RFP, subcontracting will be permitted only with specific prior written permission from LI Council. If the Bidder wishes to sub-contract any part of the scope of work, it will have to obtain specific written permission from LI Council before contracting any work to subcontractors. LI Council at its own discretion may permit or deny the same.
- In case subcontracting is permitted by LI Council, the Successful Bidder shall continue to remain responsible for all the Services provided to LI Council regardless of which entity is conducting the operations. The Successful Bidder shall also be responsible for ensuring that the sub-contractor

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complies with all requirements of the Contract and LI Council can obtain independent audit report for the same. In such a case, the Bidder shall provide subcontracting details to LI Council and if required, LI Council may evaluate the same.

17. Validity of Agreement:

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

18. Indemnity

- The Successful Bidder shall, at its own expense without any limitation, indemnify, defend and hold harmless the LI Council 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 LI Council.
- The Successful Bidder shall, at its own expense, indemnify, defend and hold harmless the LI Council 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 the Successful Bidder of third-party intellectual property rights including patent, trademark, copyright, trade secret or industrial design rights, in the Services/deliverables in India or abroad;
 - 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 Successful Bidder;
 - e. causation of any damages to the customers of the LI Council through any acts or omissions of the Successful Bidder;
 - f. contravention of any law, as may be applicable from time to time, or industry practice, or violation of any policies of the LI Council;
 - 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 Successful Bidder shall expeditiously extinguish any such claims and shall have full rights to defend itself there from. If LI Council 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.
- LI Council 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.
- The obligations imposed by this Clause shall survive the termination of the Contract.

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19. Limitation of Liability:

- For breach of any obligation mentioned in this RFP, subject to obligations mentioned in this clause, the LI Council shall, in no event be liable for damages to the Bidder arising under or in connection with the RFP.
- The Successful Bidder will ensure LI Council's data confidentiality and shall be responsible to indemnify the LI Council for liability arising in case of breach of any kind of security and/or leakage of confidentiality related information.
- The Successful Bidder shall remain liable for losses arising due to any incorrect, incomplete or misleading information or documentation provided by the Successful Bidder or any person on behalf of the Successful 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 Successful Bidder,
 - damage(s) occasioned by Successful Bidder for breach of Confidentiality Obligations,
 - When a dispute is settled by the court of law in India.

20. Confidentiality:

- The Successful 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 LI Council and its constituent members i.e. Indian life insurers, relating to its business practices and their competitive position in the market place provided to the Successful Bidder by LI Council 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 LI Council.
- The Confidential Information will be safeguarded, and Successful Bidder will take all necessary actions 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, LI Council shall be entitled to injunctive relief to restrain Bidder from any such breach, threatened or actual.
- The Successful Bidder shall ensure that its personnel also undertake a similar obligation as contained in this Clause.
- In the event the Successful Bidder sub-contracts any part of the scope of work with the prior written permission of LI Council, 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 Successful Bidder shall (a) take all necessary actions to protect LI Council'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 LI Council.
- Any document, other than the Contract itself, or any Confidential Information in the Successful Bidder's custody, shall remain the property of LI Council and shall be returned (in all copies) to LI Council on completion of the Service Provider's performance under the Contract, if so, required by LI Council.
- The obligations imposed by this Clause shall survive the termination of the Contract.

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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 LI Council's staff, act within its own authority and abide by directives issued by LI Council from time to time and complete implementation activities.
- The Successful Bidder will abide by the job safety measures prevalent in India and will free LI Council from all demands or responsibilities arising from accidents or loss of life, the cause of which is the Bidder's negligence. The Successful Bidder will pay all indemnities arising from such incidents and will not hold LI Council 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 LI Council, 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 LI Council.
- For any licensed software/service/artwork/audio/videos or any other material etc. used by the Successful Bidder for performing Services for LI Council, 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 LI Council at risk. LI Council reserves the right to audit the license usage of the Successful Bidder.

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 LI Council, the 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 Successful Bidder/ Subcontractor should not put LI Council at risk. LI Council reserves the right to audit the license usage of the subcontractor.
- All assets, creatives, artworks, audio, videos, or any other material related to LI Council (the "Materials") shall be the sole property of LI Council. LI Council 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 LI Council 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 LI Council is required to pay compensation to a third party resulting from such infringement(s), the Successful Bidder shall be fully responsible therefor, including all expenses and court and legal fees.
- LI Council will 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.

23. Conflict of Interest:

- During the term of this agreement, the Successful Bidder and its representatives shall promptly disclose in writing to LI Council any actual or potential conflicts of interest that may arise in connection with the

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performance of Services under this RFP.

- Failure by the Successful Bidder to disclose any conflict of interest in accordance with this clause may result in LI Council 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, LI Council 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 LI Council, 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 Successful 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 LI Council 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 LI Council; 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, LI Council 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 LI Council;
- b. immediately hand over to LI Council 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 LI Council 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 LI Council regarding the terminated Services;
- e. return to LI Council, any and all documents including Confidential Information that the Bidder received and/or created while performing the Service for LI Council or that remain in its possession, custody or control. The Bidder further agrees to return forthwith, all the property of LI Council that remains in its possession, custody or control, (directly or indirectly) including but not limited to certificates, approvals, licenses, keys, badges,

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electronic gadgets, security passes, files, notes, documents, records, software access, reports, computer records and any other property of LI Council.

26. Force Majeure:

26.1 Definition

- For the purposes of this RFP, "Force Majeure" means an event which is beyond the reasonable control of a Party (i.e., LI Council or the Successful Bidder), is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, pandemic, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.
- Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, or (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of the conclusion of this RFP, and avoid or overcome in the carrying out of its obligations hereunder.
- Subject to Clause 26.2, Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

26.2 No Breach of RFP

- The failure of a Party to fulfill any of its obligations hereunder shall not be considered a breach of, or default under this RFP insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this RFP.

26.3 Measures to be taken

- A Party affected by an event of Force Majeure shall continue to perform its obligations under the RFP as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
- A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.
- Any period within which a Party shall, pursuant to this RFP, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
- During the period of their inability to perform the Services as a result of an event of Force Majeure, the Successful Bidder, upon instructions by LI Council, shall either:
 - a. Demobilize; or
 - b. Continue with the Services to the extent possible, in which case the Successful Bidder shall be paid proportionately based on the part satisfactorily performed on the basis of

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quantum merit as assessed by LI Council, if such part is of economic utility to LI Council.

- In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled according to Clause 28.

27. Terms Of Payment:

- The Successful Bidder will submit invoices on a monthly basis.
- 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.
- LI Council 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 LI Council's public relations work or any ancillary work.
- The Tax and GST/VAT component shall be payable as applicable and as per actuals.
- The LI Council will make the payment within the period of 60 days after receiving the bill from the Successful Bidder.

28. Arbitration – Resolution of Disputes:

The LI Council 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, the LI Council 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 LI Council and the other to be nominated by the Bidder. The arbitrators appointed by the LI Council 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.

29. Performance Bank Guarantee by Successful Bidder:

The Successful Bidder shall be required to provide a Performance Bank Guarantee for an amount of 10% of the Contract Price, issued by any scheduled commercial bank valid for the tenure of the Contract plus a claim period of 6 months, indemnifying any loss to LI Council ("Performance Bank Guarantee"). The Performance Bank Guarantee shall be provided to LI Council either before or at the time of execution of the Contract. LI Council has the right to invoke the Performance Bank Guarantee for any non-compliance of the terms and conditions of this RFP Document or the Contract to be executed between the Selected Bidder and 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 LI Council, the Selected Bidder shall be responsible to extend the validity period and claim period of the Performance Bank Guarantee.

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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. Submission of Earnest Money Deposit(EMD):

All Bids should be accompanied with EMD

The EMD would be as follows: - EMD AMOUNT: [2,00,000] (In words-Rupees Two Lakhs only)

At the time of submission of tender, it is mandatory to provide a cheque in the name of "Life Insurance Council" Failure to do so will result in rejection of bid.

Tenderers (bidders) are warned that Cash or Bank or Insurance Guarantee, or Fixed Deposit receipt in lieu of the aforementioned form of Earnest Money remittance will not be accepted.

Bids without EMD will be summarily rejected and no queries will be entertained. Any tender, which is not accompanied by Earnest Money Deposit, shall be summarily rejected and no interest will be paid for the period during which the earnest money lies in deposit with the LI Council.

Refund of Earnest Money Deposit to the unsuccessful bidders shall be made only after the tender process is completed. However, if the Bidder after submission of the Bid withdraws the same or withdraws from the process at any stage or expresses its inability or unwillingness to conduct the assignment after selection then in that case LI Council shall have a right to forfeit the EMD amount and the bidder shall have no claim whatsoever upon the EMD or against LI Council. Thus, the EMD will be forfeited if the tenderer withdraws or amends or impairs or derogates from the tender in any respect within the period of validity of tender and in that case the bidder will have no claim whatsoever upon the EMD or against the LI Council.

The failure, delay or evasion on the part of the successful Bidder to execute the Contract within the period mentioned will result in expiry of the validity of the Bid. In such a case the EMD deposited by the successful Bidder/Consultant shall be forfeited by the LI Council without further notice to the successful Bidder/ consultant.

The failure, delay or evasion on the part of the successful Bidder/ Consultant to commence project within 15 days from the date of execution of the Contract will result in termination of the Contract. In case of termination of the Agreement/Contract on account of failure, delay or evasion on the part of the successful Bidder/ Consultant to commence the project within 15 days from the date of execution of the Contract, in addition to the termination of the Contract, LI Council shall have the absolute right to adjust the said amount of EMD towards loss and damage suffered by LI Council.

Bidder shall not have a conflict of interest that may affect the evaluation process. Any bidder found to have a conflict of Interest shall be disqualified. In the event of disqualification, LI Council shall forfeit and appropriate the EMD, if available, as mutually agreed genuine pre-estimated compensation and damages payable to LI Council for, inter alia, the time, cost and effort of LI Council including consideration of such bidder's Proposal, without prejudice to any other right or remedy that may be available to LI Council hereunder or otherwise.

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Annexure A:

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

Date:

To,
 Secretary
 4th Floor, Information Technology Department,
 Bldg, Swami Vivekananda Rd,
 Santacruz, Mumbai 400054

Subject: RFP _ Selection of Public Relations (PR) Agency

I/We.....enclose herewith our proposal for selection of my /our entity for RFP for selection of Public Relations (PR) 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 LI Council to accept information mentioned herein. LI Council 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, LI Council will have the right to disqualify/black list us or may initiate any action as it deems fit.

We hereby submit the following documents as mentioned in the RFP:

S. No.	Documents to be submitted	Submitted (Yes/No)
1.	Statutory Auditors certificate for Turnover from PR activities- FY 2020-21, 2021-22, 2022-23 and 2023-24	Yes / No
2.	Audited balance sheets - FY 2020-21, 2021-22, 2022-23 and 2023-24	Yes / No
3.	Establishment proof (Certificate of incorporation (ROC)/ Memorandum of Association/ Articles of Association/ Proof of Registered Office Address Shops and Establishment/ License in case of proprietorship)	Yes / No
4.	Statutory Auditors certificate - BFSI and other retainer client list, references, and feedback	Yes / No
5.	Self-certificate letter – work record	Yes / No

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6.	Self-certificate letter – Language capabilities	Yes / No
7.	Reputation management – team profile and case studies	Yes / No
8.	Financial expertise – profile/s of the expert/ professional	Yes / No
9.	Media relations - List of claimed media relationships supported by resource profile	Yes / No
10.	Examples of Digital media management for existing clients. Years of experience in digital media.	Yes / No
11.	Self-certificate letter – staff strength	Yes / No
12.	Annexure B – Penalties	Yes / No
13.	Annexure D – Commercial Bid	Yes/No

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 LI Council. 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 LI Council 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 LI Council will be final and binding onus.
- 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 LI Council 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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Annexure B:

Penalties

- If any damage is caused to the reputation of LI Council or any of its members i.e. Indian life insurers 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 LI Council within 15 days or else LI Council will take legal action against the Bidder.
- If the agency uses the brand/name of LI Council for any other commercial purpose without its permission, agency will be liable to pay the penalties imposed by LI Council.
- If the agency after taking up the work for PR related services, leaves the assignment incomplete/ doesn't deliver to the scope of work and deliverables, due to any reason, the agency would have to pay 2 times the cost of the assignment to LI Council.

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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Annexure C:

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

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

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Annexure D:

Commercial Bid

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

Date:

To,

Secretary
4th Floor, Information Technology
Bldg, Swami Vivekananda
Santacruz, Mumbai 400054

General,
Department,
Rd,

Subject: RFP _ Commercial Bid for Selection of Public Relations (PR) Agency

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.

Scope	Commercial Bid Amount	Applicable Taxes (including break up)	Total Bid Amount
Monthly retainer fee for Public Relations Services as described in the scope of work			

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.

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: _____

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