



INVITATION FOR REQUEST FOR PROPOSAL FOR
DEVELOPMENT OF NEXTGEN MARKETING
TECHNOLOGY PLATFORM FOR LIFE INSURANCE
CORPORATION OF INDIA

E – TENDER

[Ref: LIC/CO/IT/DT/2024/RFP/03 Dated: 18.07.2024]

Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
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1 Section I: Request for Proposal Letter (RFPL)

1.1 Request for Proposal Letter (RFPL)

Life Insurance Corporation Of India (hereinafter referred to as 'LIC' and 'the Procuring Organisation' respectively), invites proposals (hereinafter referred as 'the Proposal(s)') for entering into a contract for the development of digital marketing automation & customer data platform solutions for Digital Transformation at LIC (hereinafter referred to as 'the Services'), using the selection method as specified in TIS. This Request for Proposal (RFP Document, reference number, LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024 (hereinafter referred to as 'the RFP Document'), gives further details.

1.2 The RFP Document

1.2.1 Bidders must read the complete 'RFP Document'.

This RFP, an integral part of the RFP Document, serves the limited purpose of invitation and does not purport to contain all relevant details for submitting Bids, including the Type of BOQ/Contract and Selection Method to evaluate RFP. Any generic reference to RFP shall also imply a reference to TIS as well. However, Bidders must go through the complete RFP Document for details before submission of their Bids.

1.2.2 Availability of the RFP Document

The RFP Document shall be published on tender page of <https://licindia.in> and Tenderwizard portal for download from the date and time of the start of availability till the deadline for availability as mentioned in TIS. Unless otherwise stipulated in TIS, the downloaded RFP Document is free of cost. Any query/clarification regarding downloading RFP Documents and uploading Bids on the Tenderwizard portal may be addressed to **digitrans.bid@licindia.com** on any working day prior to the closing of business hours on the deadline/last date.

1.2.3 Clarifications

A Bidder may seek any clarification of the RFP Document as per the format defined in Format 3: Template for Pre-Bid Conference Queries at email **digitrans.bid@licindia.com** before the date and time stipulated in TIS. This deadline shall not be extended in case of any intervening holidays. No other means of submission of queries shall be entertained.

1.3 Evaluation and Scoring Criteria in this RFP

The evaluation and scoring criteria are prescribed in this RFP document section V.

1.4 Pre-Bid Conference:

If indicated in TIS, Bidders are requested to attend a Pre-Bid conference to clarify the RFP's technical requirements and commercial conditions at the time, date, and place mentioned therein.

1.5 Submission of Bids:

1. Bids must be uploaded by the submission deadline mentioned in TIS. If the office happens to be closed on that date, this deadline shall not be extended.
2. **Integrity Pact:** If indicated, in the TIS, all Bidders shall have to sign the Pre-Contract Integrity Pact with LIC as per 'Form T-10: Integrity Pact'.

As per CVC Circular No 05/01/2022 dated 25.01.2022 of Standard Operating Procedure (SOP) under clause No 2.1. "Any violation of Integrity Pact would entail disqualification of the bidders and exclusion from future business dealings, as per the existing provisions of GFR, 2017, PC Act, 1988 and other Financial rules/ Guidelines etc. as may be applicable to the organization concerned."

In such cases, Bids without a signed Integrity Pact shall be rejected.

1.6 Bid Opening

Bids received shall be opened online on or after the specified date and time in TIS. If the office is closed on the specified date of opening of the Bids, the opening shall be done on the next working day at the same time.

Note: For further details, please refer to appended TIS and the complete RFP Document.

1.7 Appendix to RFP: Tender Information Summary (TIS)

Tender Information Summary (TIS)			
1.0 Basic Tender Details			
Tender Title/Name of Assignment	INVITATION FOR REQUEST FOR PROPOSAL FOR DEVELOPMENT OF NEXTGEN MARKETING TECHNOLOGY PLATFORM FOR LIFE INSURANCE CORPORATION OF INDIA		
Tender Reference Number	LIC/CO/IT/DT/2024/RFP/03		
Tender Type	RFP - Open Tender	Tender Category	Services
No. of Covers	Technical & Commercial	Product Category	Services
Selection Method	ORA (Online Reverse Auction)		
Organisation	Life Insurance Corporation of India	Procuring Entity	Life Insurance Corporation of India
Authority on whose behalf RFP is invited	Life Insurance Corporation of India	Through the	Executive Director (IT & Digital Transformation)

Tender Information Summary (TIS)			
Tender Inviting Authority (TIA)	Executive Director (IT & Digital Transformation)	Address	Life Insurance Corporation of India IT / Digital Transformation, Ground Floor, "Jeevan Seva", S.V. Road, Santacruz (W), Mumbai – 400054
2.0 Critical Dates (ITB-clauses 2.6, 2.7; 2.8; 2.9, and 2.10)			
<i>For the schedule of dates for the Pre-Bid Conference, if any, please refer to Section 7.0 below</i>			
Published Date	18.07.2024	Bid Validity (Days from the date of Bid Opening) – ITB-clause 8.3	180 days
Document Download Start Date & Time	Tuesday, 18.07.2024 as from 5:00 PM	Document Download End Date & Time	Friday, 30.08.2024 till 3:25 PM
Clarification Start Date & Time	Tuesday, 18.07.2024 as from 5:00 PM	Clarification End Date & Time	Thursday, 25.07.2024 EoD
Bid Submission Start Date & Time	Tuesday, 18.07.2024 as from 5:00 PM	Bid Submission Closing Date & Time	Friday, 30.08.2024 till 3:30 PM
Bid Opening (techno-commercial Proposal) Date & Time	Friday, 30.08.2024 at 4:00 PM (ONLINE)		
Technical Bid Presentation/Customers Testimonials	Will be intimated separately through email	Bid Opening (Financial Bid) Date & Time	Will be intimated separately through email
3.0 Terms of Reference (ITB - Section IV)			
Consignee/State:	Maharashtra		
Period of Contract	Unless terminated in accordance with the terms and conditions of this RFP, the duration of the Contract Period will be for 5 years from date of signing of contract between LIC and the selected Bidder plus a claim period of 6 months, indemnifying any loss to LIC. The contract period may be extended for a period mutually agreed between LIC and the selected Bidder.		
Service Details & Location of Service	Marketing technology platform services at Mumbai or any such locations in India as required by LIC		
4.0 Obtaining the RFP Document and clarifications (ITB – Clause 2.6)			
Tenderwizard helpdesk	e-Mail: lokesh.hr@etenderwizard.com +91-9686115304 Mr. Lokesh +91-9731468511 Mr. Sushant		
LIC helpdesk	digitrans.bid@licindia.com		
Cost of RFP	Nil		

Tender Information Summary (TIS)			
Document (INR)			
Office/Contact Person/email for clarifications	1. Diwakar Shrimali , Assistant Secretary, IT/Digital Transformation Email : digitrans.bid@licindia.com ; Phone : 022-68867115 2. Hemant Kr. Mourya , Assistant Secretary, IT/Digital Transformation Email : digitrans.bid@licindia.com ; Phone : 022-68867044		
5.0 Pre-Bid Conference (ITB - Clause 2.7)			
Is a Pre-Bid Conference proposed to be held?	Yes		
Place, time, and date of the Pre-Bid Conference	26.07.2024 (Friday) Time :10.30 AM Venue: Digital Transformation Office, LIC of India, Jeevan Seva, Ground Floor, S.V. Road, Santacruz(W), Mumbai-400054		
Time, and date before which Written queries for the Pre-Bid conference must be received	25.07.2024 (Thursday) by 06.00 PM Through email in prescribed Format 3 (Signed PDF & Excel) only		
Time, and date before which registration of participants for the Pre-Bid conference must be received	25.07.2024 (Thursday) by 06.00 PM Through email in prescribed Format 2 (Signed PDF & Excel) only		
6.0 Preparation and Submission and Opening of Bids (ITB-clauses 2.8, 2.9 and 2.10)			
Bid to be addressed to	Executive Director (IT & Digital Transformation)		
Instructions for Online Bid Submission	https://www.tenderwizard.com/LIC		
Language of Submission	English	Bid Validity	180 days
Bid Opening Place	Online		
7.0 Documents relating to Bid Security (ITB-clause 2.8.4) and Performance Security (ITB-clause 2.13.1.2)			
Bid Security (EMD) Amount in INR	50 Lacs	Is Bid Securing Declaration permitted in lieu of Bid Security	No
Performance Security	5% of Order/Contract value	Bid/Performance Security to be addressed/in favour of	Life Insurance Corporation of India
Form of Bid/	Bank Guarantee from any of the Nationalised/Reputed Scheduled		

Tender Information Summary (TIS)	
Performance Security	Bank

2 Section II: Instructions to Bidders (ITB)

2.1 The RFP Document

2.1.1 Basic Tender Details

This 'RFP Document' Document (hereinafter referred to as 'the RFP Document') details the terms and conditions for entering a contract for development of marketing technology platform for LIC India (hereinafter called 'the Services') described in Section IV: Terms of Reference (TOR). The 'Services' may include incidental Goods, Works, and other Services if so indicated. In this RFP Document, any generic reference to 'Services' shall be deemed to include such incidental Goods, Works, and other Services.

2.1.2 Interpretations, Definitions, Abbreviations and Document Conventions

Section III: General Conditions of Contract (GCC), details tenets of interpretation (GCC clause 3.1.1), definitions (GCC clause 3.1.2), document conventions (GCC clause 3.1.3) and abbreviations (GCC clause 3.1.4), which shall also apply to the rest of the RFP Document.

2.1.3 Overview of Contents

1. The Sections, Forms and Formats comprising this RFP Document are described in clauses 2.1.4, 2.1.4.7 and 2.1.5 below. Financial Bid on the Tenderwizard is also a part of this RFP Document. Any generic reference to RFP Document shall also imply a reference to any/all the sections, Forms, Formats and the BOQ file or other files that comprise this RFP Document.
2. Bidders must submit the Bid in the Forms/Formats mentioned in ITB- clauses 2.1.4.7 and 2.1.5 below (as relevant).

2.1.4 Sections of the RFP Document

2.1.4.1 Sections of the RFP Document

The RFP Document contains the following sections, which are described in subsequent sub-clauses:

1. Section I: Request for Proposal Letter (RFPL) and its Appendix: Tender Information Summary (TIS)
2. Section II: Instructions to Bidders (ITB)
3. Section III: General Conditions of Contract (GCC)
4. Section IV: Terms of Reference (TOR)
5. Section V: Evaluation/Scoring Criteria

2.1.4.2 Section I: Request for Proposal Letter (RFPL) and its Appendix: Tender Information Summary (TIS)

Section I – Request for Proposal Letter (RFPL) and its Appendix – Tender Information Summary (TIS) provides a synopsis of information relevant for a Bidder to decide on participating in the RFP. Bidders must fill up 'Form T-7: Terms and Conditions - Compliance' regarding any proposed deviations from this Section.

2.1.4.3 Section II: Instructions to Bidders (ITB)

Section II: “Instructions to Bidders” (ITB) provides the relevant information as well as instructions to assist the Bidders in preparing their bids. It also includes the mode and procedure adopted for receipt/opening, evaluation of Bids, and contract award. Bidders must fill up ‘Form T-7: Terms and Conditions - Compliance’ regarding any proposed deviations from these Sections.

2.1.4.4 Section III: General Conditions of Contract (GCC)

Section III – General Conditions of Contract (GCC) describe the conditions governing the resulting contract. In case of any conflict, provisions of GCC shall prevail over those in ITB. Bidders must fill up ‘Form T-7: Terms and Conditions - Compliance’ regarding any proposed deviations from terms and conditions in these Sections.

2.1.4.5 Section IV: Terms of Reference (TOR)

Section IV: Terms of Reference (TOR) describes the background, purpose/objectives, description/scope, deliverables/outcomes, timelines, Procuring Entity’s inputs and counterpart personnel, statutory requirements of Services required etc. Bidders must fill up ‘Form T-2: Comments and Suggestions on Terms of Reference, Counterpart Staff, and Facilities to be provided by LIC’ regarding these Sections.

2.1.4.6 Section V: Evaluation/Scoring Criteria

1. Section V – Evaluation/Scoring Criteria stipulates the scoring scheme for evaluating various technical criteria. These may cover scoring of criteria relating to the Bidder’s experience, technical presentation and proposed solution, and experience of Key Experts etc. It may also lay down a minimum technical score to qualify for the next stage of Financial Evaluation. In a specific evaluation scheme, instead of a scheme of scoring, a scheme may be laid down to evaluate criteria on a pass/fail basis.
2. Bidders must fill the following forms as per mentioned annexures regarding this Section:
 - a. Form T-2: Comments and Suggestions on Terms of Reference, Counterpart Staff, and Inputs to be Provided by LIC
 - b. Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference
 - c. Form T-4: Client Reference Format
 - d. Form T-5: Key Experts’ Curriculum Vitae (CV)

2.1.4.7 Forms (To be filled, digitally signed, and uploaded by Bidders)

Please refer to ITB – clause 2.1.4 above to relate the following forms to the corresponding Sections.

A. Technical Bid:

1. Form T-1: Bid Form – (Covering Letter)
2. Form T-1A: Bidder’s Commercial Information

3. Form T-1B: Bidder's Profile Format
4. Form T-1C: Bidder's eligibility as per RFP criteria
5. Annexure I: Blacklisting
6. Form T-2: Comments and Suggestions on the Terms of Reference, Counterpart Staff, and Facilities to be provided by LIC
7. Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference
8. Form T-4: Client Reference Format
9. Form T-5: Key Expert Curriculum Vitae (CV)
10. Form T-7: Terms and Conditions – Compliance
11. Form T-8: Checklist for Bidders. The bidder must also upload the Checklist to confirm that he has complied with all the instructions in the RFP Document and that nothing is inadvertently left out. This checklist is only for general guidance, is not comprehensive, and does not absolve the Bidder from complying with all the requirements stipulated elsewhere in the RFP Document.
12. Form T-9: Bank Guarantee Format for Earnest Money Deposit
13. Form T-10: Integrity Pact
14. Form T-11: Land Border Declaration
15. Form T-12: Non-Disclosure Agreement
16. Form T-13: Manufacturer's Authorization Form (MAF)
17. Form T-14: Certificate of Local Content
18. Any other format/ Form considered relevant by the Bidder.

B. Financial Bid

The financial Bid is to be submitted as Form T-6: Commercial Bid and in a separate file available on the Tenderwizard portal.

2.1.5 Other Formats

1. Format 1: Contract Form (Required after Letter of Award)
2. Annexure II: Bank Guarantee Format for Performance Security
3. Format 2: Authorization to Attend Pre-Bid Conference. (To be filled up, if required, by Bidder)
4. Format 3: Pre-Bid Conference Query
5. Format 4: Self Declaration
6. Format 5: Bank Details for EMD/Bid Processing Fee

2.2 Procuring Entity - Rights and Disclaimers

2.2.1 Procuring Entity

Bids are to be addressed to the Executive Director (IT & Digital Transformation), Life Insurance Corporation of India.

2.2.2 Moral Rights

2.2.2.1 Obtaining consents

To the extent permitted by applicable Laws and for the benefit of LIC, the Bidder will use its best endeavors to ensure that each of the Personnel used by the Bidder in the production or creation of the Contract Material gives, genuine consent in writing, in a form acceptable to LIC, to the use of the Contract Material for the Specified Acts, even if such use would otherwise be an infringement of their Moral Rights.

2.2.2.2 Specified Acts

In this clause, Specified Acts means:

1. Falsely attributing the authorship of any Contract Material, or any content in the Contract Material (including without limitation literary, dramatic, artistic works and cinematograph films within the meaning of the Copyright Act,1957)
2. Materially altering the style, format, colors, content, or layout of the Contract Material and dealing in any way with the altered Contract Material.
3. Reproducing, communicating, adapting, publishing, or exhibiting any Contract Material
4. Adding any additional content or information to the Contract Material.

2.2.3 Right to Intellectual Property and confidentiality

1. The RFP Document and associated correspondence are subject to copyright laws and shall always remain the property of LIC and must not be shared with third parties or reproduced, whether in whole or part, without LIC's prior written consent.
2. However, Bidders may share these to prepare and submit their Bids with their employees or holding Company after obtaining an undertaking of confidentiality like that imposed on the Bidder.
3. This condition shall also apply to Bidders who do not submit a Bid after downloading it or are not awarded a contract.
4. The obligation of the Bidders under sub-clauses above, however, shall not apply to information that:
 - a. now or hereafter is or enters the public domain through no fault of Bidder.
 - a. is legally possessed by Bidder at the relevant time and was not previously obtained, directly or indirectly, from LIC; or
 - b. otherwise, lawfully becomes available to Bidder from a third party with no obligation of confidentiality.

- c. is disclosed by a party to its advisers or employees solely in order to comply with obligations, or to exercise rights, under the contract.
 - d. is disclosed to a party's internal management personnel, solely to enable effective management or auditing of Contract related activities.
 - e. is disclosed by LIC.
 - f. is disclosed by LIC, in response to a request by a House or a Committee of the Parliament/Assembly.
 - g. is independently developed by the Recipient without use or reference to such Confidential Information
5. The provisions of this clause shall survive completion or termination for whatever reason of the Procurement Process or the contract.

2.2.4 Right to Reject any or all Bids

LIC reserves its right to accept or reject any or all Bids, abandon/cancel, modify the Procurement Process, and issue another RFP for the same or similar Services before the award of the contract. It would have no liability to the affected Bidder(s) or any obligation to inform them of the grounds for such action(s).

LIC reserves the rights to select one or multiple bidders for the Scope of deliverables. Bids may be accepted or rejected in total or in any part or items thereof. Any Bid not containing sufficient information, in view of LIC, to permit a thorough analysis may be rejected. LIC reserves the right to accept a combination of parts of more than one bid and to negotiate with any or all Bidders and to engage multiple bidders for the desired Scope of Work.

LIC reserves the right to procure systems and software directly from the OEMs or through their authorised partners if LIC determines that such action is in the best interest of the LIC.

LIC reserves the right during technical and commercial evaluation or at the time of award of contract and during the term of the contract to vary the quantity of services and goods specified in the RFP without any change in unit prices or other terms and conditions. LIC, at all times, reserve the right to modify, include or exclude procurement of products under consideration, or source the systems from multiple service providers if it is to LIC's advantage to do so.

LIC reserves the right to shift/divert the equipment to other locations from where they are. In such cases, the warranty/AMC shall continue to be in force at the new location and the supplier has to continue to extend his support for the same at the new location.

2.2.5 Disclaimers

2.2.5.1 Regarding the Purpose of the RFP Document

The RFP Document is neither an agreement nor an offer to the prospective Bidder(s) or any other party. The purpose of the RFP Document is to provide the Bidder(s) with information to assist them in participation in this Procurement Process.

2.2.6 Regarding Documents/guidelines

The RFP Document, ensuing communications, and Contracts shall determine the legal and commercial relationship between the Bidders and LIC. No other LIC's document/guidelines/Manuals, including its Procurement Manual (for internal and official use of its officers), notwithstanding any mention thereof in the RFP Document, shall have any locus-standi in such a relationship. Therefore, such documents/guidelines/Manuals shall not be admissible in legal or dispute resolution or grievance redressal proceedings.

2.2.6.1 Regarding Information Provided

Information contained in the RFP Document or subsequently provided to the Bidder(s) is on the terms and conditions set out in the RFP Document or subject to which that was provided. Similar terms apply to information provided verbally, in the documentary, or any other form, directly or indirectly, by LIC, its employees, or associated agencies.

2.2.6.2 Regarding RFP Document:

1. The RFP Document does not purport to contain all the information Bidder(s) may require. It may not address the needs of all Bidders. They should conduct due diligence, investigation, and analysis, check the information's accuracy, reliability, and completeness, and obtain independent advice from appropriate sources. Information provided in the RFP Document to the Bidder(s) is on various matters, some of which may depend upon interpreting the law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. LIC, its employees and other associated agencies accept no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
2. LIC, its employees and other associated agencies make no representation or warranty for the accuracy, adequacy, correctness, completeness or reliability of any assessment, assumption, statement, or information in the RFP Document. They have no legal liability, whether resulting from negligence or otherwise, for any loss, damages, cost, or expense arising from/incurred/suffered, howsoever caused, to any person, including any Bidder, on such account.

2.3 Bidders – Participation in this RFP process

2.3.1 Eligibility to Participate

1. The Bidder must meet the eligibility criteria prescribed in the RFP document including restrictions on Bidders from specified countries as of the date of this Bid submission and should continue to meet these till the award of the contract. Bidders shall be required to declare continued fulfillment of Eligibility Criteria in Form T-1 'Bid Form (Covering Letter)'. Bidders must provide evidence of their continued eligibility to LIC if requested.
2. Furthermore, it is the Bidder's responsibility to ensure that its Experts, service providers, suppliers and/or their employees similarly continue to meet such eligibility criteria.

A. Change in Structure or Associations

1. **Changes in Structure:** Any intimation or knowledge of change in the structure, formation, eligibility, or qualifications of a Bidder after -submission of Bid will not be permitted.
2. **Association among Bidders** No consortium/association bidding is allowed. LIC will not consider joint or collaborative bids that require a contract with more than one prime Bidder. Bidders need to fulfill all the eligibility criteria and technical evaluation criteria in its individual capacity unless mentioned otherwise.
3. Any such changes shall be submitted for approval to LIC no later than 14 days after publishing the RFP document. Such approval shall be denied if (i) a Bidder proposes to associate with an ineligible Bidder or, in case of an ineligible joint venture, any of its members (ii) because of the change, the Bidder no longer substantially meets the eligibility criteria outlined in Section 5.1, or (iii) if, in the opinion of LIC, a substantial reduction in competition may result.

B. Participation in only one Bid: The Bidder shall not participate in more than one Bid in this RFP Process. Participation in any capacity by a Bidder in more than one Bid shall result in the disqualification of all Bids in which he is a party.

C. Sub-contracting: Subject to the conditions listed in this RFP and herewith, the Bidder may propose to use subcontractor(s) to make a complete offer to perform all services.

Any prospective subcontractor that is not a wholly owned subsidiary of the Bidder will be subject to conditions specified in this clause. The conditions for proposing to use subcontractors include, but are not limited to, the following:

1. Prior to any communication or distribution of LIC's confidential information to the potential subcontractor, the Bidder must provide LIC with the name of the potential subcontractor in advance and in writing. The Bidder will also provide contact information for the potential subcontractor. Bidder must obtain prior written approval of LIC before providing any confidential information of LIC to a potential subcontractor or another entity.
2. If selected, the selected Bidder will be the prime Bidder for services provided to LIC by approved subcontractors. The Bidder and all the subcontractors shall be jointly and severally responsible for performance of the solution.
3. The Bidder will be ultimately responsible for the provision/deficiency of all services, including subcontractor's compliance with the service levels and all other obligations and conditions enumerated in this RFP and the awarded Contract, if any.
4. Subcontractor's cost will be included within the Bidder's pricing and invoicing and LIC shall in any way not be obligated or liable to pay to the approved sub-contractors any remuneration or monetary compensation of any kind.

No subcontract under the contract shall relieve the Bidder of the responsibility for ensuring that the requested services are provided and the provisions of the Non-Disclosure Agreement are adhered to. Bidders planning to subcontract all or a portion of the work to be performed must identify the proposed sub-contractors sufficiently in advance to ensure timely delivery of services.

The Bidder may only submit one bid as a prime Bidder. If the Bidder submits more than one bid, LIC may reject one or more of the submissions. This requirement does not limit a subcontractor's ability to collaborate with one or more Bidders submitting bids.

2.3.2 Conflict of Interest

The Bidder must provide professional, objective, and impartial advice, always holding the Procuring Organization's interest's paramount, and shall not try to get benefits beyond the legitimate payments and credentials in the contract. He should strictly avoid conflicts with other assignments or their corporate interests. Bidders must disclose to LIC in Form T-1 'Bid Form (Covering Letter)' any actual or potential conflict that impacts its capacity to serve the best interest of the Procuring Organization. Bidder should not have any litigation which may jeopardize or materially impact the bidders' ability to perform its obligations under the proposed assignment. Failure to disclose such situations shall be treated as a violation of the Code of Integrity (ITB Clause 2.14) and shall attract penalties mentioned therein. Bids found to have a conflict of interest shall be rejected as nonresponsive. Without limitation on the generality of the preceding, a Bidder in this Procurement Process shall be considered to have a conflict of interest if the Bidder:

1. Conflicting Associations:

- a. directly or indirectly controls, is controlled by or is under common control with another Bidder; or
- b. receives or has received any direct or indirect subsidy/financial stake from another Bidder; or
- c. has the same correspondence address or same legal representative/agent as another Bidder for purposes of this Bid; or
- d. has a relationship with another Bidder, directly or through common third parties, that puts it in a position to have access to information about or influence the Bid of another Bidder or influence the decisions of LIC regarding this Procurement Process; or

2. **Unfair Competitive Advantage and Conflicting Activities:** had (or any of its Affiliates) been engaged by LIC to provide goods, works, or services for a project, shall be disqualified from providing required scope of services resulting from or directly related to those goods, works, or services. Conversely, a firm (or any of its Affiliates) hired to provide required scope of services for the preparation or implementation of a project shall be disqualified from subsequently providing goods or works or services resulting from or directly related to the required scope of services for such preparation or implementation.

3. **Conflicting Assignments:** would (including its Experts and Sub-Bidders or any of its Affiliates) be or are providing required scope of services in another assignment for the same or another Procuring Entity that, by its nature, may conflict with this assignment.

4. **Commissions and Gratuities:** The Bidder shall disclose any commissions or fees that may have been paid or are to be paid to agents, representatives, or commission agents concerning the selection process or execution and performance of the resulting

Contract. The information disclosed must include the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee.

5. **Conflicting Relationships:** has close business/family relationship with a staff of the Procuring Organization who are/would be directly/indirectly involved in any of the following activities:
 - a. preparation of the RFP document or TOR of the Procurement Process
 - b. evaluation of Bids or award of Contract, or
 - c. implementation/supervision of the resulting Contract
6. **Notification of a conflict of interest:** The Bidder shall make a disclosure to LIC as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days and any breach of this obligation of disclosure shall be construed as Conflict of Interest. LIC shall, upon being notified by the Bidder under this Clause, decide whether it wishes to terminate this Services or otherwise, and convey its decision to the Bidder within a period not exceeding 15 (fifteen) days.

2.4 The Terms of Reference (TOR) and Form of Contract

2.4.1 Facilities to be provided by LIC.

All inputs, relevant project data, and reports required for preparing the Bidder's Bid shall be included in the TOR. Unless otherwise stipulated in the TOR, utilities or facilities (e.g., Rooms, Furniture, Transport, Access to IT Services etc.) shall NOT be provided by LIC to the Bidder.

2.4.2 Forms of BOQ/Contract and Selection Methods

Evaluation of Bids and the resulting Contract shall be based on the form of BOQ/Contract and the Selection method applicable for the RFP, as elaborated in Section ITB-Clause 2.11 and 2.12 below.

2.4.3 Lumpsum form of BOQ/Contract

This is a Lumpsum form of BOQ/Contract, the Payments shall be linked to outputs (deliverables) such as reports, drawings, bills of quantities, bidding documents, or software programs.

2.4.4 Selection Method

1. The selection method applicable in this RFP shall be Online Reverse Auction (ORA).
2. Please refer to ITB Clause – 2.11 for details.

2.4.5 Inputs of Key Experts

Bidder shall not propose alternative Key Experts. Only one CV shall be submitted for each Key Expert position separately. Failure to comply with this requirement shall make the Bid non-responsive.

LIC may indicate in the RFP Document the estimated number of Key Experts and other roles as per the indicative scope of services LIC is seeking from this RFP. This estimate is indicative, and the Bidders should base their bid on their own estimates. However, if the Bidder has a strong justification (to be recorded in the Bid) to include lesser time input of Key Experts than that indicated in the TOR, it shall be treated as a deviation and dealt with as per ITB -Clause 2.11.1.2.

2.5 Bid Prices, Taxes and Duties

2.5.1 Prices

2.5.1.1 Competitive and Independent Prices

1. The prices should be arrived at independently, without restricting competition, any consultation, communication, or agreement with any other Bidder or competitor relating to:
 - a. those prices; or
 - b. the intention to submit an offer; or
 - c. the methods or factors used to calculate the prices offered.
2. The prices should not be knowingly disclosed by the Bidder, directly or indirectly, to any other Bidder or competitor before the Financial Bid opening unless otherwise required by law.

2.5.1.2 Price Components

Bidder shall indicate in the Price Schedule prices/rates against all the specified roles. Indicative pod structures will be provided based on which the total commercial bid will be considered.

2.5.1.3 Price Schedule

1. Bidders are to upload only the downloaded BOQ (in excel format) after entering the relevant fields without any alteration/deletion/modification of other portions of the excel sheet. All the columns in the price schedule should be filled up as required. If any column does not apply to a Bidder, he should clarify the same.
2. Bidders shall fill in rates other than zero value in the specified cells without leaving them blank.
3. The quoted price/rate card shall be considered to include all relevant financial implications, including inter-alia the scope of the Services to be delivered and the incidental goods/works to be supplied, location of the Bidder, site(s) of the delivery of Services, terms of delivery, extant rules and regulations relating to taxes, duties, customs, transportation, environment, labour, Mining & Forest of the Bidder's country and in India.

2.5.1.4 Provisions of GST

1. Break up of different price elements, i.e., as per GST Act, shall be indicated separately, along with its associated HSN code and GST rate.

2. While quoting the basic rate, the Bidder should offset the input credit available as per the GST Act.
3. Please refer to ITB-Clause 2.5.2 for further details.

2.5.1.5 Currencies of Bid and Payment

The Bidder's currency of Bid and payment shall be quoted entirely in Indian Rupees. All payments shall be made in Indian Rupees only.

2.5.1.6 Non-compliance

Tenders, where prices are quoted in any other way, shall be rejected as nonresponsive.

2.5.1.7 Firm Price

Prices/rate card quoted by the Bidder shall remain fixed during the currency of the contract and not subject to variation on any account.

2.5.1.8 Price Variation Clause:

No variation on rate card shall be allowed under this RFP including any extensions.

2.5.2 Taxes

The Bidder is responsible for meeting all tax liabilities arising from the Contract.

2.5.2.1 GST Registration Status:

1. All the Bidders should ensure that they are GST compliant and that their quoted tax structure/rates areas per GST Act/Rules. Bidders should be registered under GST and furnish a GSTIN number and GST Registration Certificate in their offer unless they are specifically exempted from registration under a specific notification/circular/section/ rule issued by statutory authorities.
2. **GST Registration Number (15-digit GSTIN).** If the Bidder has multiple business verticals in a state and has separate registration for each vertical, the GSTIN of each vertical concerned with the service delivery shall be quoted. If the services provided are from multiple states, the Bidder should mention GST registration numbers for each state separately.
3. **Composition scheme:** If the Bidder has opted for a composition levy under Section 10 of CGST, he should declare the fact while bidding along with GSTIN and GST registration certificate.
4. **Exemption from Registration:** If a Bidder is not liable to take GST registration, i.e., having turnover below threshold, he shall submit undertaking/indemnification against tax liability. Bidder claiming exemption in this respect shall submit a valid certificate from practicing Chartered Accountant (CA)/Cost Accountant with Unique Document Identification Number (UDIN) to the effect that Bidder fulfils all conditions prescribed in notification exempting him from registration. Such Bidder/dealer shall not charge any GST and/or GST Cess in the bill/invoice. In such case, applicable GST shall be deposited under Reverse Charge Mechanism (RCM) or otherwise as per GST

Act by LIC directly to concerned authorities. The bidder should note that his offer would be loaded with the payable GST under the RCM. Further, the Bidder should notify and submit to LIC within 15 days of becoming liable for registration under GST.

2.5.2.2 HSN Code and GST Rate:

1. If provided in this RFP Document, the HSN (Harmonized System of Nomenclature) code shall be only indicative. It shall be the responsibility of the Bidder to ensure that they quote the exact HSN Code and corresponding GST rate for each activity of the Services being offered by them.
2. As per the GST Act, the Bid and contract must show the GST Tax Rates (and GST Cess if applicable) and GST Amount explicitly and separately from the Bid/contract price (exclusive of GST).
3. If the price is stated to be inclusive of GST, the Bidder must declare the current applicable rate included in the price. Bidders should quote 'GST' if payable extra on the total basic rate of each service and quoted GST in '%' inclusive of cess.
4. **Applicability to Imported Goods/Services:** If imported into India, the supply of commodities, services, or both shall be considered as supply under inter-state commerce/trade and shall attract integrated tax (IGST). The IGST rate and GST cess shall be applicable on the 'Custom Assessable Value' plus the 'Basic Customs duty Customs duty applicable thereon'.

2.5.3 Payments

2.5.3.1 General

Payment will be made as per the payment terms mentioned in this RFP.

2.5.3.2 No Advance Payments

LIC shall make no advance payment of any type (Mobilization, secured advances, etc.).

2.6 Downloading the RFP Document; Corrigenda and Clarifications

2.6.1 Downloading the RFP Document

The RFP document can be downloaded as per the details given in RFPL clause 1.2.2.

2.6.2 Corrigenda/Addenda to RFP Document

1. Before the deadline for submitting Bids, LIC may update, amend, modify, or supplement the information, assessment or assumptions contained in the RFP Document by issuing corrigenda and addenda. The corrigenda and addenda shall be published in the same manner as the original RFP Document. Without any liability or obligation, the Portal may send intimation of such corrigenda/addenda to Bidders who have downloaded the document under their login. However, the Bidders must check the Tenderwizard Portal for any corrigenda/addenda. Any corrigendum or addendum thus issued shall be considered a part of the RFP Document.
2. To give reasonable time to the prospective Bidders to take such

corrigendum/addendum into account in preparing their Bids, LIC may suitably extend the deadline for the Bid submission as necessary. After LIC makes such modifications, any Bidder who has submitted his Bid in response to the original invitation shall have the opportunity to either withdraw his Bid or re-submit his Bid superseding the original Bid within the extended time of submission as per ITB-clause 2.9.4.1 below.

3. LIC may extend the deadline for the RFP submission by issuing an amendment. In this case, all rights and obligations of LIC and the bidders previously subject to the original deadline shall then be subject to the new deadline for the RFP submission.

2.6.3 Clarification of the RFP Document

As detailed in RFPL, a Bidder requiring any clarification regarding the RFP Document may seek clarification at email digitrans.bid@licindia.com. The query and clarification shall be shared with all Bidders on the portal without disclosing its source. If a modification of the RFP document is warranted due to such clarification, an addendum/corrigendum shall be issued as per ITB-Clause 2.6.2 above.

2.7 Pre-Bid Conference

1. If a Pre-Bid conference is stipulated in the TIS, prospective Bidders interested in participating in this tender may attend a Pre-Bid conference to clarify the techno-commercial conditions of the RFP at the venue, date and time specified therein.
2. Participation is not mandatory: However, if a Bidder chooses not to (or fails to) participate in the Pre-Bid conference or does not submit a written query, it shall be assumed that they have no issues regarding the techno-commercial conditions.
3. The date and time by which the written queries for the Pre-Bid as per Format 3: “Pre-Bid Conference Query” must reach the authority and the last date for registration for participation in the Pre-Bid conference is also mentioned in the TIS.
4. Delegates participating in the Pre-Bid conference must provide a photo identity and an authorization letter as per Format 2: “Authorization to attend a Pre-Bid Conference” from their Company/principals; else, they shall not be allowed to participate. The Pre-Bid conference may also be held online at the discretion of LIC.
5. After the Pre-Bid Conference, Minutes of the Pre-Bid conference shall be published on Tenderwizard portal. If required, a clarification letter and corrigendum to RFP Document shall be issued, containing amendments to various provisions of the RFP Document. As per ITB-clause 2.6.2 above, to give reasonable time to the prospective Bidders to consider such clarifications in preparing their Bids, LIC may suitably extend, as necessary, the deadline for the Bid submission.

2.8 Preparation of Bids

2.8.1 The Bid

2.8.1.1 Language of the Bid

The Bid submitted by the Bidder and all subsequent correspondence and documents relating to the Bid exchanged between the Bidder and LIC shall be written in English. However, the language of any printed literature furnished by the Bidder in connection with its Bid may be written in any other language provided a certified translation accompanies it in the Bid language. For purposes of interpretation of the Bid, translation in the language of the Bid shall prevail.

2.8.1.2 Acquaintance with Local Conditions and Factors

At his own cost, responsibility, and risk, the Bidder is encouraged to visit, examine, and familiarize himself with the local conditions and factors. The Bidder acknowledges that before the submission of the Bid, he has, after a complete and careful examination, made an independent evaluation of the local conditions, infrastructure, logistics, communications, legal, environmental, and any other conditions or factors which would have any effect on the performance of the contract. Bidders shall be responsible for compliance with the applicable Rules, Regulations, Laws and Acts in force from time to time at relevant places. On such matters, LIC shall have no responsibility and not entertain any request from the Bidders.

2.8.1.3 Cost of preparation and submission of Bids

The Bidder(s) shall bear all direct or consequential costs, losses and expenditures associated with or relating to the preparation, submission, and subsequent processing of their Bids, including but not limited to preparation, copying, postage, delivery fees, expenses associated with any submission of samples, demonstrations, or presentations which LIC may require, or any other costs incurred in connection with or relating to their Bids. All such costs, losses and expenses shall remain with the Bidder(s), and LIC shall not be liable in any manner whatsoever for the same or any other costs, losses and expenses incurred by a Bidder(s) for participation in the Procurement Process, regardless of the conduct or outcome of the Procurement Process.

2.8.1.4 Interpretation of Provisions of the RFP Document

The RFP document's provisions must be interpreted in the context in which these appear. Any interpretation of these provisions far removed from such context, contrived, or between-the-lines interpretation is unacceptable.

2.8.1.5 Alternate Bids are not allowed.

Conditional offers, alternative offers, and multiple Bids by a Bidder shall not be considered. The Portal shall permit only one Bid to be uploaded.

2.8.2 Documents comprising the Bid.

2.8.2.1 Techno-commercial Bid/Cover

“Technical Bid” shall include inter-alia the scanned copies of duly signed or digitally signed copies of forms as per ITB-Clause 2.1.4.7 and 2.1.5 in pdf format. The Technical Bid shall not include any financial information. A Technical Bid containing material financial information shall be declared non-responsive.

2.8.2.2 Financial Bid/Cover

“Financial Bid” shall comprise the Price Schedule. It should be filled considering all financially relevant details, including Taxes and Duties, as per ITB-clause 2.5.2. It shall include all details as mentioned in Section V Evaluation/ Scoring Criteria, Clause 5.3, No additional technical details which have not been brought out in the Technical Bid shall be brought out in the Financial Bid. A Financial Bid containing material Technical Information not disclosed in the Technical Bid shall be declared non- responsive.

2.8.3 Bid Validity

1. Bids shall remain valid for a period not less than 180 days from the deadline for the Bid submission stipulated in TIS. A Bid valid for a shorter period shall be rejected as nonresponsive.
2. In case the day up to which the Bids are to remain valid falls on/subsequently declared a holiday or closed day for LIC, the Bid validity shall automatically be deemed to be extended up to the next working day.
3. In exceptional circumstances, before the expiry of the original time limit, LIC may request the Bidders to extend the validity period for a specified additional period. The request and the Bidders' responses shall be made in writing or electronically.
 - a. The Bidder has the right to refuse to extend the validity of its Bid, in which case such Bid shall no longer be valid.
 - b. If the Bidder agrees to extend the validity of its Bid, it shall be done without any change in the original Bid and with the confirmation of the availability of the Key Experts.
 - c. If any Key Experts become unavailable for the extended validity period, the Bidder shall seek permission to substitute another Key Expert. The Bidder shall provide adequate written justification and evidence to LIC with the substitution request. In such case, a substitute Key Expert shall have equal or better qualifications and experience than the originally proposed one. The technical evaluation score, however, shall remain based on the evaluation of the CV of the original Key Expert.
 - d. If the Bidder fails to provide a substitute Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to LIC, such Bid shall be rejected.

2.8.4 Bid Security - Related Documents

1. **EMD/BSD as Bid Security:** The Bidder shall provide Bid Security as Earnest Money Deposit (EMD) for the amount shown in the TIS.
2. **Modalities of EMD:** The earnest money shall be denominated in Indian Rupees. Wherever relevant, it shall be in favor of the Account specified in TIS and shall be furnished as Bank Guarantee from/confirmed by any of the Nationalised/Reputed Scheduled banks in India in the format specified in Form T-9 valid for forty-five days beyond the validity of the Bid.
3. **Forfeiture of EMD:** EMD shall be forfeited if the Bidder breaches any of the following obligation(s) under the RFP:
 - a. withdraws or amends his Bid or impairs or derogates from the Bid in any respect within the period of validity of its Bid; or
 - b. after having been notified within the period of Bid validity of the acceptance of his Bid by LIC:
 - i. refuses to or fails to submit the original documents for scrutiny or the required Performance Security within the stipulated time as per the RFP document's conditions.
 - ii. fails or refuses to sign the contract.
4. **Return of EMD:** Unsuccessful Bidders' EMD shall be returned to them without any interest not later than thirty days after the conclusion of the RFP process. Successful Bidder's EMD shall be returned without any interest after receipt of Bank Guarantee for performance security from them.

2.9 Signing and Uploading Bids

2.9.1 Relationship between Bidder and Tenderwizard Portal

LIC is neither a party nor a principal in the relationship between the Bidder and the organization hosting the Tenderwizard (hereinafter called the Portal). Bidders must comply with the rules, regulations, procedures, and implied conditions/agreements of the Tenderwizard, including registration, compatible Digital Signature Certificate (DSC) etc. Bidders shall settle clarifications and disputes, if any, regarding the Portal directly with them. In case of conflict between provisions of the Portal with the RFP Document, provisions of the Portal shall prevail. Bidders may study the resources provided by the Portal for Bidders.

2.9.2 Signing of Bid

The individual signing/digitally signing the Bid or any other connected documents should submit an authenticated copy of the document(s), which authorizes the signatory to commit and submit Bids on behalf of the Bidder along with Form T-1: Bid Form (Covering Letter).

2.9.3 Submission/uploading of Bids

2.9.3.1 Submission/Uploading to the Portal

Further to details mentioned in RFPL clause 1.6:

1. Bids must be uploaded on the tenderwizard mentioned in the TIS until the deadline for the Bid submission as notified therein. If the office happens to be closed on the deadline to submit the Bid as specified above, this deadline shall not be extended. No manual Bids shall be made available or accepted for submission. Bids submitted through modalities other than those stipulated in TIS shall be liable to be rejected as nonresponsive.
2. In the case of downloaded documents, the Bidder must not make any changes to the contents of the documents while uploading, except for filling in the required information– otherwise, the Bid shall be rejected as nonresponsive. Uploaded Pdf documents should not be password protected. Bidders should ensure the clarity/legibility of the scanned documents uploaded by them.
3. The date and time of the Tenderwizard server clock (also displayed on the dashboard of the bidders) shall be the reference time for deciding the closing time of the Bid submission. Bidders are advised to ensure they submit their Bid within the deadline of submission, taking the server clock as a reference, failing which the portal shall not accept the Bid. No request on the account that the server clock was not showing the correct time and that a particular bidder could not submit their Bid because of this shall be entertained. Failure or defects on the internet or heavy traffic at the server shall not be accepted as a reason for a complaint. LIC shall not be responsible for any failure, malfunction or breakdown of the electronic system used during the e-Tender process.
4. Only one copy of the Bid can be uploaded, and the Bidder shall digitally sign all statements, documents, and certificates uploaded by him, owning sole and complete responsibility for their correctness/authenticity as per the IT Act 2000 as amended from time to time.
5. Unless otherwise instructed in the RFP Document, the bidder need not sign or up-load the Sections in ITB-clause 2.1.4 above while uploading his Bid. However, they must declare in his Bid Form (Form T-1: Bid Form) that they have read, understood, complied with, and stand bound by all requirements of these sections. **Originals of the following documents shall be submitted to LIC and acknowledgement be obtained before the bid submission deadline at the venue mentioned in TIS.**
 - a. Bid Form (Covering Letter) – **Form T-1**
 - b. Bank Guarantee for Earnest Money Deposit instrument – **Form T-9**
 - c. Non-Disclosure Agreement (NDA) – **Form T-12** (To be executed over Rs.500 Stamp/Franked paper & notarized)
 - d. Pre-Contract Integrity Pact – **Form T-10**
6. Failure to do so is likely to result in the bid being rejected. If the office is closed on the deadline for such physical submission, the physical submission deadline shall stand extended to the next working day at the same time and venue.
7. LIC reserves its right to call for verification, at any stage of evaluation, especially from the successful Bidder(s) before the issue of a Letter of Award (LoA), originals of uploaded scanned copies of documents uploaded in the RFP stage. If a bidder fails

at that stage to provide such originals or, in case of substantive discrepancies in such documents, it shall be construed as a breach of the Code of Integrity (see clause 2.14 below). Such RFP Bids shall be liable to be rejected as nonresponsive and other punitive actions for such a breach.

8. Regarding the protected Price Schedule the Bidder shall only enter his name in the space provided in the specified location. Bidder shall type rates in the figure only in the rate column of respective service(s) without any blank cell or Zero values in the rate column, without any alteration/deletion/modification of other portions of the excel sheet. If space is inadequate, the Bidder may upload additional documents under “Additional Documents” in the “Bid Cover Content.”
9. All Bids uploaded by the Bidder to the portal shall get automatically encrypted. The encrypted Bid can only be decrypted/opened by the authorised persons on or after the due date and time. The Bidder should ensure the correctness of the Bid before uploading and take a printout of the system-generated submission summary to confirm the successful Bid upload.

2.9.3.2 Implied acceptance of procedures by Bidders

Submission of Bid in response to the RFP Document is deemed to be acceptance of the procedures and conditions of e-Procurement and the RFP Document.

2.9.4 Modification, Resubmission and Withdrawal of Bids

2.9.4.1 Modification & Resubmission

Once submitted in e-Procurement, the Bidder cannot view or modify his Bid since it is locked by encryption. However, resubmission of the Bid by the Bidders for any number of times superseding earlier Bid(s) before the submission date and time is allowed. Resubmission of a Bid shall require uploading all documents, including the financial Bid, afresh. The system shall consider only the last Bid submitted.

2.9.4.2 Withdrawal

1. The Bidder may withdraw his Bid before the Bid submission deadline, and it shall be marked as withdrawn and shall not get opened during the Bid opening.
2. No Bid should be withdrawn after the Bid submission deadline and before the Bid validity period expires. If a Bidder withdraws the Bid during this period, LIC shall be within its right to forfeit the Bid Security (or enforce the Bid Securing Declaration, if it was allowed in lieu of Bid Security), in addition to other punitive actions provided in the RFP Document for such misdemeanor as per clause 3.13.3 above.

2.10 Bid Opening

The Bids shall be opened on or after the date & time of the opening stipulated in TIS. Bids cannot be opened before the specified date & time, even by the Tender Inviting Officer, the Procurement Officer, or the Publisher. If the specified date of Bid opening falls on a subsequently declared a holiday or closed day for LIC, the Bids shall be opened at the appointed time on the next working day.

2.11 Evaluation of Bids and Award of Contract

2.11.1 General norms

2.11.1.1 Evaluation is based only on declared criteria.

1. The evaluation shall be based upon scrutiny and examination of all relevant data and details submitted by the Bidder in its/his Bid and other allied information deemed appropriate by LIC. Evaluation of Bids shall be based only on the criteria/conditions included in the RFP Document. The Selection Method to be used for evaluation and the Type of Contract (Price Structure) is mentioned in the TIS.
2. The determination shall not consider the qualifications of other firms, such as the bidder's subsidiaries, parent entities, affiliates, or any other firm(s) different from the bidder.
3. Information relating to the evaluation of RFPs and evaluation results shall not be disclosed to any participant or any other persons not officially concerned with such process until the notification of shortlisting is made in accordance with clause 2.13.1 below.

2.11.1.2 Deviations/Reservations/Omissions - Substantive or Minor

1. During the evaluation of Bids, the following definitions apply:
 - a. "Deviation" is a departure from the requirements specified in the RFP Document.
 - b. "Reservation" is the setting of limiting conditions or withholding from complete acceptance of the requirements specified in the RFP Document; and
 - c. "Omission" is failing to submit part, or all of the information or documentation required in the RFP Document.
2. A deviation/reservation/omission from the requirements of the RFP Document shall be considered a substantive deviation as per the following norm, and the rest shall be considered a Minor deviation:
 - a. which affects in any substantive way the scope, quality, or performance standards of the Services;
 - b. which limits in any substantive way, inconsistent with the RFP Document, LIC's rights, or the Bidder's obligations under the contract; or
 - c. Whose rectification would unfairly affect the competitive position of other Bidders presenting substantively responsive Bids.
3. The decision of LIC shall be final in this regard. Bids with substantive deviations shall be rejected as nonresponsive.
4. Variations, deviations, and other offered benefits (Techno-commercial or Financial) above the scope/quantum of Services stipulated in the RFP Document shall not influence evaluation Bids. If the Bid is otherwise successful, such benefits shall be availed by LIC, which would become part of the contract.
5. LIC reserves the right to accept or reject Bids with minor deviations. Wherever necessary, LIC shall convey its observation as per ITB-clause 2.11.1.3 below on such

'minor' issues to the Bidder by registered/speed post/electronically etc., asking Bidder to respond by a specified date. If the Bidder does not reply by the specified date or gives an evasive reply without clarifying the point at issue in clear terms, that Bid shall be liable to be rejected as nonresponsive.

2.11.1.3 Clarification of Bids and shortfall documents

1. During the evaluation of Techno commercial or Financial Bids, LIC may, at its discretion, but without any obligation to do so, ask the Bidder to clarify its Bid by a specified date. The bidder should answer the clarification within that specified date (or, if not specified, 7 days from receiving such a request). The request for clarification shall be submitted in writing or electronically, and no change in prices or substance of the Bid shall be sought, offered, or permitted that may grant any undue advantage to such Bidder. Any clarification submitted by a Bidder regarding its Bid that is not in response to a request by the Purchasing Entity shall not be considered.
2. LIC reserves its right to, but without any obligation to do so, seek any shortfall information/documents only in case of historical documents which pre-existed at the time of the Bid Opening and which have not undergone change since then and do not grant any undue advantage to any Bidder. There is a provision on the portal for requesting Short-fall documents from the Bidders. The system allows taking the shortfall documents from bidders only once after the technical Bid opening.
3. If the bidder fails to provide satisfactory clarification and/or missing information within the stipulated time-period, its RFP-bid shall be evaluated based on available information and documents.

2.11.1.4 Contacting LIC during the evaluation

From Bid submission to awarding of the contract, no Bidder shall contact LIC on any matter relating to the submitted Bid. If a Bidder needs to contact LIC for any reason relating to this tender and/or its Bid, it should do so only in writing or electronically. Any effort by a Bidder to influence LIC during the processing of Bids, evaluation, Bid comparison or award decisions shall be construed as a violation of the Code of Integrity, and the Bid shall be liable to be rejected as nonresponsive in addition to other punitive actions for violation of Code of Integrity as per the RFP Document.

2.11.2 Evaluation of Bids

2.11.2.1 Preliminary Examination of Bids - Determining Responsiveness

A substantively responsive Bid is complete and conforms to the RFP Document's essential terms, conditions, and requirements without substantive deviation, reservation, or omission. Bids with substantive techno-commercial deviations or other essential aspects of the RFP shall be rejected as nonresponsive. Only substantively responsive Bids shall be considered for further evaluation. LIC reserves its right to consider and allow minor deviations in technical and Commercial Conditions. Following are some of the crucial aspects for which a Bid shall be rejected as nonresponsive:

1. The Bid is not in the prescribed format or is not submitted as per the stipulations in the RFP Document.

2. Failure to provide and/or comply with the required information, instructions etc., incorporated in the RFP Document or evasive information/reply against any such stipulations.
3. Required Bid Security (EMD) has not been provided before the closing date/time of bid- submission.
4. The Services offered are not eligible as per the provision of this tender.
5. The Bid validity is shorter than the required period.
6. The Bid departs from the essential requirements stipulated in the bidding document.
7. Non-submission or submission of illegible scanned copies of stipulated documents/declarations
8. Furnishing wrong and/or misleading data, statement(s) etc. In such a situation, besides rejecting the Bid as nonresponsive, it is liable to attract other punitive actions under relevant provisions of the RFP Document for violating the Code of Integrity.

2.11.2.2 The evaluation process

Unless otherwise stated, only the techno-commercial Bids shall be opened on the stipulated date of opening of Bids. After that, the techno-commercial evaluation shall ascertain whether these Bids meet the requirements of the Terms of Reference, Technical Criteria and Minimum Score. Subsequent opening of financial Bids and financial evaluation shall be done only of Bids declared successful in techno-commercial evaluation. The evaluators of the Technical Bids shall have no access to the Financial Bids until the technical evaluation results are declared, and financial Bids are opened.

2.11.3 Techno-commercial Evaluation

2.11.3.1 Evaluation of Technical Bids/Score

1. LIC shall evaluate the technical Bid and assign scores as per the scheme of criteria and sub- criteria as laid down in 'Section V: Evaluation/Scoring Criteria'. This determination shall, inter- alia, consider the Bidder's (i) Bidder's Experience relevant to the Scope of work; ii) Technical presentation and proposed solution; iii) Proposed Team/Key Expert, Resource Planning and Project Governance
2. If it is established that any Key Expert nominated in the Bidder's Bid was included in the Bid without his/her confirmation, such Bid shall be disqualified and rejected for further evaluation and shall be treated as a violation of the Code of Integrity and would be liable for penalties thereunder.
3. All Key Experts (including the Team Lead) must meet the minimum requirements specified in Section 5.3.4 Quality of Team. If any Key Expert fails to meet these minimum requirements, his score shall be evaluated as Nil. If any Key Expert or Team Lead of the successful bidder scores less than the specified percentage of the maximum score (or 50%, if not so specified), LIC shall be entitled to ask for a better replacement before the negotiations as per ITB-Clause 2.12 below.

2.11.3.2 Evaluation of Conformity to Commercial and Other Clauses

Bidders must comply with all the Commercial and other clauses of the RFP Document as per submissions in Form T-7: 'Terms and Conditions – Compliance'. LIC shall also evaluate the commercial conditions quoted by the Bidder to confirm that all essential terms and conditions stipulated in the RFP Document have been accepted without substantive omissions/reservations/ exceptions/deviation by the Bidder. Deviations from or objections or reservations to critical provisions such as those concerning (but not limited to) Governing laws and Jurisdiction (Section III - GCC clause 3.3), Bidder's Obligations and Restrictions of its Rights (Section III - GCC clause 3.5), Performance Bond/Security (Section III - GCC clause 3.5.8), Force Majeure (Section III - GCC clause 3.9.6), Taxes & Duties (Section III - GCC clause 3.10.2), and Code of Integrity in Public Procurement Misdemeanors and Penalties (Section III - GCC clause 3.13) shall be deemed to be a substantive deviation and treated as unresponsive as per clause 2. 11.1.2 (3) above.

2.11.3.3 Evaluation of Techno-commercially Suitable Bidders and Opening of Financial Bids

Each responsive Bid shall be given a technical score applying the evaluation criteria, sub-criteria, and scoring system specified in Section V: Evaluation/Scoring Criteria. A Bid shall be rejected if it fails to achieve the minimum technical score of 70 marks out of 100. Bids that succeed in the above techno-commercial evaluation shall be considered techno-commercially suitable. The list of such techno-commercially suitable Bidders shall be declared on the Portal. LIC shall notify all Bidders whether their Bid was found responsive/non-responsive to the RFP and whether they met the minimum qualifying technical score. Financial Bids of successful Bidders only shall be opened online. The financial Bids of unsuccessful Bidders (scoring less than 70% marks) shall remain encrypted and unopened.

2.11.4 Financial Bids Evaluation and Ranking of Bids

2.11.4.1 Financial Bids Evaluation

1. Financial Bids of all Techno-commercially suitable Bids are evaluated based on the selection method declared in the RFP Document and ranked accordingly. The total outgo (excluding GST) will be considered for this evaluation.
2. GST will be payable as per Government guidelines.
3. Financial bid shall be opened only for technically qualified bidders who score 70 marks and above (pre-normalised).
4. The commercial bid evaluation will be in two stages:
 - a. Opening of the Indicative Commercial Bid submitted by the Bidders.
 - b. Online Reverse Auction.
5. The eligible Bidders will be informed about the "Business Rules" and the details of the ORA.
6. The L1 rate will be discovered after Online Reverse Auction (ORA).
7. **Correction of Errors/adjustments:**

- a. **Loading for Deviations:** Unless announced beforehand, the quoted price shall not be loaded based on deviations in commercial conditions. If it is so declared, such loading of a financial Bid shall be done as per the relevant provisions.
 - b. **Discrepancies between Technical and Financial Bid:**
 - i. Activities and items described in the Technical Bid but not priced in the Financial Bid shall be assumed to be included in the prices of other activities or items, and no corrections are made to the Financial Bid.
 - ii. The Bidder is deemed to have included all prices in the Financial Bid, so neither arithmetical corrections nor price adjustments shall be made.
 - c. **Discounts and Rebates:** If any Bidder offers conditional discounts/rebates in his Bid or suo-motu discounts and rebates after the Bid Opening (techno- commercial or financial), such rebates/discounts shall not be considered for ranking the offer. But if such a Bidder gets selected as per the selection method, without discounts/rebates, such discounts/rebates shall be availed and incorporated in the contracts.
8. **Ambiguous Financial Bid:** If the financial Bid is ambiguous and leads to two equally valid total price amounts, it shall be rejected as nonresponsive.

2.11.5 Normalization of Bids

LIC may, at its sole discretion, decide to seek more information from the Bidders in order to normalize the Bids. However, Bidders will be notified separately if such normalization exercise is resorted to.

Normalization will be done to the extent possible and feasible to ensure that Bidders are meeting the requirements of the RFP to the extent possible and that the interest of LIC is protected. LIC reserves the right to normalize any or all of the technical bids. If such normalization has a bearing on the price, LIC may at its discretion ask the bidders eligible for technical evaluation to submit the technical and commercial bids once again for scrutiny.

The submissions can be requested by LIC in the following two manners:

1. Incremental technical bid and/or incremental price submissions in part of the requested clarifications by LIC
- (or)
2. Revised technical and/or price submissions of the part or whole Bid

The process of normalization may be iterative till such time LIC is satisfied with the response of the Bidders.

Post the normalization process in case any Bidder has not quoted for any of the components, the response would be deemed to conclude that the unquoted components required for meeting the functional and technical requirements including the service levels specified in this RFP have been included in the total fixed cost in the indicative commercial bid in prescribed format.

The Bidder by participating in this tender agrees to the normalization process being followed and adopted by LIC and has no reservation on the process adopted. In the event the Bidder has any query on the normalization process the same may be raised by the Bidder as part of the pre-bid queries.

LIC can repeat this normalization process at every stage of bid submission till LIC is satisfied. The Bidders agree that they have no reservation or objection to the normalization process and all the Bidders will, by responding to this RFP, agree to participate in the normalization process and extend their co-operation to LIC during this process.

The Bidders, by submitting the response to this RFP, agree to the process and conditions of the normalization process.

2.12 Contract Negotiation

2.12.1 Invitation to Negotiate

The negotiations shall be held at the date and address announced after the selection of the successful Bidder with their representative(s), who must have written power of attorney to negotiate and sign a contract on behalf of the Bidder. During the negotiations, it shall be ensured that no undue advantage accrues to the Bidder and that nothing shall vitiate the basis on which he has been declared successful. The minutes of negotiations shall be signed by LIC and the Bidder's authorized representative.

2.12.2 Verification of Original Documents

Before issuing a Letter of Award (LoA) to the successful Bidder(s), LIC may, at its discretion, ask the Bidder to present the originals of all such documents whose scanned copies were submitted online during shortlisting process and this RFP process. If so decided, the photocopies of such self-certified documents shall be verified and signed by the competent officer and kept in the records as part of the contract agreement. If the Bidder fails to provide such originals or in case of substantive discrepancies found in such documents, it shall be construed as a violation of the Code of Integrity. Such Bid shall be liable to be rejected as nonresponsive in addition to other punitive actions in the Code of Integrity.

2.12.3 Availability of Key Experts:

As a pre-requisite to the negotiations, the invited Bidder shall confirm the availability of all Key Experts included in the Bid. Failure to confirm the Key Experts' availability may result in the Bidder's Bid being declared non-responsive and LIC proceeding to negotiate the Contract with the next-ranked responsive Bidder.

And above, the substitution of Key Experts at the negotiations may be considered if due solely to circumstances outside the reasonable control of and not foreseeable by the Bidder, including but not limited to death or medical incapacity. In such case, the Bidder shall offer a substitute Key Expert within the period specified in the invitation letter to negotiate the Contract, who shall have equivalent or better qualifications and experience than the original candidate.

As per ITB-Clause 2.11.3 and 2.11.4, LIC reserves its right to seek during negotiations the replacement of the Team Leader/other Key Experts who score below the minimum score if specified.

2.12.4 Technical Negotiations

The negotiations include discussions of the Terms of Reference (TORs), the proposed methodology, LIC's inputs, the special conditions of the Contract, and finalizing the 'Terms of Reference' part of the Contract. These discussions shall not substantially alter the original scope of services under the TOR or the terms of the contract lest the quality of the final product, its price, or the initial evaluation be vitiated.

2.12.5 Financial Negotiations

2.12.5.1 General

1. The Financial negotiations include clarifying the Bidder's tax liability and how it should be reflected in the Contract.
2. Lump-Sum form of BOQ: The selection method includes cost as a factor in the evaluation, the total price stated in the Financial Bid shall not be negotiated.

2.12.6 Conclusion of Negotiations

The negotiations are concluded with a review of the finalized draft Contract, which shall be initialed by LIC and the Bidder's authorized representative.

If the negotiations fail, LIC shall inform the Bidder in writing of all pending issues and disagreements and provide a final opportunity for the Bidder to respond. If disagreement persists, LIC shall declare the Bid non-responsive, informing the Bidder of the reasons for doing so. LIC shall invite the next-ranked responsive Bidder to negotiate a Contract. Once LIC commences negotiations with the next-ranked Bidder, LIC shall not reopen the earlier negotiations.

2.13 Award of Contract

2.13.1 Letter of Award (Acceptance - LoA) and Signing of Contract

2.13.1.1 Letter of Award (LoA)

After 10 days from the conclusion of negotiations (in line with ITB-Clause 2.14 below), the Bidder whose Bid has been accepted shall be notified of the award by LIC before the expiration of the Bid validity period by written or electronic means. This notification (hereinafter and in the Conditions of Contract called the "Letter of Award - LoA") shall state the sum (hereinafter and in the contract called the "Contract Price") that LIC shall pay the Bidder in consideration of delivery of Services. The Letter of Award (LoA) shall constitute the legal formation of the contract, subject only to the furnishing of performance security as per the provisions of the sub-clause below. LIC, at its discretion, may directly issue the contract subject only to the furnishing of performance security, skipping the issue of LoA.

2.13.1.2 Performance Security

1. The notified Bidder who submits the Performance Bank Guarantee will enter into the contract for the execution of this project with LIC. The contract will incorporate all clauses of the RFP, all clarifications and the response, of the successful bidder, to the RFP. LIC reserves the right to incorporate standard contract provisions and the contract shall at all times be compliant to:
 - a. Provision of the CVC and GoI on procurements
 - b. General Financial Rules 2017 for contract management:
https://doe.gov.in/sites/default/files/GFR2017_0.pdfThese provisions may include such things as the normal day-to-day relationships with the Bidder, but may not substantially alter the requirements of this RFP.
2. Within the number of days stipulated in ITB (or 21 days if not specified) of receipt of the Letter of Award (LoA, or the contract if LoA has been skipped), performance Security as per details in GCC-3.5.8 shall be submitted by the Bidder to LIC.
3. If the Bidder, having been called upon by LIC to furnish Performance Security, fails to do so within the specified period, it shall be lawful for LIC at its discretion to annul the award and forfeit EMD (or enforce Bid Securing Declaration if it was permitted to be submitted in lieu of Bid Security), besides taking any other administrative punitive action like 'Removal from List of Registered Suppliers' etc.

2.13.1.3 Signing of Contract

1. **Publication of Results:** LIC shall send to each techno-commercially suitable bidder the Notification of Intention to Award the Contract to the Selected Bidder. The Notification of Intention to Award shall contain, at a minimum, the following information:
 - a. the name and address of the Bidder with whom LIC successfully negotiated a contract;
 - b. the contract price of the Selected Bid;
 - c. the names of all Bidders included in the short list for RFP, indicating those that submitted Bids;
 - d. the final combined scores and the final ranking of the Bidders
 - e. the name and address of the Selected Bidder(s) receiving the contract(s) shall be published on the website of LIC.
2. **After the award notification,** LIC shall share a copy of the Contract Agreement (as per Format 1: Contract Form along with sub-formats) to a successful Bidder for review. The Bidder may point out to LIC, in writing/electronically, any anomalies noticed in the contract within seven days of receipt. The Contract Agreement shall be executed within 21 days after the date of issue of the Letter of Acceptance and after submission and verification of the Performance Security.
3. The successful Bidder shall return the original copy of the contract, duly signed, and dated, within seven days from the date of receipt of the contract, to LIC by

registered/speed post or by a suitable digital means.

2.14 Code of Integrity in Public Procurement, Misdemeanors and Penalties

Procuring authorities, Bidders, suppliers, contractors, and bidders should observe the highest standard of integrity and not indulge in prohibited practices or other misdemeanors, either directly or indirectly, at any stage during the Procurement Process or the execution of resultant contracts. GCC clause 3.13(including the penalties prescribed therein) shall be considered part of this clause of ITB (even though it is not being reproduced here for brevity) and shall apply mutatis mutandis during the pre-award Procurement Process.

2.15 Grievance Redressal/Complaint Procedure

1. The bidder has the right to submit a complaint or seek de-briefing regarding the rejection of his Bid, in writing or electronically, within 10 days of the declaration of techno-commercial or financial evaluation results. The complaint shall be addressed to the Head of Procurement.
2. Within 5 working days of receipt of the complaint, the Tender Inviting Officer shall acknowledge the receipt in writing to the complainant, indicating that it has been received, and the response shall be sent in due course after a detailed examination.
3. The Tender Inviting Officer shall convey the final decision to the complainant within 15 days of receiving the complaint. No response shall be given regarding the confidential process of evaluating Bids and awarding the contract before the award is notified, although the complaint shall be kept in view during such process. However, no response shall be given regarding the following topics explicitly excluded from such complaint process:
 - a. Only a Bidder who has participated in the procurement process, i.e., pre-qualification, Bidder registration or bidding, as the case may be, can make such representation.
 - b. Only a directly affected Bidder can represent in this regard.
 - c. If a technical Bid has been evaluated before the opening of the financial Bid, an application for review concerning the financial Bid may be filed only by a Bidder whose technical Bid is found to be acceptable.
4. No third-party information (RFPs, evaluation results) can be sought or included in the response.
5. The following decisions of LIC shall not be subject to review:
 - a. Determination of the need for procurement.
 - b. Complaints against Terms of Reference except under the premise that they are either vague or too specific to limit competition
 - c. Selection of the mode of procurement or bidding system;
 - d. Choice of the selection procedure.
 - e. Provisions limiting the participation of Bidders in the Procurement Process, in terms of policies of the Government

- f. Provisions regarding purchase preferences to specific categories of Bidders in terms of policies of the Central Government
- g. Cancellation of the Procurement Process except where it is intended to subsequently re-tender the same Services.

3 Section III: General Conditions of Contract (GCC)

3.1 General

3.1.1 Tenets of Interpretation

Unless where the context requires otherwise, throughout the contract:

1. The headings of these conditions shall not affect the interpretation or construction thereof.
2. Writing or written includes matter either whole or in part, in digital communications, manuscript, typewritten, lithographed, cyclostyled, photographed, or printed under or over signature or seal or digitally acceptable authentication, as the case may be.
3. Words in the singular include the plural and vice-versa.
4. Words importing the masculine gender shall be taken to include other genders, and words importing persons shall include any company, association, or body of individuals, whether incorporated or not.
5. Terms and expressions not herein defined shall have the meanings assigned to them in the contract Act, 1872 (as amended) or the Sale of Goods Act, 1930 (as amended) or the General Clauses Act, 1897 (as amended) or of INCOTERMS, (current edition published by the International Chamber of Commerce, Paris) or General Financial Rules, 2017 as the case may be.
6. Any reference to ‘Services’ shall also be deemed to include the incidental Works/Goods.
7. Any reference to any legal Act, Government Policies or orders shall be deemed to include all amendments to such instruments, from time to time, to date.
8. GCC clause 3.5.12 (Book Examination clause) shall not apply unless invoked explicitly in the contract.

3.1.2 Definitions

In the contract, unless the context otherwise requires:

1. “Acceptance of Tender” means the letter/fax/e-mail or any memorandum communicating to the bidder about the acceptance of this tender;
2. “Accounting Year” means 1st April to 31st March;
3. “Agent” means person/broker/entity/intermediary etc. procuring insurance business on behalf of LIC.
4. “Agreement” means any written contract between the Life Insurance Corporation of India and the successful bidder with respect to any/all deliverables or services contemplated by this RFP. Any Agreement shall be deemed to incorporate, as schedules, this RFP, all addenda/corrigenda issued by LIC, the Bid of the successful bidder and mutually agreed modifications thereto;

5. “Allied Firm” are all business entities that are within the ‘controlling ownership interest’ (ownership of or entitlement to more than twenty-five percent of the company's shares or capital or profits) or ‘control’ (including the right to appoint a majority of the directors or to control the management or policy decisions including by virtue of their shareholding or management rights or shareholder agreements or voting agreements) of the principal firm acting alone or together or through one or more juridical persons. All successor firms or assigns of the principal firm shall be considered allied firms;
6. “Authorized Signatory of the bidder” means the person authorized by the company’s Board/Managing Director/Director through a proper authorization to represent the company for purpose of this bid submission and finalization;
7. “BFSI” means Banking, Financial Services and Insurance companies that provide a range of such products/services;
8. “Bid” (including the term ‘tender’, ‘offer’, ‘quotation’ or ‘bid’ in specific contexts) means an offer to supply goods, services or execution of works made as per the terms and conditions set out in a document inviting such offers;
9. “Bidder” (as a participant in a Procurement Process - including the term 'contractor', 'bidder', 'tenderer', participant' or 'service provider' in specific contexts) means any person or firm or company, every artificial juridical person not falling in any of the descriptions of Bidders stated hereinbefore, including any agency branch or office controlled by such person, participating in a Procurement Process;
10. “Bidder” (as a contract holder - including the terms ‘Supplier’ or ‘Service Provider’ or ‘Contractor’ or ‘Firm’ or ‘Vendor’ or ‘Successful Bidder’ or “Selected Bidder” in specific contexts) means the person, firm, company with whom the contract is entered into and shall be deemed to include the Bidder's successors (approved by LIC), agents, Sub-bidder, representatives, heirs, executors, and administrators as the case may be unless excluded by the terms of the contract;
11. “Bill of Quantities” (including the term Price Schedule or BOQ) means the priced and completed Bill of Quantities forming part of the Bid;
12. “Business Day” shall be construed as a day excluding Saturdays and Sundays of a month and public holidays declared under the Negotiable Instruments Act, 1881 by concerned State Governments or Central Government of India;
13. “Commercial Bank” means a bank, defined as a Nationalised/ Reputed Scheduled bank under section 2(e) of the Reserve Bank of India Act, 1934;
14. “Contract” (including the terms ‘Purchase Order’ or ‘Supply Order’ or ‘Withdrawal Order’ or ‘Work Order’ or ‘Consultancy Contract’ or ‘Contract for Services’, ‘rate contract’ or ‘framework contract’ or ‘Letter of Award – LoA’ (letter or memorandum communicating to the Bidder the acceptance of his Bid) or ‘Agreement’ or a ‘repeat order’ accepted/acted upon by the Bidder in specific contexts), means a formal legal agreement in writing relating to the subject matter of procurement, entered into between LIC and the Bidder on mutually acceptable terms and conditions and which are in compliance with all the applicable provisions of the laws of the country;

15. “Contract Value” means the value of lowest commercial bid made by the successful Bidder during online reverse auction;
16. “Contract Manager” means (as distinct from Team Leader of the Bidder) the Procurement Officer or any other officer or a third-party agency who has been assigned the authority to take all actions on behalf of LIC during the execution of the contract by the Bidder;
17. “Date of acceptance” shall be the date, deemed to have been accepted by LIC, subsequent to its commissioning, when all the activities as defined in the scope of work related to the acceptance of system have been successfully executed and completed and a certificate from LIC is obtained by the Bidder. The date of acceptance of system will be the one stated in the Certificate issued in writing from LIC and duly signed by an authorized official of LIC;
18. “Day”, “Month”, and “Year” shall mean respectively calendar day, month or year (unless reference to financial year is apparent from the context);
19. “Default Notice” means the written notice of Default of the Agreement issued by one Party to the other in terms hereof;
20. “Effective Date” means the date on which this Contract comes into force and effect as per the Contract;
21. “Experts” means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Bidder to perform the Services or any part thereof under the Contract;
22. “Goods” (including the terms ‘Stores’, and ‘Material(s)’ in specific contexts) includes all articles, materials, commodities, livestock, medicines, furniture, fixtures, raw material, consumables, spare parts, instruments, machinery, equipment, industrial plant, vehicles, aircraft, ships, railway rolling stock assemblies, sub-assemblies, accessories, a group of machines comprising an integrated production process or such other categories of goods or intangible, products like technology transfer, licenses, patents or other intellectual properties (but excludes books, publications, periodicals, etc., for a library), in specific contexts, procured or otherwise acquired by a Procuring Entity. Any reference to Goods shall be deemed to include small work or some services that are incidental or consequential to the supply of such goods;
23. “Government” means the Central Government or a State Government, as the case may be and includes agencies and Public Sector Enterprises under it in specific contexts;
24. “Intellectual Property Rights” (IPR) means the intellectual property owner's rights concerning possession/exploitation of such property by others of tangible or intangible intellectual property, including rights to Patents, Copyrights, Trademarks, Industrial Designs, Geographical indications (GI);
25. “Key Expert(s)” means an individual professional (usually identified by name) whose skills, qualifications, knowledge, and experience are critical to the performance of the Services under the Contract and whose Curricula Vitae (CV) was considered in the technical evaluation of the Bidder’s Bid;

26. “Law” shall mean any Act, notification, by law, rules and regulations, directive, ordinance, order or instruction having the force of law enacted or issued by the Central Government and/or the Government of any state or any other Government or regulatory authority;
27. “LIC/Corporation” means without limitation the “Life Insurance Corporation of India “ (LIC), a statutory Corporation established under section 3 of Life Insurance Corporation Act, 1956, (Act XXXI of 1956) having its Corporate Office at “Yogakshema”, Jeevan Bima Marg, Mumbai 400 021
28. “Non-Key Expert(s)” means an individual professional (usually not identified by name) provided by the Bidder or its Sub-bidders to perform the Services or any part thereof under the Contract;
29. “Parties”: The parties to the contract are the “Bidder” and the “LIC”, as defined in GCC clause 3.2.4;
30. “Performance Security” (includes the terms ‘Security Deposit’ or ‘Performance Bond’ ‘Performance Bank Guarantee’ or other specified financial instruments in specific contexts) means a monetary guarantee to be furnished by the successful Bidder or Contractor in the form prescribed for the due performance of the contract;
31. “Personnel” means Professional and support staff deployed by the Bidder on the project to meet the requirements of this RFP within the timelines mentioned herein. The details of all such personnel will have to be shared in the Personnel Deployment Plan;
32. “Procurement” (in the context of Public/Government ‘procurement’ or ‘Purchase’, or ‘Acquisition’ including an award of Public-Private Partnership projects, in specific contexts) means the acquisition of Goods/Services/works or a combination thereof by way of purchase, lease, license or otherwise, either using public funds or any other source of funds (e.g. grant, loans, gifts, private investment etc.) by a Procuring Entity, whether directly or through an agency with which a contract for procurement is entered into, but does not include any acquisition without consideration. The term “procure”/“procured” or “purchase”/“purchased” shall be construed accordingly;
33. “Procuring Entity” means LIC, the entity in The Procuring Organization procuring Goods, Works, or Services;
34. “Procurement Officer” means the officer signing the Letter of Award (LoA) and/or the contract on behalf of LIC;
35. “Procurement Process” (or “Tender”; “RFP”; “Tender Enquiry” in specific contexts): ‘Procurement Process’ is the whole process from the publishing of the RFP Document to the resultant award of the contract. ‘RFP Document’ means the document (including all its sections, appendices, forms, formats, etc.) published by LIC to invite Bids in a Procurement Process. The RFP Document and Procurement Process may be generically and interchangeably referred to as “Bid Document”, “Tender” or “ Tender Enquiry, “ which would be clear from context without ambiguity;

36. “Requirements” means the Capability, Characteristic, Attribute or Quality of systems as per the schedules, details, description, and statement of technical data, performance characteristics, standards (Indian as well as International) as applicable, specified and implicitly necessitated as per this RFP;
37. “RFP” means this Request for Proposal LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024, inclusive of any clarifications/corrigenda/addenda to this RFP that may be issued by LIC;
38. “Services and Deliverables” means the activities to be performed by the Bidder under this Contract, as described in Form T-3 thereto;
39. “Signed” means ink signed or digitally signed with a valid Digital Signature as per IT Act 2000 (amended from time to time). It also includes stamped, except in the case of a Letter of Award or amendment thereof;
40. “Specifications” means all the functional, technical, operational, performance or other characteristics required of a Product or Service as mentioned in the RFP document or any of the Appendix or clarifications to the RFP document;
41. “Sub-bidder” means a person or corporate body with an agreement with the Bidder to carry out a specific part of the ‘Services’ while the Bidder remains solely liable for the execution of the Contract;
42. “Successful Bidder” means the Bidder to whom LIC notifies the award of contract;
43. “Terms of Reference” means the section which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Bidder and expected results and deliverables of the assignment;
44. “UAT” means User Acceptance Testing – The software will be tested for functionality by panel of users to ensure it can handle required tasks in real-world scenarios according to the specifications;
45. “Variation” means an instruction given by LIC, which varies the scope, quantum or performance standards of the Service performed;
46. “Works” refer to any activity involving construction, fabrication, repair, overhaul, renovation, decoration, installation, erection, excavation, dredging, and so on, which make use of a combination of one or more engineering designs, architectural design, material and technology, labour, machinery, and equipment.

3.1.3 Document Conventions

All words and phrases defined in GCC clause 3.1.2 are written as ‘Capitalised words’ and shall have the defined meaning. The rest of the words shall be as per grammar, inter-alia ‘Services’ shall indicate the definition given in the GCC, while ‘services’ shall have the usual dictionary meaning.

3.1.4 Abbreviations:

Abbreviation	Definition
AITC	Appendix to Instructions To Bidders
BOQ	Bill of Quantities
BSD	Bid Securing Declaration
CV	Curriculum Vitae
EMD	Earnest Money Deposit (Monetary guarantee to be furnished by a Bidder along with its Bid)
EoD	End of Day
FTE	Full-Time Employee (on Bidder's payroll)
FBS	Fixed Budget Selection
GCC	General Conditions of Contract
GST	Goods and Services Tax
GSTIN	GST Identification Number
GTE	Global Tender Enquiry (International Competitive Bidding)
HSN	Harmonized System of Nomenclature
IEM	Independent External Monitor
INR	Indian National Rupee(s)
IPR	Intellectual Property Rights
ITB	Instructions To Bidders
JV/C	Joint Venture/Consortium
LCS	Least Cost Selection
LoA	Letter of Award (Acceptance)
ORA	Online Reverse Auction
PBG	Performance Bank Guarantee/Performance Security
RFP	Request for Proposal
RFPL	Request for Proposal Letter
SCC	Special Conditions of Contract
TIA	Tender Inviting Authority
TIS	Tender Information Summary
TOR	Terms of Reference

3.2 The Contract

3.2.1 Language of Contract

The contract and all subsequent correspondence documents, during its execution, between the selected bidder and LIC shall be written in the Language (hereinafter called the contract's language) as stipulated in the Contract (or, if not so specified, in English). However, the language of any printed literature furnished by a Bidder may be written in any other language

provided a certified translation accompanies the same in the contract's language. For purposes of interpretation, translation in the contract's language shall prevail.

3.2.2 The Entire Agreement

This Contract and its documents (referred to in GCC clause 3.2.5 below) constitute the entire agreement between LIC and the selected bidder and supersede all other communications, negotiations, and agreements (whether written or oral) of the Parties made before the date of this Contract. No agent or representative of either Party has the authority to make, and the Parties shall not be bound by or be liable for, any statement, representation, promise or agreement not outlined in this Contract.

3.2.3 Severability

If any provision or condition of this Contract is prohibited or rendered invalid or unenforceable, such prohibition, invalidity or unenforceability shall not affect the validity or enforceability of the Contract or any of its other provisions and conditions.

3.2.4 Relationship between Parties

1. The parties to the contract are the selected bidder and LIC, as stated in the contract.
2. Nothing contained herein shall be construed as establishing a relationship in the nature of master and servant or principal and agent between LIC and the selected bidder. The Bidder, subject to this Contract, is legally the main principal/master of the Experts, for performing the Services and shall be fully responsible for the Services performed by them or on their behalf hereunder.
3. **Authorised Representative:** Any action required or permitted to be taken and any document required or permitted to be executed under this Contract by LIC or the Selected Bidder may be taken or executed by the officials specified in the contract.
4. **Good Faith:** The Parties shall act in good faith concerning each other's rights under this Contract and adopt all reasonable measures to ensure the realization of the objectives of this Contract. The Selected Bidder shall always act, in respect of any matter relating to this Contract or the Services, as a faithful adviser to LIC and shall at all times support and safeguard LIC's legitimate interests in any dealings with the third parties.

3.2.5 Contract Documents and their Precedence

The following conditions and documents in indicated order of precedence (higher to lower) shall be considered an integral part of the contract, irrespective of whether these are not appended/referred to in it. Any generic reference to 'Contract' shall imply reference to all these documents as well:

1. Valid and authorized Amendments issued to the contract.
2. The Agreement consisting of the initial paragraphs, recitals, and other clauses, including the appendices annexed to it and signatures of LIC, set forth immediately before the GCC;

3. Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference;
4. Form T-5: Key Expert Curriculum Vitae (CV);
5. Form T-6: Commercial Bid;
6. the Letter of Award (LoA), if issued
7. the GCC
8. this RFP including any corrigenda and Bidder's Bid in response thereof;
9. any other document listed in the contract as forming part of this Contract.
10. Pre-contract Integrity Pact
11. Form T-12: Non-Disclosure Agreement
12. Form T-13: Manufacturer's Authorization Form (MAF)
13. Form T-14: Certificate of Local Content

3.2.6 Modifications/Amendments, Waivers and Forbearances

3.2.6.1 Modifications/Amendments of Contract

1. After the contract documents have been signed, no modified provisions shall be applicable unless LIC suo-moto or, on request from the Bidder, by written order, amend the contract, at any time during the currency of the contract, by making alterations and modifications within the general scope of the Contract. Requests for changes and modifications in the Contract may be submitted in writing by the Bidder to LIC.
2. If the Bidder does not agree to the suo-moto modifications/amendments made by LIC, he shall convey his views within 15 days from the date of amendment/modification. Otherwise, it shall be assumed that the Bidder has consented to the amendment.
3. Any verbal or written arrangement abandoning, modifying, extending, reducing, or supplementing the contract or any of the terms thereof shall be deemed conditional and shall not be binding on LIC unless and until the same is incorporated in a formal instrument and signed by LIC, and till then LIC shall have the right to repudiate such arrangements.

3.2.6.2 Waivers and Forbearance

The following shall apply concerning any waivers, forbearance, or similar action taken under this Contract:

1. Any waiver of LIC's rights, powers, or remedies under this Contract must be in writing, dated, and signed by an authorized representative of LIC granting such a waiver and must specify the terms under which the waiver is being granted.
2. No relaxation, forbearance, delay, or indulgence by LIC in enforcing any of the terms and conditions of this Contract or granting of an extension of time by LIC to the Bidder shall, in any way whatsoever, prejudice, affect, or restrict the rights of LIC under this Contract, neither shall any waiver by LIC of any breach of Contract operate

as a waiver of any subsequent or continuing breach of Contract.

3.3 Governing Laws and Jurisdiction

3.3.1 Governing Laws and Jurisdiction

1. This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Laws of India for the time being in force.
2. Irrespective of the place of delivery, the place of performance or the place of payments under the contract, the contract shall be deemed to have been made at the place from which the Letter of Award (LoA, or the contract Agreement, in the absence of LoA) has been issued. Unless otherwise specified in the Contract, the courts of such a place shall alone have jurisdiction to decide any dispute arising out or in respect of the contract.

3.3.2 Changes in Laws and Regulations

Unless otherwise stipulated in the contract, if after the deadline for the Bid submission (Techno- commercial), any law, regulation, ordinance, order or bye-law having the force of law is enacted, promulgated, abrogated, or changed in India (which shall be deemed to include any change in interpretation or application by the competent authorities) that subsequently affects the Delivery Date and/or the contract Price, then such Delivery Date and/or Contract Price shall be correspondingly increased or decreased as per GCC clause 3.2.6, by agreement between the Parties hereto, to the extent that the Bidder has thereby been affected in the performance of any of its obligations under the contract. Notwithstanding the foregoing, such additional or reduced cost shall not be separately paid or credited if the same has already been accounted for in the applicable price adjustment provisions.

3.4 Communications

3.4.1 Communications

1. All communications under the contract shall be served by the parties to each other in writing, in the contract's language, and served in a manner customary and acceptable in business and commercial transactions.
2. The effective date of such communications shall be either the date when delivered to the recipient or the effective date mentioned explicitly in the communication, whichever is later.
3. No communication shall amount to an amendment of the terms and conditions of the contract, except a formal letter of amendment of the Contract expressly so designated.
4. Such communications would be an instruction, a notification, an acceptance, a certificate from LIC, or a submission or a notification from the Bidder. A notification or certificate required under the contract must be communicated separately from other communications.

3.4.2 Persons signing the Communications.

For all purposes of the contract, including arbitration, thereunder all communications to the other party shall be signed by:

1. **On behalf of the Bidder:** The person who has signed the contract on behalf of the Bidder shall sign all correspondences. A person signing communication in respect of the contract or purported to be on behalf of the Bidder, without disclosing his authority to do so, shall be deemed to warrant that he has authority to bind the Bidder. If it is discovered at any time that the person so signing has no authority to do so, LIC reserves its right, without prejudice to any other right or remedy, to terminate the contract for default in terms of the contract and/or avail any or all the remedies thereunder and hold such person personally and/or the Bidder liable to LIC for all costs and damages arising from such misdemeanors.
2. **On behalf of LIC:** Unless otherwise stipulated in the contract, LIC signing the contract shall administer the contract and sign communications on behalf of LIC. Paying Authorities mentioned in the contract shall also administer respective functions during Contract Execution.

3.4.3 Address of the parties for sending communications by the other party.

For all purposes of the contract, including arbitration, thereunder, the address of parties to which the other party shall address all communications and notices shall be:

1. The Bidder's address as mentioned in the contract, unless the Bidder has notified change by a separate communication containing no other topic to LIC. The Bidder shall be solely responsible for the consequence of an omission to notify a change of address in the manner aforesaid, and
2. LIC's address shall be the one mentioned in the contract. The Bidder shall also send additional copies to officers of LIC presently dealing with the contract.
3. In case of communications from the Bidder, copies of communications shall be marked to LIC and LIC's officer signing the contract and as relevant to the Paying Authorities mentioned in the contract. Unless specified before the contract's start, LIC and the Bidder shall notify each other if additional copies of communications are to be addressed to additional addresses.

3.5 Bidder's Obligations and restrictions on its Rights

3.5.1 Changes in Constitution/financial stakes/responsibilities of a Contract's Business

The Bidder must proactively keep LIC informed of any changes in its constitution/financial stakes/responsibilities during the execution of the contract.

1. Where the Bidder is a partnership firm, the following restrictions shall apply to changes in the constitution during the execution of the contract:
 - a. A new partner shall not be introduced in the firm except with the previous consent in writing of LIC, which shall be granted only upon execution of a written undertaking by the new partner to perform the contract and accept all liabilities incurred by the firm under the contract before the date of such undertaking.
 - b. On the death or retirement of any partner of the Bidder firm before the complete performance of the contract, LIC may, at his option, terminate the contract for

default as per the contract and/or avail any or all remedies thereunder.

- c. If the contract is not terminated as provided in Sub-clause (b) above, notwithstanding the retirement of a partner from the firm, that partner shall continue to be liable under the contract or acts of the firm until a copy of the public notice given by him under Section 32 of the Partnership Act, has been sent by him to LIC in writing or electronically.

3.5.2 Obligation to Maintain Eligibility and Qualifications

The contract has been awarded to the Bidder based on evaluation and scoring criteria stipulated in the RFP process. The Bidder is contractually bound to maintain compliance with all such criteria during the execution of the contract. Any change which would vitiate the basis on which the Bidder was awarded the contract should be pro-actively brought to the notice of LIC within 7 days of it coming to the Bidder's knowledge.

The Bidder shall be the single point of contact for all services offered, as described in the scope of work, and will be fully responsible for the overall delivery, project management and co- ordination with different stakeholders.

3.5.3 Restriction on Potential Conflict of Interests

1. Neither the Bidder nor their Personnel shall engage, either directly or indirectly, in any of the following activities:
 - a. During this Contract's term, any business or professional activities in India that would conflict with the activities assigned to them.
 - b. After this Contract's termination, such other activities as may be stipulated in the contract.
2. Furthermore, if the Bidder, as part of the Services, has the responsibility of advising LIC on the procurement of goods, works or services, the Bidder shall at all times exercise such responsibility in the best interest of LIC. Any discounts or commissions obtained by the Bidder in the exercise of such procurement responsibility shall be for the account of LIC.
3. During the term of this Contract and after its termination, the Bidder and its affiliates, as well as any Sub-bidder and any of its affiliates, shall be disqualified from providing goods, works, or Services (other than the subject Service of this Contract and any continuation thereof) for any project resulting from or closely related to the subject Services of this Contract.
 - a. The payment of the Bidder according to (GCC clause 3.10.5) shall constitute the Bidder's only payment in connection with this Contract. The Bidder shall not accept for its benefit any trade commission, discount, or similar payment in connection with activities under this Contract or the discharge of its obligations hereunder. The Bidder shall use its best efforts to ensure that the Experts and agents of either shall not receive any additional payment.
4. The Bidder has an obligation and shall ensure that its Experts shall have an obligation to disclose any actual or potential conflict that impacts their capacity to serve the best interest of LIC, or that may reasonably be perceived as having this effect. Failure to

disclose said situations may lead to the disqualification of the Bidder and/or the termination of the Contract.

3.5.4 Consequences of breach by Constituents of a Bidder

Should the Bidder or any of its partners or their Personnel commit a default or breach of GCC- clause 3.5.1 to 3.5.7, the Bidder shall remedy such breaches within 21 days, keeping LIC informed. LIC may call upon the Lead Member to assign the work of the defaulting member to any other equally competent party acceptable to LIC. However, at its discretion, LIC shall be entitled, and it shall be lawful on his part, to treat it as a breach of contract and avail any or all remedies thereunder. The decision of LIC as to any matter or thing concerning or arising out of GCC clause 3.5.1 to 3.5.7 or on any question whether the Bidder or any partner of the Bidder firm has committed a default or breach of any of the conditions shall be final and binding on the Bidder.

3.5.5 Assignment and Sub-contracting

1. the Bidder shall not, save with the previous consent in writing of LIC, sublet, transfer, or assign the contractor any part thereof or interest therein or benefit or advantage thereof in any manner whatsoever to any Sub-bidders.
2. If the Bidder sublets or assigns this Contract or any part thereof without such permission, LIC shall be entitled, and it shall be lawful on his part, to treat it as a breach of contract and avail any or all remedies thereunder.

3.5.6 Obligation to Indemnify LIC

3.5.6.1 For breach of IPR Rights

1. The Bidder shall indemnify and hold harmless, free of costs, LIC and its employees and officers from and against all suits, actions or administrative proceedings, claims, demands, losses, damages, costs, and expenses of any nature, including attorney's fees and expenses, which may arise in respect of the Services provided by the Bidder under this Contract, as a result of any infringement or alleged infringement of any patent, utility model, registered design, copyright, or other Intellectual Proprietary Rights (IPR) or trademarks, registered or otherwise existing on the date of the contract arising out of or in connection with:
 - a. Any design, data, drawing, specification, or other documents or Services provided or designed by the Bidder for or on behalf of LIC.
 - b. The delivery of the Services by the Bidder or the use of the Services at LIC's Site
2. Such indemnity shall not cover any use of the Services or any part thereof other than for the purpose indicated by or to be reasonably inferred from the contract, neither any infringement resulting from the use of the Services or any part thereof, or any service/products produced
 - a. thereby in association or combination with any other service, equipment, plant, or materials not delivered by the Bidder.
3. If any proceedings are brought, or any claim is made against LIC arising out of the matters referred above, LIC shall promptly notify the Bidder. At its own expense and

in LIC's name, the Bidder may conduct such proceedings and negotiations to settle any such proceedings or claim, keeping LIC informed.

4. If the Bidder fails to notify LIC within twenty-eight (28) days after receiving such notice that it intends to conduct any such proceedings or claim, then LIC shall be free to conduct the same on its behalf at the risk and cost to the Bidder.
5. At the Bidder's request, LIC shall afford all available assistance to the Bidder in conducting such proceedings or claims and shall be reimbursed by the Bidder for all reasonable expenses.

3.5.6.2 For Losses and Damages Caused by Bidder

1. The Bidder shall indemnify and keep harmless LIC, from and against, all actions, suit proceedings, losses, costs, damages, charges, claims, and demands of every nature and description brought or recovered against LIC because of any act or omission or willful default or gross negligence or willful trespass of the Bidder, his agents, or employees despite all reasonable and proper precautions may have been taken, during the execution of the Services. The Bidder shall make good at his own expense all resulting losses and/or damages to:
 - a. the Services themselves or
 - b. any other property of LIC or
 - c. the lives, persons, or property of others
2. In case LIC is called upon to make good such costs, loss, or damages or to pay any compensation, including that payable under the provisions of the Workmen's Compensation Act or any statutory amendments thereof, the amount of any costs or charges including costs and charges in connection with legal proceedings, which LIC may incur about it, shall be charged to the Bidder. All sums payable by way of compensation under any of these conditions shall be considered reasonable compensation to be applied to the actual loss or damage sustained and whether or not any damage shall have been sustained.
3. LIC shall have the power and right to pay or to defend or compromise any claim of threatened legal proceedings, or in anticipation of legal proceedings being instituted consequent on the action or default of the Bidder, to take such steps as may be considered necessary or desirable to ward off or mitigate the effect of such proceedings, charging to Bidder, as aforesaid, any sum or sums of money which may be paid and any expenses whether for reinstatement or otherwise which may be incurred and the propriety of any such payment, defence or compromise, and the incurring of any such expenses shall not be called in question by the Bidder.

3.5.7 Confidentiality, Secrecy and Property and IPR Rights

3.5.7.1 Property Rights

1. Physical assets, e.g., Equipment, vehicles and materials made available to the Bidder by LIC or purchased by the Bidder wholly or partly with funds provided by LIC, shall be the property of LIC and shall be marked accordingly. Upon termination or expiration of this Contract, the Bidder shall make an inventory of such equipment,

vehicles, and materials available to LIC and dispose of such equipment, vehicles, and materials in accordance with LIC's instructions. While in possession of such equipment, vehicles and materials, the Bidder, unless otherwise instructed by LIC in writing, shall insure them at the expense of LIC in an amount equal to their total replacement value.

2. Intangible assets, e.g., license agreements, Software Packages, and memberships for purposes of performance of this contract provided by LIC or purchased by the Bidder wholly or partly with funds provided by LIC, shall be the property of LIC and shall be registered accordingly. These shall be obtained in the name of LIC after obtaining LIC's prior written approval. LIC shall have an encumbered right to use such assets, even after the termination of the Contract. Any restrictions about the future use of these documents and software shall be specified in the Contract.
3. Bidder's proposal could include resale of Third-Party Products and/or Services to LIC. All Products and Services sold by the Bidder will be subject to the Third-Party Supplier's applicable terms as mentioned under EULA/EUMA, which shall constitute an agreement between LIC and the Third-Party Supplier only, and not the Bidder. Bidder will pass through any and all Third-Party Supplier's warranties, indemnities or other commitments made by such Third-Party Supplier with respect to any Products or Services to LIC and will provide commercially reasonable assistance to LIC in enforcement thereof. Title and risk of loss in the Products will each pass to LIC from the Bidder immediately upon delivery to LIC. All Products and Services will be resold by Bidder on an "as is" basis without any additional warranty, indemnity, liability of any kind whatsoever. LIC hereby agrees that the Bidder will not be liable for any claims arising out of any act or omission, including negligence, by such Third-Party Supplier, including delays in shipping or delivery of non-functional or incorrect Products or defective performance of the Products or Services, however, the Bidder agrees to provide commercially reasonable assistance to LIC in enforcement thereof.

3.5.7.2 IPR (Intellectual property rights) Rights

LIC will own the Intellectual Property Rights (IPRs) of the proposed Digital Platform solution. The Intellectual Property Rights (IPR) for the bespoke development done, including customization/s during the implementation of the project will lie with LIC.

The Bidder claims and represents that it has obtained appropriate rights to provide/use the Deliverables and Services upon the terms and conditions contained in this RFP.

1. The Bidder shall be responsible at its own cost for obtaining all necessary authorizations and consents from third party licensors of Software used by Bidder in performing its obligations under this Project.
2. If a third party's claim endangers or disrupts LIC's use of the Deliverables, the Bidder shall at no further expense, charge, fee or cost to LIC, (i) obtain a license so that LIC may continue use of the Deliverables in accordance with the terms of this RFP.
3. Bidder shall indemnify and keep fully and effectively indemnified LIC from all legal actions, claims, or damages from third parties arising out of use of software, designs or processes used by Bidder or his subcontractors or in respect of any other services rendered under this RFP. The bidder shall indemnify LIC against all third-party

claims of infringement of patent, trademark or industrial design rights arising from use of the goods, or any part thereof in India.

4. The Bidder shall, at their own expense, defend and indemnify LIC against all third-party claims or infringement of intellectual Property Right, including Patent, trademark, copyright, trade secret or industrial design rights arising from use of the products or any part thereof in India or abroad.
5. The Bidder shall expeditiously extinguish any such claims and shall have full rights to defend it there from. If LIC is required to pay compensation to a third party resulting from such infringement, the bidder shall be fully responsible for, including all expenses and court and legal fees.
6. LIC will give notice to the Bidder of any such claim without delay, provide reasonable assistance to the bidder in disposing of the claim, and shall at no time admit to any liability for or express any intent to settle the claim.
7. The Bidder shall grant to LIC a fully paid-up, irrevocable, non-exclusive license throughout the territory of India or abroad to access, replicate and use software (and other software items) provided by the supplier, including-all inventions, designs and marks embodied therein in perpetuity.

All deliverables, outputs, plans, drawings, specifications, designs, reports, and other documents and software submitted by the Bidder under this Contract shall become and remain the property of LIC and shall be subject to laws of Copyright Act 1957, and must not be shared with third parties or reproduced, whether in whole or part, without LIC's prior written consent. The Bidder shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to LIC, together with a detailed inventory thereof. The Bidder may retain a copy of such documents and software but shall not use it for commercial purposes.

All IPR including the source code and materials developed or otherwise obtained independently of the efforts of a Party under this Agreement ("pre-existing work") including any enhancement or modification thereto shall remain the sole property of that Party. During the performance of the services for this agreement, each party grants to the other party (and their sub-contractors as necessary) a non-exclusive license to use, reproduce and modify any of its pre-existing work provided to the other party solely for the performance of such services for duration of the Term of this Agreement. Except as may be otherwise explicitly agreed to in a statement of services, upon payment in full, the Bidder should grant LIC a non-exclusive, perpetual, fully paid-up license to use the pre-existing work in the form delivered to LIC as part of the service or deliverables only for its internal business operations. Under such license, either of parties will have no right to sell the pre-existing work of the other party to a Third Party. LIC's license to pre-existing work is conditioned upon its compliance with the terms of this Agreement and the perpetual license applies solely to the pre-existing work that bidder leaves with LIC at the conclusion of performance of the services.

3.5.7.3 Confidentiality

All documents, drawings, samples, data, associated correspondence or other information furnished by or on behalf of LIC to the Bidder in connection with and arising out of this RFP and the awarded contract, whether such information has been furnished before, during or

following completion or termination of the contract, are confidential information and shall remain the property of LIC and shall, without the prior written consent of LIC neither be divulged by the Bidder to any third party, nor be used by him for any purpose other than the design, procurement, or other services and activities required for the performance of this Contract. All copies of all such information in original shall be returned on completion of the Bidder's performance and obligations under this contract. The Selected Bidder shall be required to sign a Non-Disclosure Agreement with LIC as per prescribed format provided in Format T-12.

3.5.7.4 Secrecy

If the contract declares the subject matter of this Contract as coming under the Official Secrets Act, 1923 or if the contract is marked as "Secret", the Bidder shall take all reasonable steps necessary to ensure that all persons employed in any connection with the contract, have acknowledged their responsibilities and penalties for violations under the Official Secrets Act and any regulations framed thereunder.

3.5.7.5 Restrictions on the Use of Information

1. Without LIC's prior written consent, the Bidder shall not use the information mentioned in the sub-clauses above except for performing this contract.
2. The Bidder shall treat and mark all information as confidential (or Secret – as the case may) and shall not, without the written consent of LIC, divulge to any person other than the person(s) employed by the Bidder in the performance of the contract. Further, any such disclosure to any such employed person shall be made in confidence and only so far as necessary for such performance for this contract.
3. Notwithstanding the above, the Bidder may furnish to its holding company or its Sub-bidder(s) such documents, data, and other information it receives from LIC to the extent required for performing the contract. In this event, the Bidder shall obtain from such holding company an undertaking of confidentiality (or secrecy – as the case may be) similar to that imposed on the Bidder under the above clauses.
4. The obligation of the Bidder under sub-clauses above, however, shall not apply to information that:
 - a. the Bidder needs to share with the institution(s) participating in the financing of the contract;
 - b. now or hereafter is or enters the public domain through no fault of Bidder;
 - c. can be proven to have been possessed by the Bidder at the time of disclosure and which was not previously obtained, directly or indirectly, from LIC; or
 - d. otherwise lawfully becomes available to the Bidder from a third party with no obligation of confidentiality.
5. The above provisions shall not in any way modify any undertaking of confidentiality (or Secrecy – as the case may be) given by the Bidder before the contract date in respect of the contract, the RFP Document, or any part thereof.
6. The provisions of this clause shall survive completion or termination for whatever

reason of the contract.

3.5.7.6 Protection and Security of Personal Data

1. Where the Bidder is processing Personal Data for LIC (as part of Services), the Bidder shall:
 - a. Process the Personal Data only as per instructions from LIC (which may be specific instructions or instructions of a general nature) as set out in this Contract or as otherwise notified by LIC;
 - b. Comply with all applicable laws;
 - c. Process the Personal Data only to the extent and in such manner as is necessary for the discharge of the Bidder's obligations under this Contract or as is required by Law or any Regulatory Body;
 - d. Implement appropriate technical and organisational measures to protect Personal Data against unauthorized or unlawful Processing and accidental loss, destruction, damage, alteration, or disclosure. These measures shall be appropriate to the harm which might result from any unauthorized or unlawful Processing, accidental loss, destruction, or damage to the Personal Data and having regard to the nature of the Personal Data which is to be protected;
 - e. Take reasonable steps to ensure the reliability of its staff and agents who may have access to the Personal Data;
 - f. Obtain prior written consent from LIC to transfer the Personal Data to any Sub-bidder for the provision of the Services;
 - g. Not cause or permit the Personal Data to be transferred, stored, accessed, viewed, or processed outside of India without the prior written consent of LIC.
 - h. Ensure that all staff and agents required to access the Personal Data are informed of the confidential nature of the Personal Data and comply with the obligations set out in this clause.
 - i. Ensure that none of the staff and agents publishes or disclose any personal data to any third parties unless directed in writing to do so by LIC.
 - j. Not disclose Personal Data to any third parties in any circumstances other than with the written consent of LIC or applicable compliance with a legal obligation imposed upon LIC;
2. Notify LIC (within five Working Days) if it receives the;
 - a. a request from an employee of LIC to have access to his or other employees' Personal Data; or
 - b. a complaint or request relating to LIC's obligations under the law;
3. The provision of this clause shall apply during the contract period and indefinitely after its expiry.

3.5.8 Performance Bond/Security

1. Within twenty-one days after the issue of the Letter of Award (LoA or the contract, if LoA is skipped) by LIC, the Bidder shall furnish to LIC performance security, valid up to ninety days after the date of completion of all contractual obligations by the Bidder.
2. The amount of Performance security shall be @5% of the contract Price denominated in Indian Rupees in the form of Bank Guarantee issued by a Nationalised/Reputed Scheduled Bank in India, in the prescribed form provided in Annexure II. In case the Contract period is extended by LIC, the Validity period and claim period will also be increased accordingly by the selected Bidder.
3. If the Bidder, having been called upon by LIC to furnish Performance Security, fails to do so within the specified period, it shall be lawful for LIC at its discretion to annul the award and forfeit the EMD, besides taking any other administrative punitive action.
4. If the Bidder fails to maintain the requisite Performance Security during the Contract's currency, it shall be lawful for LIC at its discretion.
 - a. treat it as a breach of contract and avail any or all contractual remedies provided for breaches/default, including termination of the Contract for Default, or
 - b. without terminating the Contract, recover from the Bidder the amount of such security deposit by deducting the amount from the pending bills of the Bidder under the contractor any other contract with LIC as per GCC clause 3.10.4.
5. If a contract is amended, the Bidder shall furnish amended Performance Security with revised value and validity within thirty days of the issue of such an amendment.
6. LIC shall be entitled, and it shall be lawful on his part,
 - a. To deduct from the performance securities or to forfeit the said security in whole or in part in the event of:
 - i. Any default, failure, or neglect on the part of the Bidder in the fulfilment or performance in all respect of this contractor any other contract with the Procuring Organisation or any part thereof
 - ii. for any loss or damage recoverable from the Bidder which LIC may suffer or be put to for reasons of or due to the above defaults/failures/neglect
 - b. and in either of the events aforesaid to call upon the Bidder to maintain the said performance security at its original limit by making further deposits, provided further that LIC shall be entitled, and it shall be lawful on his part, to recover any such claim from any sum then due or which at any time after that may become due to the Bidder for similar reasons.
7. Subject to the sub-clause above, LIC shall release the performance security without any interest to the Bidder on completing all contractual obligations within a period not later than sixty days. Alternatively, upon the Bidder submitting a suitable separate Defect Liability Security for the duration of Defect Liability obligations, the original Performance Guarantee Security shall be released mutatis mutandis.

8. No claim shall lie against LIC regarding interest on cash deposits, Government Securities, or depreciation thereof.

3.5.9 Permits, Approvals and Licenses

Whenever the Services and incidental Goods/Works delivery requires the Bidder to obtain permits, approvals, and licenses from local public authorities or any third party, it shall be the Bidder's sole responsibility to obtain these and keep them current and valid. Such requirements may include but not be restricted to licenses or environmental clearance if required. If requested by the Bidder, LIC shall make its best effort to assist the Bidder in complying with such requirements in a timely and expeditious manner without diluting the Bidder's responsibility in this regard.

3.5.10 Insurances

The Bidder (a) shall take out and maintain at its own cost but on terms and conditions approved by LIC, insurance against the risks, and for the coverage, as stipulated in the contract or any applicable law including Labour Codes; and at LIC's request, shall provide evidence to LIC showing that such insurance has been taken out and maintained and that the current premiums have been paid. The Bidder shall ensure that such insurances are in place before commencing the Services as stated in GCC clause 3.9.2. Alterations to the terms of insurance shall not be made without the approval of LIC.

3.5.11 Accounting, Inspection and Auditing

The Bidder shall keep and make all reasonable efforts to keep accurate and systematic accounts and records in respect of the Services and in such form and detail as shall identify relevant time changes and costs and as per accounting principles prescribed in India.

3.5.12 Book Examination Clause

If explicitly invoked in the contract, LIC reserves the right for 'Book Examination' as follows:

1. In terms of provisions of Section 33(3) of The Insurance Laws (Amendment) Act, 2015, the IRDAI is authorized to verify such books of account, register, other documents and the data base in the custody of the selected Bidder in respect of service outsourced by LIC. It shall be the duty of the selected Bidder to provide such documents/statements/information as may be required by the IRDAI within such time as may be specified by IRDAI.
2. In terms of provisions of Section 33(4) of The Insurance Laws (Amendment) Act, 2015, the IRDAI, if it considers expedient to do so, may direct any person hereinafter referred to as "Investigating Officer", to make an investigation as specified under Section 33(1) or carry out an inspection as specified under Section 33(2) of the Insurance Laws (Amendment) Act, 2015, who may examine on oath any manager, managing director or other officer of the selected Bidder in respect of the services are outsourced by LIC.
3. LIC reserves the right to call for missing/additional requirements from the Bidder at any time in response to any query from the appropriate authorities."

3.5.13 Legal Compliance

The Bidder shall perform the Services in accordance with the Contract and the Applicable Law and shall take all practicable steps to ensure that any of its Experts comply with the Applicable Law.

3.5.14 Custody and Return of LIC's Assets loaned to Bidder

1. The contractors shall sign accountable receipts for all documents and materials or other assets/properties made over to them by LIC on behalf of LIC. All such assets shall be deemed in good condition when received by the Bidder unless he has notified LIC to the contrary within twenty-four hours of receipt. Otherwise, he shall be deemed to have waived the right to do so at any subsequent stage.
2. These assets shall remain the property of LIC, and the Bidder shall take all reasonable care of all such assets. The Bidder shall be responsible for all damage or loss from whatever cause while assets are possessed or controlled by the Bidder, staff, workmen, or agents.
3. Where the Bidder insures such assets against loss or fire at the request of LIC, such insurance shall be deemed to be by way of additional precaution and shall not prejudice the Bidder's liability as aforesaid.
4. The Bidder shall return all such assets in good order and repair, reasonable wear and tear expected, before the completion/closure/termination of the contract and shall be responsible for any failure to account for the same or any damage done to that as assessed by LIC whose decision shall be final and binding.
5. At the end of the contract period the Bidder shall support takeover of the solution by LIC or a new Bidder selected by LIC for business continuity.
6. **Knowledge Transfer:** Subject to any qualification or provision to the contrary in the Scope of Work, the Bidder must provide the following assistance to LIC on termination or expiration of the contract:
 - a. Transferring to or providing LIC access to all information stored by whatever means held by the Bidder or under the control of the Bidder in connection with the contract; and
 - b. Making Personnel available for discussions with LIC as may be required. The time, length and subject of these discussions will be at the sole discretion of LIC, provided that any matter discussed is not considered to reveal any 'Commercial-in-Confidence' information of the Bidder.
 - c. The Parties agree that duration of Knowledge transfer shall in no event exceed 90 days.
7. **Exit Management:** If so required by LIC, on the provision of no less than 15 (fifteen) days' notice in writing, Bidder shall continue to provide the Services or an agreed part of the Services for a period not exceeding 6 (Six) months beyond the date of termination or expiry of the Agreement. In such event, LIC shall reimburse Bidder for such elements of the Services as are provided beyond the date of termination or expiry date of the Agreement on the basis that:

- a. Services for which rates already specified in the Agreement shall be provided on such rates;
- b. materials and other costs, if any, will be charged at a reasonable price which shall be mutually agreed between the Parties.

Bidder shall make available such Key Personnel who have been involved in the provision of the Services as the Parties may agree to assist LIC in the continued support of the Services beyond the expiry or termination of the Agreement, in which event LIC shall pay for the services of such Key Personnel on a time and materials basis at the rates agreed between the parties.

3.6 LIC's Obligations

3.6.1 Assistance by LIC

Unless otherwise specified in the Contract, LIC shall use its best efforts to:

1. Issue instructions and information to its officials, agents, and stakeholders for prompt and effective implementation of the Services.
2. Provide to the Bidder any other assistance as specified in the Contract.
3. Access to Project Site: LIC warrants that the Bidder shall have, free of charge, unimpeded access to the project site if such access is required for the performance of the Services.
4. Conduct at LIC's premises: The Bidder will, if using or accessing LIC's premises or facilities, comply with all reasonable directions and procedures relating to occupational health and safety and security in operation at those premises or facilities whether specifically drawn to the attention of the Bidder or as might reasonably be inferred from the circumstances.

3.6.2 Facilities to be provided by LIC

1. LIC shall make available to the Bidder and the Experts, for the performance of the contract, free of any charge (unless otherwise stated therein), the services, facilities, and property described in the 'Terms of Reference' (Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference) as per terms and conditions and against appropriate safeguards (including Insurances, Bank Guarantee, Indemnity Bonds, Retention Money etc.) specified therein. The Bidder shall use such property for the execution of the contract and no other purpose whatsoever.
2. In case such services, facilities and property shall not be made available to the Bidder as and when specified in Form T-3, the Parties shall agree on (i) any time extension that it may be appropriate to grant to the Bidder for the performance of the Services, (ii) how the Bidder shall procure any such services, facilities and property from other sources, and (iii) the additional payments, if any, to be made to the Bidder as a result thereof according to GCC clause 3.10.1.1.

3.6.3 Counterpart Personnel

1. LIC shall make professional and support counterpart personnel available to the

Bidder, as specified in Form T-3.

2. If counterpart personnel are not provided by LIC to the Bidder as and when specified in Form T-3, LIC and the Bidder shall agree on (i) how the affected part of the Services shall be carried out, and (ii) the additional payments, if any, to be made by LIC to the Bidder as a result thereof.
3. Professional and support counterpart personnel, excluding LIC’s Contract Management and liaison personnel, shall work under the exclusive direction of the Bidder. If any member of the counterpart personnel fails to perform any work assigned to such member by the Bidder that is adequately consistent with the position occupied by such member, the Bidder may request the replacement of such member, and LIC shall not unreasonably refuse to act upon such request.

3.6.4 Payment Obligation

No advance payment will be made on awarding the contract.

Considering the service performed by the Selected Bidder under this Contract, LIC shall pay the Selected Bidder for deliverables specified in Form T-3 and in such manner as detailed below.

The deliverable components will carry the below weightage for computation of linked payouts:

S. No.	Component	Weightage
1	Project Kickoff, solution and strategy evaluation, sprint 0 • Detailed solution design across all components	5%
2	Campaign management (including Marketing Automation & Customer Engagement)	40%
3	Audience management	20%
4	AB/MVT tool	20%
5	Tokenization and Data Vault system	15%

3.6.4.1 Payment Terms: Implementation

T₀: From the date of issuance of Letter of Intent (LOI)

Sr.	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Solution design (5% of commercial bid)			
1	Project Kickoff, solution and strategy evaluation, sprint 0 • Detailed solution design	T₀ + 1 month	100% (of linked component payout)
Campaign Management (40% of commercial bid)			
1	Interim solution design & implementation • building data services for data access (UUID generation, PII access, UUID updates, etc.)	T₀ + 2 months	10%

Sr.	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
	<ul style="list-style-type: none"> • setup of interim database and integration with Campaign management • create data pull from CADW, eFEAP etc. as per requirements 		
2	Go-Live: Wave – 1 <ul style="list-style-type: none"> • Technical setup • Data migration and System configuration • Integrations setup • Initial campaigns launch • Annual campaign planning & strategy No P1 (Critical) and P2 (High) bugs open	T₀ + 3 months	40%
3	Scale-up: Wider set of campaigns rolled out at scale No P1 (Critical) and P2 (High) bugs open	T₀ + 4 months	30%
4	Stabilization of platform (Hypercare) <ul style="list-style-type: none"> • IP Warmup, scaling of campaigns & use cases (vol, etc.) • Use of advanced platform features like experimentation, fully automated flows, campaign optimisation • SLA reporting etc. • Campaign setup and launch • Continuous improvement 	T₀ + 6 months	20%
Total			100% (of linked component payout)
AB/MVT tool (20% of commercial bid)			
1	Go-Live: Wave – 1 <ul style="list-style-type: none"> • Technical setup • System configuration & integrations setup • Initial campaigns launch No P1 (Critical) and P2 (High) bugs open.	T₀ + 8 months	40%
2	Scale-up: Wider set of campaigns rolled out at scale No P1 (Critical) and P2 (High) bugs open.	T₀ + 10 months	30%
3	Stabilization of platform (Hypercare) <ul style="list-style-type: none"> • Scaling of campaigns & use cases (vol, etc.) • Use of advanced platform features like experimentation, fully automated flows, campaign optimisation • SLA reporting etc. • Campaign setup and launch • Continuous improvement 	T₀ + 12 months	30%
Total			100% (of linked

Sr.	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
			component payout)
Audience Management (20% of commercial bid)			
1	Go-Live: Wave – 1 <ul style="list-style-type: none"> • Technical setup • Data and System integration/configuration • Initial campaigns launch No P1 (Critical) and P2 (High) bugs open.	T₀ + 8 months	40%
2	Scale-up: Wider set of campaigns rolled out at scale No P1 (Critical) and P2 (High) bugs open.	T₀ + 10 months	30%
3	Stabilization of platform (Hypercare) <ul style="list-style-type: none"> • Scaling of campaigns & use cases (vol, etc.) • Use of advanced platform features like experimentation, fully automated flows, campaign optimization • SLA reporting etc. • Campaign setup and launch • Continuous improvement 	T₀ + 12 months	30%
Total			100% (of linked component payout)
Tokenization and Data Vault Module for tokenization (15% of commercial bid)			
1	Installation and configuration for Non-Prod at LIC DC (Mumbai) or LIC approved co-lo, per BOM in Table 2 <ul style="list-style-type: none"> A. Installation & Setup of hardware for the Tokenization and Data vault; and Integrations APIs and data stores in LIC Data Centre. B. Installation and setup of the Tokenization and Data Vault Module system on cluster/VM as per requirements C. Network configurations done (To be made accessible from development environment of “System of Engagement” or Interim dev environment) D. Setup and configuration for a non-prod environment to be accessible for development teams. 	T₀ + 2 months	25%
2	Environment set-up and signed off by LIC for Non-Prod at LIC DC (Mumbai) or LIC approved co-lo, per BOM in Table 2 <ul style="list-style-type: none"> A. Service Accounts/users created for access and execution B. End-to-end security clearance from IT-SD 	T₀ + 2 months	25%

Sr.	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
	/IT-BPR		
3	Production environment set up and signed off by LIC at LIC DC (Mumbai), DR (Bangalore) or LIC approved co-lo, per BOM in Table 2 A. Setup and configuration for production environment B. Network configurations done (accessible from production environment of “System of Engagement” or an interim production environment in LIC Data Centre) C. Service Accounts/users created for access and execution D. End-to-end security clearance from IT-SD /IT-BPR	T₀ + 2 months	40%
4	Wave 1: Go-live Campaign management	T₀ + 3 months	10%
Total			100% (of linked component payout)
Additional hardware (if required) for subsequent years			
Delivery & installation of the Hardware / Appliances and their satisfactory deployment on all applicable environments (Dev, SIT, UAT, Prod, any other environment) duly signed off by LIC.		As applicable	100%

3.6.4.2 Payment Terms: Licensing fee

Software licenses (perpetual and subscription) for subsequent 5 years

Delivery of Software Licenses and their installation on all application environments. The required documents to be provided are original invoice along with Original Delivery Challans dully stamped and signed by the LIC Official & Selected Bidder representative. LIC official to sign off that new licenses have been satisfactorily installed. The payment will be done quarterly in arrears.

1. Campaign Management

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Campaign Management			
1	Year 1	T₀ + 6 months	40%
		T₀ + 9 months	30%
		T₀ + 12 months	30%
			100%
2	Year 2	T₀ + 15 months	25%

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Campaign Management			
		T₀ + 18 months	25%
		T₀ + 21 months	25%
		T₀ + 24 months	25%
			100%
3	Year 3	T₀ + 27 months	25%
		T₀ + 30 months	25%
		T₀ + 33 months	25%
		T₀ + 36 months	25%
			100%
4	Year 4	T₀ + 39 months	25%
		T₀ + 42 months	25%
		T₀ + 45 months	25%
		T₀ + 48 months	25%
			100%
5	Year 5	T₀ + 51 months	25%
		T₀ + 54 months	25%
		T₀ + 57 months	25%
		T₀ + 60 months	25%
			100%

2. AB/MVT Tool

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
AB/MVT tool			
1	Year 1	T₀ + 11 months	100%
			100%
2	Year 2	T₀ + 14 months	25%
		T₀ + 17 months	25%
		T₀ + 20 months	25%
		T₀ + 23 months	25%
			100%
3	Year 3	T₀ + 26 months	25%
		T₀ + 29 months	25%
		T₀ + 32 months	25%

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
AB/MVT tool			
		T₀ + 35 months	25%
			100%
4	Year 4	T₀ + 38 months	25%
		T₀ + 41 months	25%
		T₀ + 44 months	25%
		T₀ + 47 months	25%
			100%
5	Year 5	T₀ + 50 months	25%
		T₀ + 53 months	25%
		T₀ + 56 months	25%
		T₀ + 59 months	25%
			100%

3. Audience Management

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Audience Management			
1	Year 1	T₀ + 11 months	100%
			100%
2	Year 2	T₀ + 14 months	25%
		T₀ + 17 months	25%
		T₀ + 20 months	25%
		T₀ + 23 months	25%
			100%
3	Year 3	T₀ + 26 months	25%
		T₀ + 29 months	25%
		T₀ + 32 months	25%
		T₀ + 35 months	25%
			100%
4	Year 4	T₀ + 38 months	25%
		T₀ + 41 months	25%
		T₀ + 44 months	25%
		T₀ + 47 months	25%
			100%

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Audience Management			
5	Year 5	T₀ + 50 months	25%
		T₀ + 53 months	25%
		T₀ + 56 months	25%
		T₀ + 59 months	25%
			100%

4. Tokenization and Data Vault

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Tokenization and Data Vault			
1	Year 1	T₀ + 6 months	40%
		T₀ + 9 months	30%
		T₀ + 12 months	30%
			100%
2	Year 2	T₀ + 15 months	25%
		T₀ + 18 months	25%
		T₀ + 21 months	25%
		T₀ + 24 months	25%
			100%
3	Year 3	T₀ + 27 months	25%
		T₀ + 30 months	25%
		T₀ + 33 months	25%
		T₀ + 36 months	25%
			100%
4	Year 4	T₀ + 39 months	25%
		T₀ + 42 months	25%
		T₀ + 45 months	25%
		T₀ + 48 months	25%
			100%
5	Year 5	T₀ + 51 months	25%
		T₀ + 54 months	25%
		T₀ + 57 months	25%
		T₀ + 60 months	25%
			100%

3.6.4.3 Payment Terms: Managed services fee

1. Campaign Management

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Campaign Management			
1	Year 1	T ₀ + 6 months	40%
		T ₀ + 9 months	30%
		T ₀ + 12 months	30%
			100%
2	Year 2	T ₀ + 15 months	25%
		T ₀ + 18 months	25%
		T ₀ + 21 months	25%
		T ₀ + 24 months	25%
			100%
3	Year 3	T ₀ + 27 months	25%
		T ₀ + 30 months	25%
		T ₀ + 33 months	25%
		T ₀ + 36 months	25%
			100%
4	Year 4	T ₀ + 39 months	25%
		T ₀ + 42 months	25%
		T ₀ + 45 months	25%
		T ₀ + 48 months	25%
			100%
5	Year 5	T ₀ + 51 months	25%
		T ₀ + 54 months	25%
		T ₀ + 57 months	25%
		T ₀ + 60 months	25%
			100%

2. AB/MVT Tool

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
AB/MVT tool			
1	Year 1	T ₀ + 11 months	100%
			100%
2	Year 2	T ₀ + 14 months	25%

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
AB/MVT tool			
		T₀ + 17 months	25%
		T₀ + 20 months	25%
		T₀ + 23 months	25%
			100%
3	Year 3	T₀ + 26 months	25%
		T₀ + 29 months	25%
		T₀ + 32 months	25%
		T₀ + 35 months	25%
			100%
4	Year 4	T₀ + 38 months	25%
		T₀ + 41 months	25%
		T₀ + 44 months	25%
		T₀ + 47 months	25%
			100%
5	Year 5	T₀ + 50 months	25%
		T₀ + 53 months	25%
		T₀ + 56 months	25%
		T₀ + 59 months	25%
			100%

3. Audience Management

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Audience Management			
1	Year 1	T₀ + 11 months	100%
			100%
2	Year 2	T₀ + 14 months	25%
		T₀ + 17 months	25%
		T₀ + 20 months	25%
		T₀ + 23 months	25%
			100%
3	Year 3	T₀ + 26 months	25%
		T₀ + 29 months	25%
		T₀ + 32 months	25%

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Audience Management			
		T₀ + 35 months	25%
			100%
4	Year 4	T₀ + 38 months	25%
		T₀ + 41 months	25%
		T₀ + 44 months	25%
		T₀ + 47 months	25%
			100%
5	Year 5	T₀ + 50 months	25%
		T₀ + 53 months	25%
		T₀ + 56 months	25%
		T₀ + 59 months	25%
			100%

4. Tokenization and Data Vault

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Tokenization and Data Vault			
1	Year 1	T₀ + 6 months	40%
		T₀ + 9 months	30%
		T₀ + 12 months	30%
			100%
2	Year 2	T₀ + 15 months	25%
		T₀ + 18 months	25%
		T₀ + 21 months	25%
		T₀ + 24 months	25%
			100%
3	Year 3	T₀ + 27 months	25%
		T₀ + 30 months	25%
		T₀ + 33 months	25%
		T₀ + 36 months	25%
			100%
4	Year 4	T₀ + 39 months	25%
		T₀ + 42 months	25%
		T₀ + 45 months	25%

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Tokenization and Data Vault			
		T₀ + 48 months	25%
			100%
5	Year 5	T₀ + 51 months	25%
		T₀ + 54 months	25%
		T₀ + 57 months	25%
		T₀ + 60 months	25%
			100%

3.6.4.4 Payment Terms: ATS

T₁ : Hardware delivered and installed

Sr. No	Deliverables	Milestone	Payment terms as per Commercial Bid (T-6)
Tokenization and Data Vault			
1	Year 2	T₁ + 13 months	100%
			100%
2	Year 3	T₁ + 25 months	100%
			100%
3	Year 4	T₁ + 37 months	100%
			100%
4	Year 5	T₁ + 49 months	100%
			100%

- Bidder must create a mechanism to generate Invoices on quarterly basis, based on which payments will be done, after due verification
- Penalties, if any, will be deducted before release of the payment from the amount payable against the invoice submitted.
- The Bidder must accept the payment terms proposed by LIC. The indicative commercial bid submitted by the Bidders must be in conformity with the payment terms proposed by LIC. Any deviation from the proposed payment terms would not be accepted. LIC shall have the right to withhold any payment due to the Bidder, in case of delays or defaults on the part of the Bidder. Such withholding of payment shall not amount to a default on the part of LIC. If any of the items/activities as mentioned in the price bid is not taken up by LIC during the assignment, LIC will not pay the professional fees quoted by the Bidder in the price bid against such activity/item.
- No interest on deposits/Performance Bank Guarantee will be paid

5. If there is any discrepancy in Invoice or Bidders' MIS, LIC reserves the right to settle the bill on the basis of actual usage or invoice figure or MIS figure whichever is least and favourable for LIC.
6. LIC reserves the right to temporarily withhold payment and impose penalty, if it is not satisfied with progress made during that period or if there is delay in activity timelines.
7. LIC shall make payments in Indian Rupees (INR) on receipt of invoice, after deduction of penalties and applicable taxes at source from the agreed price to the selected Bidder.
8. The address where invoices are to be submitted will conveyed to successful Bidder(s) after issuance of purchase order.
9. Payment related objection must be raised in writing within 30 days from the date of release of payment. No such objection would be entertained beyond that period.
10. Product/Software Prices shall be quoted all-inclusive of duties, levies etc. but exclusive of GST and other applicable taxes.
11. The quoted price of Product/Software shall be uniformly applicable for delivery/performance to any part of the country and shall be inclusive of all other miscellaneous charges (i.e. including installation charges, any other applicable duties, whether state or central, packing, freight and forwarding, transit insurance, local transportation, manpower/labour charges, incidental charges such as traveling, lodging/boarding etc.)
12. Selected Bidder will be entirely responsible for upfront payment of all applicable taxes (wherever applicable) like Central/State levies, sales tax, excise duty, cesses, license fees, road permits, service tax, etc. in connection with delivery of products at site.
13. GST/Service-tax and Octroi/local entry tax/LBT wherever applicable, shall be mentioned in the Invoices submitted and shall be reimbursed as per actual on production of the original receipt in proof of having paid the said taxes on behalf of LIC. In case concrete evidence of having paid the appropriate taxes is not submitted along with the invoices to LIC, the Selected Bidder will not be eligible for any reimbursement on this count from LIC.
14. The Selected Bidder should not, under any circumstances, request for an increase in the prices once such prices are approved by LIC. No price variation relating to increases in Government levies/taxes/cess/customs duty & excise duty including any newly introduced taxes shall be permitted, except changes in GST.
15. It will be the responsibility of the Selected Bidder to take care of all the formalities connected with this project (wherever and whatever applicable) as per rules/tax laws/regulations/orders of any government/non- government/ regulatory authority in force etc.

3.7 Scope of Services and Performance Standards

3.7.1 Scope of Services

1. **Services:** This contract is for the performance/delivery of Services of the description, scope/quantum outlined in Section IV: ‘Terms of Reference’ during the contract period specified therein.
2. **Incidental Works/Goods/Other Services:** If so stipulated, the Bidder shall be required to perform/deliver specified incidental Works/Goods/other Services as an integral part of the Services in the contract.
3. **Location:** The Services shall be performed at such locations as are specified in this RFP and, where the location of a particular task is not so specified, at such locations, as LIC may approve.
4. **Reporting Requirements:** The Bidder shall deliver to LIC the reports, deliverables, outputs, and documents specified in Form T-3, in the form, in the numbers and within the periods outlined in the said Appendix, besides progress reports as per GCC clause 3.9.3.
5. **Standard of Performance:**
 - a. The Bidder shall perform and carry out the Services with all due diligence, efficiency, and economy, in accordance with generally accepted professional standards and practices, observe sound management practices, and employ appropriate technology and safe and effective equipment, machinery, materials and methods.
 - b. Unless otherwise specified, the performance standards and quality of the Services shall conform to the Terms of Reference as stipulated in the contract or as per best standards in the market, where not so specified.
 - c. **Notice of non-compliant Services:**
 - i. If LIC considers that all or part of the Services does not meet the specifications, LIC will notify the Bidder within 7 Business Days of assessing the Services against the specifications
 - ii. LIC will include reasons for the Services not meeting the specifications in the notice given under point ‘i’ above.
 - d. **Rectification of non-compliant Services:**

If LIC notifies the Bidder that all or part of the Services does not meet the Performance Criteria, the Bidder will:

 - i. Take all necessary steps to ensure that the Services are promptly corrected;
 - ii. Give notice to LIC when the Services have been corrected; and
 - iii. Allow LIC to repeat the assessment of all or part of the Services against the specifications, within five Business Days after the date of the notice or such other time as agreed mutually in writing.
 - e. **Defects in Services:** LIC shall promptly notify the Bidder of any identified

defects, requesting the correction of the notified defect within a reasonable time. If the Bidder has not corrected notified defect within the time stipulated in LIC's notice, LIC may suspend payments as per GCC clause 3.10.6.

3.7.2 Eligible Services

Unless otherwise stipulated in the Contract, the country of origin of 'Services' and related 'Goods' under the contract shall have their origin in India or other countries (if specified in the Contract). It must conform to the declaration made by the Bidder during the RFP process regarding Central Government policies restricting the participation of entities from i) Certain countries sharing land borders with India and ii) Countries that restrict the participation of Bidders from India on a reciprocal basis. They should ensure that they continue to be free from such restrictions.

Considering the scope of the solution, any service which forms a part of the scope though not explicitly mentioned in the scope of work, would form part of this RFP and the Bidder is expected to provide the same at no additional cost to LIC. The Bidder needs to take into account and explore all the possibilities of all services that would be required in the Scope and ensure the same is delivered to LIC. LIC will not accept any plea of the Bidder at a later date for omission of services on the pretext that the same was not explicitly mentioned in the RFP.

3.8 Deployment of Resources

3.8.1 Site and Assets thereon

3.8.1.1 Site of Service Delivery

1. The site for Bidder shall be the lands, spaces, and other places on, under, in or through which the Services are to be carried out and any other lands or places provided by LIC for the contract.
2. No land or building or any other asset belonging to or in possession of LIC shall be occupied/used by the Bidder without the permission of LIC. The Bidder shall not use or allow the site to be used for any purposes other than executing or concerning the execution of the services.
3. Prohibition of Smoking and Intoxicants: The Bidder shall exercise influence and authority to the utmost extent to secure strict compliance by his staff or petty contractors with all the rules and regulations stipulated by LIC relating to the access to the project site, including but not limited to
 - a. Prohibition of Smoking in 'No Smoking Zone' and in Public Places
 - b. Prohibition of the use of any intoxicating substances including, but not limited to, intoxicating beverages during the service period or on-site or near the site or in any of the facilities, sites, buildings, encampments, or tenements owned, occupied by or within the control of the Bidder or any of his employees.
 - c. Safety practices relating to LIC's staff, Public and third parties
 - d. Maintenance of peace and business-like ambience

3.8.1.2 Clearance of Site on Completion

1. On completion of the services, the Bidder shall handover the whole project site to LIC on 'as it was' basis. No final payment in settlement of the accounts for the Services shall be paid to the Bidder till, in addition to any other condition necessary for final payment, site clearance shall have been affected by him.
2. In the event of failure on the part of the Bidder to comply with this provision within 7 days after receiving notice for clearance of LIC's site and lands, LIC shall cause them to be removed in such a way as deemed fit and convenient and cost as increased by supervision and other incidental charges shall be recovered from the Bidder. LIC shall not be held liable for any loss or damage to the Bidder's property as may be on the site and due to such removal.

3.8.2 Key and Non-key Personnel

3.8.2.1 General Requirements

1. Team Lead: The Bidder, when he is not personally present on the workplace site, shall nominate a Team Lead during working hours, which shall, on receiving reasonable notice, present himself to LIC. Orders given by LIC or his representative to the Team Lead shall be deemed to have the same force as if given to the Bidder.
2. The Bidder shall employ and provide qualified and experienced Key and Non-key Experts as required to carry out the Services.

3.8.2.2 Key Personnel

1. The titles, job descriptions, minimum qualifications, and estimated periods of the Bidder's Key Personnel engagement in carrying out the Services are described in Form T-5: Key Expert Curriculum Vitae (CV) to the Contract.
2. Any leave-taking by Key Experts shall be subject to the prior approval by the Bidder, who shall ensure that absence for leave purposes shall not delay the progress and or impact adequate supervision of the Services. If Key Experts are not deployed for significant periods, affecting the progress and quality of the assignment, payments may be suspended as per clause 3.10.6 below.
3. Substitution of Key Experts:
 - a. No substitutions of the key experts identified & deployed for LIC shall be permitted before expiry of one year from the date of signing of the contract.
 - b. Unless LIC may otherwise agree in writing, no changes shall be made in the Key Experts.
 - c. Notwithstanding the above, the substitution of Key Experts during Contract execution may be considered only based on the Bidder's written request and due to compelling or unavoidable situations outside the reasonable control of the Bidder, including but not limited to death or medical incapacity. The substitute shall be of equivalent or higher credentials. Advance notice of minimum one-month shall be given by Bidder to LIC before any such substitution envisaged. Such substitution shall not exceed the 30% of total key personnel annually.

- d. Substitution of the first 10% of key personnel at the request of the Bidder shall be subject to a reduction of remuneration by 5% of the remuneration (as per Form T-6) which would have been paid to the original personnel from the date of the replacement till completion of the contract. Such reduction in remuneration shall progressively increase further for subsequent substitutions as specified in the Contract. If not specified, the reduction in remuneration shall be 10% and 15%, respectively, for the subsequent two slabs of 10% substitutions of key personnel (i.e., till 30% substitution). Such reduction shall not apply to the substitution of experts in pursuance of orders by LIC as per sub-clause (3.8.3.4) below.
4. Additional Experts: If additional Experts are required to carry out the Services during the execution of the contract, the Bidder shall submit to LIC for review and approval a copy of their Curricula Vitae (CVs). If LIC does not object in writing (stating the reasons for the objection) within twenty-one (21) days from receiving such CVs, such additional Key Experts shall be deemed approved by LIC. The rate of remuneration payable to such new additional Key Experts shall be based on the rates for other Key Experts' positions which require similar qualifications and experience.

3.8.2.3 Non-key Personnel

The Bidder must ensure the deployment of key/non-key Personnel as per Form T-5: Key Expert Curriculum Vitae (CV), the Terms of Reference, and the approved Works plan as updated. Daily attendance records of such non-key personnel shall be maintained by the Bidder and shared with LIC. If LIC believes that the Bidder is not employing sufficient Non-key personnel as is specified or otherwise for the proper execution of the Services, LIC shall issue a notice to the Bidder for remedial measures. The Bidder shall forthwith, on receiving intimation to this effect, deploy the additional number of non-key personnel as specified by LIC immediately, and failure on the part of the Bidder to comply with such instructions shall entitle LIC to suspend payments as per GCC clause 3.10.6 for the shortfall in performance or terminate the contract and/or avail all the remedies thereunder. Such action shall be in addition to the deduction from the Bidder's payment cost of shortfall personnel as per Form T-5: Key Expert Curriculum Vitae (CV).

3.8.2.4 Removal of Key and Non-key Experts on Orders of LIC

1. The Bidder shall, at LIC's written request, provide a replacement, if LIC finds that any of the Experts:
 - a. commits severe misconduct or has been charged with having committed a criminal act
 - b. persists in any misconduct or lack of care;
 - c. is found to be negligent, incompetent or incapable of discharging assigned duties;
 - d. fails to comply with any provision of the Contract;
 - e. based on reasonable evidence, is determined to have engaged breached the Code of Integrity (including Fraud and Corruption) during the execution of the Works;
2. Subject to the requirements in the sub-clause above, and notwithstanding any requirement from LIC to request a replacement, the Bidder shall take immediate

action as appropriate in response to any violation in the sub-para above. Such immediate action shall include removing (or causing to be removed) such Key/Non-Key Expert or sub-bidder from carrying out the Services.

3. Any replacement of the removed Experts shall possess better qualifications and experience and be acceptable to LIC.
4. The Bidder shall bear all costs from or incidental to any removal and/or replacement of such Experts.

3.8.3 Equipment and Tools of Trade

The Bidder must ensure the deployment of Equipment and Tools of Trade necessary to deliver services as per the Terms of Reference and approved Works plan as updated. If LIC believes that the Bidder is not employing on the Services sufficient Equipment/Tools of Trade as is specified or otherwise for the proper execution of the Services within the prescribed time, the Bidder shall forthwith on receiving intimation to this effect deploy the additional equipment/tools of the trade as specified by LIC immediately and failure on the part of the Bidder to comply with such instructions shall entitle LIC to suspend payments as per GCC clause 3.10.6 for the shortfall in performance or terminate the contract and/or avail any or all the remedies thereunder for breach of contract.

3.9 Delivery of Services and delays

3.9.1 Works plan

1. Before the commencement of the Services, the Bidder shall submit for approval of LIC a Works plan showing the Methods, schedule of delivery of services, and deployment plans for Personnel, Equipment and Materials for the execution of the services. The programme of delivery of Services amended as necessary by discussions with LIC shall be treated as the agreed Works plan for this Contract. The Services shall be carried out and monitored as per the approved Program as updated.
2. LIC shall direct the order in which the several components of the Services shall be provided, and the Bidder shall execute all orders which LIC gives from time to time without delay. Still, the Bidder shall not be relieved thereby from responsibility for the due performance of the Services in all respects.

3.9.2 Commencement of Services

1. Effective Date of Contract: Bidder shall commence the Services and shall proceed with due expedition and without delay from the effective date of Contract (all dates of delivery shall be counted from such a date), which shall be the date mentioned as the effective date in the contract, or if not so mentioned:
 - a. 15 days from LIC's notice (unless specified otherwise) to the Bidder instructing him to begin carrying out the Services. This notice shall confirm that the effectiveness prerequisites listed in the contract have been met.
 - b. If no such order is issued, 15 days from the date of the Issue of the LOA or the signing of the Contract agreement, whichever is earlier.

2. Commencement of Services: Not later than the number of days after the Effective Date specified in the Contract or the Notice to proceed, the Bidder shall begin carrying out the Services after confirming the following:
 - a. As required by the Contract, key experts needed at the beginning of the assignment are effectively participating
 - b. That upon provision of Bank Guarantees and advance payments, if any, are implemented
 - c. That LIC has provided facilities (including Data, Documents and Background Information) as per the Contract
 - d. that all parties involved in the assignment (users, security team, and other relevant departments of LIC and other third-party stakeholders) have been informed by LIC
 - e. that all permits, licenses, and authorizations have been obtained.
3. Termination of Contract for Failure to Become Effective: If this Contract has not become effective (as per sub-clause 1) above) within such period after the date of Contract signature as specified in the Contract, either Party may, by not less than twenty one (21) days' written notice to the other Party, declare this Contract to be null and void, and in the event of such a declaration by either Party, neither Party shall have any claim against the other Party with respect hereto.

3.9.3 Contract Management

3.9.3.1 Management Teams

LIC shall nominate a Contract Manager (or a Management Team), and the Bidder shall nominate a counterpart Team Lead to monitor the assignment so that the output is in line with LIC's objectives of the Contract.

3.9.3.2 Review of Phases and Milestones

LIC and Bidder/Team Lead shall hold progress meetings at various phases and Milestones into which the assignment is divided as per Form T-3. Unless otherwise indicated in Form T-3, the following actions would be taken during such progress meetings.

1. Kick-off Meeting: LIC and the Bidder/Team Lead shall meet at the start of the assignment to ensure that the Contract requirements are clearly understood by all concerned and that the Contract Management procedures are finalised.
2. Inception Phase Review: The inception meeting shall be held at a period (specified in Form T-3, or the Notice to Proceed) after the effective date of the contract or, if not so specified, within 21 days of the effective date. Before this meeting, the bidder must provide a draft Inception Report for discussion. The Bidder shall submit a final Inception Report within the specified time in the 'Terms of Reference' or as agreed in the Inception Meeting, or if not so specified, within 7 days of the Inception Meeting. Template for Inception Report may be agreed to beforehand in the Inception Meeting. It should, at the minimum, cover comments and suggestions on the following:

- a. Terms of Reference
 - b. Work plan and staffing schedule
 - c. Facilities to be provided by LIC
 - d. Working arrangements and liaison
3. Periodic Reviews: Unless otherwise decided by the LIC and the Bidder's Team Lead, periodic review meetings (monthly if not otherwise stipulated) shall be held to review the pace of progress as compared to the Work Plan and remedial actions thereto.
 4. Deliverables Reviews: LIC and Bidder/Team Lead may hold other meetings to review and approve specific deliverables or phases (including Interim and Final Reports) as specified in Form T-3, or as agreed between the parties.

3.9.4 Delivery of services, Time of Delivery and Extensions Thereof

3.9.4.1 Delivery of Services:

The Bidder shall deliver all Services and submit deliverables as per the approved work plan in the manner specified in the Contract.

3.9.4.2 Time of Delivery of Services is of Essence of the Contract:

1. The time for delivery of Services shall be deemed to be the essence of the contract. Subject to any requirement in the contract as to the completion of any portions or portions of the Services before completion of the whole, the Bidder shall fully and finally complete the whole of the services comprised in the contract as per the Delivery and Completion Schedule stipulated in Form T-3.
2. If at any time during the currency of the contract, the Bidder encounters conditions hindering the timely performance of services; the Bidder shall promptly inform LIC in writing about the same and its likely duration.
3. He may request to LIC for an extension of the delivery schedule not less than one month before the expiry of the date fixed for completion of the services. LIC may agree to extend the completion schedule, with or without liquidated damages and denial clause, by issuing an amendment to the contract in terms of the following clauses.

3.9.4.3 Extension for Excusable Delay Not Due to Bidder

1. If in the opinion of the Bidder, the progress of Services has at any time been delayed due to the following reasons, then within 15 days of such happening causing delay, he shall give notice thereof in writing to LIC, but shall nevertheless do due diligence to bring down or make good the delays and to proceed with the services:
 - a. proceedings taken or threatened by or dispute with external third parties arising otherwise than from the Bidder's own default etc. or
 - b. delay due to circumstances beyond the control of either party
 - c. delay authorized by LIC pending arbitration or
 - d. Any act or neglect of LIC, e.g.:

- i. Delay or failure to issue notice to commence the services or
 - ii. delay or failure to issue necessary instructions for which the Bidder had applied explicitly in writing.
 - iii. Delay in or failure to handover of possession of the site or the necessary facilities/documents/data or instructions by LIC to the Bidder
 - iv. Delay caused by modification issued by LIC or
 - v. any other delay caused by LIC due to any other cause.
2. The Bidder may also indicate the period for which the Services are likely to be delayed and ask for a necessary extension of time. On receipt of such request from the Bidder, LIC shall consider the same and grant such extension of time as, in his opinion, is reasonable regarding the nature and period of delay and the type and quantum of work affected thereby. No other compensation shall be payable for work carried forward to the extended period. The same rates, terms, and conditions as the original Contract shall apply during the extended period.

3.9.4.4 Extension of Time for Inexcusable Delay Due to Bidder

1. If the Bidder fails to deliver the Services within the fixed/extended period for reasons other than those stipulated in GCC clause 3.9.4.3 above, LIC may, if satisfied that the service delivery can still be completed within a reasonable time, extend the period further.
2. On such extension, LIC shall be entitled without prejudice to any other right and remedy available on that behalf to recover from the Bidder as agreed damages and not by way of penalty Liquidated Damages as per GCC clause 3.9.5 below.
3. Provided further that if LIC is not satisfied that the service can be completed by the Bidder or in the event of failure on the part of the Bidder to complete the service within the extension of time allowed further as aforesaid, LIC shall be entitled without prejudice to any other right or remedy available in that behalf, treat the delay as a breach of contract and avail any or all the remedies thereunder, whether or not actual damage is caused by such default.
4. Inordinate Delays: Delays due to the Bidder of more than one-fourth (25%) of the total completion period shall be treated as inordinate delays. Such inordinate delays shall be noted as poor performance and be held against the Bidder in future procurements. A show-cause notice shall be issued to the Bidder before declaring it a poor performance. Such delays may be considered a breach of the contract at the option of LIC.

3.9.4.5 Extension of Time for Concurrent Delay Due to Both Parties

If LIC determines that two or more events responsible for delay overlap each other. The delays may be concurrently attributable to both LIC and the Bidder. The proportion for extension of time as per GCC clause 3.9.4.3 or 3.9.4.4 above shall be determined by plotting each contributing concurrent delay on the critical path.

3.9.4.6 Extension of Contract

The contract period may be extended for a period of 12 months as per same terms and conditions agreed in the contract.

Payment during the extension period shall be made on pro rata basis and based on the number of resources, positions and duration and the priced breakup provided on Form T-6.

3.9.5 Damages and Deductions Thereof

3.9.5.1 Right of LIC to recover Damages.

LIC shall be entitled to, and it shall be lawful to recover Liquidated damages as detailed in this clause from all payments due, any Performance Security, or any retention money.

3.9.5.2 Liquidated damages

1. For delays covered under clause 3.9.4.4 (Extension of Time for Inexcusable Delay Due to Bidder) above:
 - a. LIC shall, without prejudice to other rights and remedies available to LIC under the contract, deduct from the contract price as liquidated damages for each week of delay or part thereof until actual delivery or performance, but not as a penalty, a sum equivalent to the 1% percent (or any other percentage if prescribed) of the related monthly bill of the Services. Besides liquidated damages during such a delay, the denial clause as per GCC clause 3.9.5.3 shall also apply. Total damages in the contract shall be limited as per clause 3.9.5.4 below.
 - b. Any failure or delay by any Sub-bidder, though their employment may have been sanctioned, shall not be admitted as a ground for any extension of time or for exempting the Bidder from liability for any such loss or damage as aforesaid.
 - c. Bidder(s) will make all-out effort that all systems perform without defect or interruption. The completion of deliverables within the given timeframe is binding on Bidder(s). In the event of delay in meeting the deliverables for causes attributable to Bidder(s), LIC shall be entitled at its option to recover from Bidder(s), as liquidated damages, a sum of 0.5% of the contract value of the deliverable which suffered delay, for each completed week or part thereof by which the deliverable has been delayed, for the first 4 weeks of delay. Thereafter, the rate of penalty will be 1% of the contract value of the deliverable which suffered delay, for each completed week or part thereof by which the deliverable has been delayed, subject to a limit of 10% of the contract value.

3.9.5.3 Denial Clause:

1. For delays covered under clause 3.9.4.4 (Extension of Time for Inexcusable Delay Due to Bidder) above:
 - a. no increases in price on account of any statutory increase in or fresh Imposition of GST, or on account of any other taxes/duty/cess/levy) leviable in respect of the Services and incidental goods/works stipulated in the said Contract which takes place after the original delivery date shall be admissible on such of the said

Services, as are delivered after the said date; and

- b. Notwithstanding any stipulation in the contract for an increase in price on any other ground, including the price variation clause, no such increase after the original delivery date shall be admissible on such Services delivered after the said date.
- c. Nevertheless, LIC shall be entitled to the benefit of any decrease in price on account of reduction in or remission of GST or on account of any other tax or duty or any other ground as stipulated in the price variation clause, which takes place after the expiry of the original delivery date.

3.9.5.4 Limit on total Damages

However, deduction on account of damages for delays under this clause put together shall be subject to a maximum of 10% (or any other percentage if prescribed) of the entire value of the Contract of Services. Penalties/liabilities outside this clause shall be covered by GCC clause 3.12.

3.9.6 Force Majeure

1. On the occurrence of any unforeseen event beyond the control of either Party, directly interfering with the delivery of Services arising during the currency of the contract, such as war, hostilities, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts, or acts of God, the affected Party shall, within a week from the commencement thereof, notify the same in writing to the other Party with reasonable evidence thereof. Unless otherwise directed by LIC in writing, the Bidder shall continue to perform its obligations under the contract as reasonably practicable and seek all reasonable alternative means for performance not prevented by the Force Majeure event. If the force majeure condition(s) mentioned above be in force for 90 days or more at any time, either party shall have the option to terminate the contract on expiry of 90 days of commencement of such force majeure by giving 14 days' notice to the other party in writing. In case of such termination, no damages shall be claimed by either party against the other except those which had occurred under any other clause of this Contract before such termination.
2. Notwithstanding the remedial provisions contained in GCC-clause 3.9.5 and 3.12, none of the Party shall seek any such remedies or damages for the other Party's delay and/or failure in fulfilling its obligations under the contract if it is the result of an event of Force Majeure.

3.10 Prices and Payments

3.10.1 Prices

3.10.1.1 Contract Price

1. The indicative commercial bid in the contract is specified in Form T-6: Commercial Bid.
2. Any change to the commercial bid specified above can be only made if the Parties

have agreed to the revised scope of Services under GCC clause 3.2.6 and have amended the Terms of Reference in Form T-3 writing.

3.10.1.2 Firm Prices

Rate card (prices) shall be fixed.

3.10.1.3 Variations

No variation in price or modification of the conditions of the contract shall be allowed.

3.10.2 Contract Amendments

No variation in or modification of the terms of the contract shall be made except by written amendment signed by both LIC and the Bidders.

Any changes in law, taxes and policies shall be governed through the provision of this RFP.

3.10.3 Taxes and Duties

1. The Bidder shall be entirely responsible for all taxes, duties, fees, levies etc., incurred relating to the delivery of the Services. Further instruction, if any, shall be as provided in the Contract.
2. If applicable under relevant tax laws and rules, LIC shall deduct from all payments and deposit required taxes to respective authorities on account of GST Reverse Charge Mechanism; Tax Deducted at Source (TDS), and Tax Collected at Source (TCS) relating to Income Tax, labour cess, royalty etc.
3. Payment of GST under the contract:
 - a. The payment of GST and GST Cess to the Bidder shall be made only on the latter submitting a GST compliant Bill/invoice indicating the appropriate HSN code and applicable GST rate duly supported with documentary evidence as per the provision of the relevant GST Act and the Rules made there under. The delivery of Services shall be shown as being made in the name, location/state, and GSTIN of the beneficiary of the Services only; the location of the procurement office of LIC has no bearing on the invoicing.
 - b. **Provision w.r.t. E-Invoicing requirement as per GST laws:** Bidder who is required to comply with the requirements of E-invoice as per the GST Law, all payments shall be made against proper e-invoice(s) only. Invoices issued in violation shall not be processed for payment, as LIC shall not be allowed to avail of Input Tax Credit (ITC) against such invoices.
 - c. Returns and details required to be filled under GST laws & rules regarding invoices (or e- invoices) should be filed promptly by the Bidder. If input tax credit (ITC) is not available to LIC for any reason attributable to the Bidder, then LIC shall not be liable to pay or reimburse GST (CGST & SGST/UTGST or IGST) claimed in the invoice(s) and shall be entitled to deduct/setoff/recover such GST amounts (CGST & SGST/UTGST or IGST) together with penalties and interest, if any, by adjusting against any amounts paid or becomes payable in future to the Bidder under this contract or under any other contract.

- d. While claiming reimbursement of duties, taxes etc. (like GST) from LIC, as and if permitted under the contract, the Bidder shall also certify that in case it gets any refund out of such taxes and duties from the concerned authorities at a later date, it (the Bidder) shall refund to LIC, LIC's share out of such refund received by the Bidder. The Bidder shall also refund the appropriate amount to LIC immediately after receiving the same from the concerned authorities.
 - e. All necessary adjustment vouchers, such as Credit Notes/Debit Notes for any short/excess delivery of Services or revision in prices or any other reason under the contract, shall be submitted to LIC in compliance with GST provisions.
 - f. GST shall be paid as per the rate at which it is liable to be assessed or has been assessed, provided the provision of Services is legally liable to such taxes and is payable as per the terms of the contract subject to the following conditions:
 - i. LIC shall not pay a higher GST rate if leviable due to any misclassification of the HSN number or incorrect GST rate incorporated in the contract due to the Bidder's fault. Wherever the Bidder invoices the Goods at GST rate or HSN number, which is different from that incorporated in the contract, payment shall be made as per GST rate, which is lower of the GST rates incorporated in the contract or billed.
 - ii. However, LIC shall not be responsible for the Bidder's tax payment or duty under a misapprehension of the law.
 - iii. The bidder is informed that he shall be required to adjust his basic price to the extent required by a higher tax rate billed as per invoice to match the all-inclusive price mentioned in the contract.
 - iv. In case of profiteering by the Bidder relating to GST tax, the Bidder shall treat it as a violation of the Code of Integrity in the contract and avail any or all punitive actions thereunder, in addition to recovery and action by the GST authorities under the Act.
 - g. The Bidder should issue Receipt vouchers immediately on receipt of all types of payments along with tax invoices after adjusting advance payments, if any, as per Contractual terms and GST Provisions.
 - h. Liquidated damages or any other recoveries should be shown as deductions on the invoice, and GST shall be applicable only on the net balance payment due.
4. **Statutory Variation Clause:** Unless otherwise stated in the contract, statutory increase in applicable GST rate only during the original delivery period shall be to LIC's account. Any increase in the rates of GST beyond the original completion date during the extended delivery period (excepting extension under GCC clause 3.9.4.3) shall be borne by the Bidder. The benefit of any reduction in the GST rate must be passed on to LIC during the original and extended delivery period. However, GST rate amendments shall be considered for quoted HSN code only, against documentary evidence, provided such an increase of GST rates occurs after the last date of Bid submission.

3.10.4 Terms and Mode of Payment

1. The payments shall be made as per LIC's payment procedures. All payments to Bidders shall only be made through EFT (Electronic Funds Transfer). The Bidder shall consent in a mandate form for receipt of payment through NEFT (National Electronic Fund Transfer).
2. Payments shall only be made in Indian Rupees.
3. The Bidder shall send its claim for payment in writing as per GST-compliant Invoice and documents, when contractually due, along with relevant documents etc., as stipulated in the Contract and as specified therein.
4. While claiming payment, the Bidder is also to certify in the bill that the payment being claimed is strictly in terms of the contract and all the Bidder's obligations for claiming that payment has been fulfilled as required.

3.10.5 Withholding and lien in respect of sums claimed:

1. Whenever any claim or claims for payment of a sum of money arises against the Bidder, out of or under the contract, LIC shall be entitled, and it shall be lawful on his part, to withhold and also have a lien to retain such sum or sums, in whole or in part pending finalisation or adjudication of any such claim from -
 - a. any security or retention money, if any, deposited by the Bidder.
 - b. Any sum(s) payable till now or hereafter to the Bidder under the same Contract or any other contract with LIC if the security is insufficient or if no security has been taken from the Bidder.
2. Where the Bidder is a partnership firm or a limited company, LIC shall be entitled, and it shall be lawful on his part, to withhold and also have a lien to retain towards such claimed amount or amounts in whole or in part from any sum found payable to any partner/limited company, as the case may be, whether in his capacity or otherwise.
3. It is an agreed term of the contract that the sum(s) of money so withheld or retained under the lien referred above shall be kept withheld or retained till the claim arising out of or under the contract is determined under GCC clauses 3.11 and/or 3.12. The Bidder shall have no claim for interest or damages whatsoever on any account regarding such withholding or retention under the supra lien and duly notified to the Bidder.
4. **Lien in respect of Claims in other Contracts:** Any sum of money due and payable to the Bidder (including the security deposit returnable to him) under the contract may be withheld or retained by way of lien by LIC against any claim of LIC in respect of payment of a sum of money arising out of or under any other contract made by the Bidder with LIC.

3.10.6 Payments to Bidder

3.10.6.1 General

1. Payments under this Contract shall be made to the Bidder's accounts at the end of

each deliverable as detailed in GCC clause 3.6.4

2. Currency of Payment: Payment shall be made in Indian Rupees (INR).
3. The Itemized Invoices: The Bidder shall submit to LIC, in duplicate, itemized invoices, accompanied by the receipts or other appropriate supporting documents, of the amounts payable for such an interval under GCC clause 3.10.5.
4. LIC shall cross-check all relevant records before passing the Bidder's bills. Upon verification of the records by LIC, payments can be released to the Bidder.
5. LIC shall pay the Bidder's invoices within sixty (60) days after the receipt by LIC of such itemized invoices with supporting documents. Only a portion of an invoice not satisfactorily supported may be withheld from the payment. Should any discrepancy exist between actual payment and costs authorized to be incurred by the Bidder, LIC may add or subtract the difference from subsequent payments.
6. Except for the final payment under GCC clause 3.10.5.5 below, payments do not constitute acceptance of the Services nor relieve the Bidder of any obligations.
7. Time-Based (Inputs admeasurement): Unless instructed in writing by LIC, payments shall not be made for any extra inputs deployed over and above Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference, Form T-5: Key Expert Curriculum Vitae (CV), or Form T-6: Commercial Bid mentioned in the contract. Nevertheless, if such inputs are deployed less than those stipulated, deductions shall be made based on the rates indicated for the inputs listed in Form T-6 in the contract.
8. All terms and conditions, payments schedules, time frame for expected service levels as per this tender will remain unchanged unless explicitly communicated by LIC in writing to the bidder. LIC shall not be responsible for any judgments made by the bidder with respect to any aspect of the Service.

3.10.6.2 Final Payment

1. The final payment under this Clause shall only be made after the final report/deliverables and a final invoice, identified as such, shall have been submitted by the Bidder and approved as satisfactory by LIC. Completion certificate/Final payment shall be made only after ensuring that all facilities/documents/sites have been returned to LIC as per GCC clause 3.5.14. The Services shall be deemed completed and finally accepted by LIC.
2. The Bidder shall submit a final bill on LIC's acceptance certificate of final deliverables. The Final payment shall be made as per the following calculations after receiving a clear "No Claim Certificate" signed by the Bidder:
 - a. necessary adjustment for any payments already made or retained
 - b. any deduction which may be made under the contract,
 - c. A complete account of all claims the Bidder may have on LIC, and LIC gave a certificate in writing that such claims are correct,
3. The final report and final invoice shall be deemed approved by LIC as satisfactory ninety (90) calendar days after receipt of the final report and final invoice by LIC unless LIC,

within such ninety (90) calendar day period, gives written notice to the Bidder specifying in detail deficiencies in the Services, the final report or final invoice. The Bidder shall promptly make any necessary corrections, and the preceding process shall be repeated.

4. Any amount that LIC has paid or has caused to be paid under this Clause more than the amounts payable under the provisions of this Contract shall be reimbursed by the Bidder to LIC within thirty (30) days after receipt by the Bidder of notice thereof. Any such claim by LIC for reimbursement must be made within twelve (12) calendar months after receipt by LIC of a final report and a final invoice approved by LIC in accordance with the above.

3.10.6.3 No Claim Certificate and Release of Contract Securities

The Bidder shall submit a 'No-claim certificate' to LIC in such form as shall be required by LIC after the Services are finally accepted and before the final payment/performance securities are released. LIC shall release the contractual securities without any interest if no outstanding obligation, asset, or payments are due from the Bidder. The Bidder shall not be entitled to make any claim whatsoever against LIC under or arising out of this Contract, nor shall LIC entertain or consider any such claim, if made by the Bidder, after he shall have signed a "No Claim" Certificate in favour of LIC. The Contactor shall be debarred from disputing the correctness of the items covered by the "No Claim" Certificate or demanding arbitration.

3.10.6.4 Post Payment Audit

Notwithstanding the issue of the Completion Certificate and release of final Payment, LIC reserves the right to carry out within 180 days (unless otherwise stipulated in the contract) of such completion/final payment, a post-payment audit and/or technical examination of the Services and the final bill including all supporting vouchers, abstracts etc. If any over-payment to the Bidder is discovered due to such examination, LIC shall claim such amount from the Bidder.

3.10.6.5 Signature on Receipts for Amounts

Every receipt for money, which may become payable, or for any security which may become transferable to the contractors under the contract, shall be signed by a person authorized to do so by the Bidder (or otherwise as per GCC clause 3.4.2), to be a suitable and sufficient discharge to LIC in respect of the sums of money or security purported to be acknowledged thereby. In the event of the death of any Bidder or partner during the pendency of the contract, every receipt by anyone of the surviving constituents shall be suitable and sufficient discharge as aforesaid. Nothing in this Clause shall be deemed to prejudice or effect any claim that LIC may have against the legal representative regarding any breach of any contract conditions by any Bidder partner/member so dying. Nothing in this clause shall be deemed to prejudice or affect the respective rights or obligations of the Bidder partners/members and the legal representatives of any deceased Bidder partners/members.

3.10.7 Suspension of Payments

LIC may, by written notice of suspension to the Bidder, suspend part or all payments to the Bidder hereunder if the Bidder fails to deliver the Services as per the Terms of Reference, including the non-rectification of notified defects in the Services/deliverables, provided that

such notice of suspension (i) shall specify the nature of the failure, and (ii) shall request the Bidder to remedy such failure within a period not exceeding thirty (30) calendar days after receipt by the Bidder of such notice of suspension. Such a suspension shall not entitle the Bidder to any extension of time for delivery of Service.

3.10.8 Payment Against Time-Barred Claims

In accordance with the Limitation Act 1963, all claims against LIC shall be legally time-barred after three years calculated from when the payment falls due unless the payment claim has been under correspondence. LIC is entitled to, and it shall be lawful to reject such claims.

3.10.9 Commissions and Fees

The Bidder shall disclose any commissions or fees that may have been paid or are to be paid to agents, representatives, or commission agents concerning the selection process or execution and performance of this Contract. The information disclosed must include the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee.

3.11 Resolution of Disputes

3.11.1 Disputes and Excepted Matters

All disputes or differences whatsoever arising between the parties out of or in connection with this contract or in discharge of any obligation arising out of the Contract (whether during the progress of work or after completion of such work and whether before or after the termination of this contract, abandonment or breach of this contract), shall be settled amicably. If however, the parties are not able to solve them amicably, party (LIC or Bidder), give written notice of 30 days to other party clearly setting out there in specific dispute(s) and/or difference(s) and refer the dispute to a sole arbitrator mutually agreed upon, and the award made in pursuance thereof shall be binding on the parties. In the absence of consensus about the single arbitrator, the dispute may be referred to joint arbitrator; one to be nominated by each party and the said arbitrators shall nominate a presiding arbitrator, before commencing the arbitration proceedings. The arbitration shall be settled in accordance with the applicable Indian Laws and the seat of arbitration shall be Mumbai. Any appeal will be subject to the exclusive jurisdiction of courts at Mumbai. Such arbitration to be governed by the provisions of Arbitration and Conciliation Act,1996.

Bidder shall continue work under the Contract during the arbitration proceedings unless otherwise directed by LIC or unless the matter is such that the work cannot possibly be continued until the decision of the arbitrator is obtained, in which case interim order for the same may be obtained by the Bidder

Arbitration proceeding shall be held at Mumbai, India, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in English.

3.12 Defaults, Breaches, Termination, and closure of Contract

3.12.1 Termination due to Breach, Default, and Insolvency

3.12.1.1 Defaults and Breach of Contract

In case the Bidder undergoes insolvency or receivership, neglects or defaults or expresses inability or disinclination to honor his obligations relating to the performance of the contract or ethical standards or any other obligation that substantively affects LIC's rights and benefits under the contract, it shall be treated as a breach of contract. Such defaults could include inter-alia:

1. **Default in Performance and Obligations:** if the Bidder fails to deliver any or all of the Services or fails to perform any other contractual obligations (including Code of Integrity or obligation to maintain eligibility and evaluation criteria based on which contract was awarded) within the period stipulated in the contract or within any extension thereof granted by LIC.
2. **Insolvency:** If the Bidder being an individual or if a firm, any partner thereof, shall at any time be adjudged insolvent or shall have a receiving order or order for the administration of his estate made against him or shall take any proceeding for composition under any Insolvency Act for the time being in force or make any conveyance or assignment of his effects or enter into any assignment or composition with his creditors or suspend payment or if the firm be dissolved under the Partnership Act, or
3. **Liquidation:** if the Bidder is a company being wound up voluntarily, or by order of a Court or a Receiver, Liquidator or Manager on behalf of the Debenture-holders is appointed, or circumstances shall have arisen which entitle the Court or Debenture-holders to appoint a Receiver, Liquidator or Manager

3.12.1.2 Notice for Default:

LIC may, without prejudice to any other remedy for breach of Agreement, by written notice of not less than 30 (thirty) days, terminate the Agreement in whole or in part:

1. If Selected Bidder fails to deliver any or all the obligations within the time period specified in the Agreement, or any extension thereof granted by LIC;
2. If Selected Bidder fails to perform any other obligation(s) under the Agreement;
3. Violations of any terms and conditions stipulated in the RFP;
4. On happening of any termination event mentioned herein above in this Agreement.

After such a show-cause notice, all payments to the Bidder would be suspended as per GCC clause 3.10.6 above to safeguard needed recoveries due to invoking contractual remedies.

On receipt of a notice of termination, the Bidder must stop work as specified in the notice; take all available steps to minimize loss resulting from that termination and to protect LIC Material and Contract Material; and continue work on any part of the Services not affected by the notice.

In the event LIC terminates the Contract in whole or in part for the breaches attributable to Selected Bidder, LIC may procure, upon such terms and in such manner as it deems appropriate, software and Services similar to those undelivered, and subject to limitation of liability clause of this RFP Bidder shall be liable to LIC for any increase in cost for such similar Technology Solution and/or Services. However, Bidder shall continue performance of the Contract to the extent not terminated.

If the Contract is terminated under any termination clause, Bidder shall handover all documents/ executable/ Bank's data or any other relevant information to LIC in timely manner and in proper format as per scope of this RFP and shall also support the orderly transition to another Selected bidder or to LIC.

During the transition, Bidder shall also support LIC on technical queries/support on process implementation or in case of software provision for future upgrades.

LIC's right to terminate the Contract will be in addition to the penalties/liquidated damages and other actions as specified in this RFP.

3.12.1.3 Remedies for Breaches/Default

In the event of an unsatisfactory resolution of 'Notice of Default' within thirty days of its issue as per the sub-clause above, LIC, if so decided, shall

1. Take one; or more of the following contractual remedies.
 - a. Recover liquidated damages and invoke a denial clause for delays.
 - b. Temporarily withhold payments due to the Bidder till recoveries due to invocation of other contractual remedies are complete.
 - c. Call back any loaned property or payment advances with a levy of interest at the prevailing rate (MIBID - Mumbai Interbank Proposal Rate).
 - d. Encash and/or Forfeit performance or other contractual securities.
 - e. Prefer claims against the insurance, if any.
 - f. Terminate the Contract for default, fully or partially, including its right for Risk-and-Cost Procurement as per the following sub-clause.
 - g. Initiate proceedings in a court of law for the transgression of a law, tort, and loss not addressable by the other remedies above.
2. By written Notice of Termination for Default sent to the Bidder, terminate the contract in whole or in part, without compensation to the Bidder.
 - a. Such termination shall not prejudice or affect the rights and remedies, including under the sub-clause below, which have accrued and/or may accrue to LIC after that.
 - b. Unless otherwise instructed by LIC, the Bidder shall continue to perform the contract to the extent not terminated.
 - c. All Defect Liability obligations, if any, shall survive despite the termination.
3. **Risk and Cost Procurement:** In addition to termination for default, LIC shall be

entitled, and it shall be lawful on his part, to procure Services similar to those terminated, with such terms and conditions and in such manner as it deems fit at the “Risk and Cost” of the Bidder. Such Risk and Cost Procurement must be contracted within nine months from the breach of contract. The Bidder shall be liable for any loss which LIC may sustain on that account provided the procurement, or, if there is an agreement to procure, such agreement is made. The Bidder shall not be entitled to any gain on such procurement, and the manner and method of such procurement shall be at the discretion of LIC. It shall not be necessary for LIC to notify the Bidder of such procurement. It shall, however, be at the discretion of LIC to collect or not the security deposit from the firm/firms on whom the contract is placed at the risk and cost of the defaulted firm.

3.12.1.4 Limitation of Liability

Except in cases of criminal negligence or willful misconduct, the aggregate liability of the Selected Bidder to LIC, whether under the contract, in tort or otherwise, shall not exceed the total Contract Price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment, or to any obligation of the Bidder to indemnify LIC concerning IPR infringement.

1. The maximum aggregate liability of Selected Bidder, in respect of any claims, losses, costs or damages arising out of or in connection with this RFP/Agreement/Contract, damage(s) occasioned by Selected Bidder for breach of Confidentiality Obligations, Regulatory or statutory fines imposed by a Government or Regulatory agency for non-compliance of applicable statutory or regulatory guidelines applicable to the LIC, provided such guidelines were brought to the notice of Selected Bidder shall not exceed the total Project Cost.
2. Under no circumstances shall either Party be liable for any indirect, consequential, or incidental losses, damages or claims including loss of profit, loss of business or revenue.
3. The limitations set forth herein shall not apply with respect to:
 - a. claims that are the subject of indemnification pursuant to infringement of third party Intellectual Property Right;
 - b. damage(s) occasioned by the Gross Negligence or Willful Misconduct of Selected Bidder.

For the purpose of clause 3.12.1.4(iii)(b) **“Gross Negligence” means** any act or failure to act by a party which was in reckless disregard of or gross indifference to the obligation of the party under this Agreement and which causes injury, damage to life, personal safety, real property, harmful consequences to the other party, which such party knew, or would have known if it was acting as a reasonable person, would result from such act or failure to act for which such Party is legally liable. Notwithstanding the forgoing, Gross Negligence shall not include any action taken in good faith. **“Willful Misconduct” means** any act or failure to act with an intentional disregard of any provision of this Agreement, which a party knew or should have known if it was acting as a reasonable person, which would result in injury,

damage to life, personal safety, real property, harmful consequences to the other party, but shall not include any error of judgment or mistake made in good faith.

3.12.2 Termination for Default/Convenience of LIC or Frustration of Contract

3.12.2.1 Notice for Determination of Contract

1. LIC reserves the right to terminate the contract, in whole or in part, for its (LIC's) convenience or frustration of Contract as per the sub-clause below, by serving written 'Notice for Determination of Contract' of 30 days on the Bidder at any time during the currency of the contract. The notice shall specify that the termination is for LIC's convenience or the contract's frustration. The notice shall also indicate inter-alia, the extent to which the Bidder's performance under the contract is terminated, and the date from which such termination shall become effective.
2. Such termination shall not prejudice or affect the rights and remedies accrued and/or shall accrue after that to the Parties.
3. Unless otherwise instructed by LIC, the Bidder shall continue to perform the contract to the extent not terminated.
4. If the contract is terminated, LIC is liable only for payments in respect of services rendered before the effective date of termination.
5. If the scope of the Services is reduced, LIC's liability to pay the Service Charges or to provide LIC Material abates in accordance with the reduction in the Services.
6. LIC is not liable to pay compensation under clause 3.12.2.1, if the amount, in addition to any amounts paid or due, or becoming due, to the Bidder under the contract, exceeds the total Service Charges payable under the Contract. The Bidder is not entitled to compensation for loss of prospective profits.
7. All Defect Liability obligations, if any, shall survive despite the termination.
8. The Services and incidental goods/works that can be delivered or performed within thirty days after the Bidder's receipt of the notice of termination shall be accepted by LIC as per the contract terms. For the remaining Services and incidental goods/works, LIC may decide:
 - a. To get any portion of the balance completed and delivered at the contract terms, conditions, and prices; and/or
 - b. To cancel the remaining portion of the Services and incidental goods/works and compensate the Bidder by paying an agreed amount for the cost incurred by the Bidder, if any, towards the remaining portion of the Services and incidental goods/works.

3.12.2.2 Frustration of Contract

1. **Notice of Frustration Event:** Upon a supervening cause occurring after the effective date of the contract, including a change in law, beyond the control of either party, whether as a result of the Force Majeure clause (GCC 3.9.6) or within the scope of section 56 of the Indian Contract Act, 1872, that makes it impossible to perform the contract within a reasonable timeframe, the affected party shall give a 'Notice of

Frustration Event' to the other party giving justification. The parties shall use reasonable efforts to agree to amend the contract as necessary to complete its performance. However, if the parties cannot reach a mutual agreement within 60 days of the initial notice, LIC shall issue a 'Notice for Determining the contract' and terminate the contract due to its frustration, as in the sub-clause above.

2. However, the following shall not be considered as such a supervening cause
 - a. Lack of commercial feasibility or viability or profitability or availability of funds
 - b. if caused by either party's breach of obligations under this Contract or failure to act in good faith or use commercially reasonable due diligence to prevent such an event.

3.12.3 Closure of Contract

3.12.3.1 Unless terminated earlier under GCC clauses 3.12.1 and 3.12.2 above, this Contract shall expire:

1. At the end of such a period after the Effective Date as specified in the Contract.
2. Upon successful performance of all obligations by both parties, including completion of Defect Liability obligations and final payment
3. Termination and settlements after that, if any, as per GCC clause 3.12.1 or 3.12.2 above.

3.12.3.2 Cessation of Rights and Obligations

Upon termination of this Contract under Clauses GCC 3.12.1 or 3.12.2 hereof or expiration of this Contract under GCC clause 3.12.3.1, all rights and obligations of the Parties hereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the obligation of confidentiality outlined in GCC clause 3.5.7. (iii) the Bidder's obligation to permit inspection, copying and auditing of their accounts and records outlined in GCC clause 3.5.11 and to cooperate and assist in any inspection or investigation, and (iv) any right a Party may have under the Applicable Law.

3.12.3.3 Cessation of Services

Upon termination of this Contract by notice under Clauses GCC 3.12.1 or GCC 3.12.2, the Bidder shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum. Concerning documents prepared by the Bidder and equipment and materials furnished by LIC, the Bidder shall proceed as provided by Clauses GCC 3.9.4 and GCC 3.5.14.

3.12.3.4 After Termination

On termination of the contract the Bidder must:

1. Stop work on the Services.
2. Erase/wipe-out all data/files/documents pertaining to LIC from Selected Bidder machine.

3. deal with LIC Material as directed by LIC; and
4. return all LIC's Confidential Information to LIC

3.12.3.5 Survival

The following clauses survive the termination and expiry of the contract:

1. Intellectual Property Rights;
2. Indemnity;
3. Insurance;
4. Confidentiality and privacy;
5. Protection of personal information;
6. Security;
7. Audit and access; and
8. Knowledge transfer
9. Warranty
10. Non-Disclosure Agreement

3.12.3.6 Consequences of Termination of the Selected Bidder

In the event of termination of the selected bidder(Bidder) due to any cause whatsoever, [whether consequent to the stipulated terms of the RFP, end of project life or otherwise], LIC shall be entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity of the Service(s) which the terminated Bidder shall be obliged to comply with and take all available steps to minimize loss resulting from that termination/breach.

The terminated Bidder shall support takeover of the solution by LIC or a new Bidder selected by LIC for continuity of the project during the period of transition. This period of transition shall not exceed six months from the effective date of termination. Nothing herein shall restrict the right of LIC to invoke the Performance Bank Guarantee and take other actions as defined in this RFP and pursue such other rights and/or remedies that may be available under law or otherwise.

The termination hereof shall not affect any accrued right or liability of either Party nor affect the operation of the provisions of the RFP that are expressly or by implication intended to come into or continue in force on or after such termination.

3.12.3.7 Payments upon Termination

Upon termination of this Contract, LIC shall make the following payments to the Bidder:

1. Payment for Services satisfactorily performed before the effective date of termination; and
2. In the case of termination under GCC clause 3.12.2, reimbursement of any reasonable cost incidental to the prompt and orderly termination of this Contract, including the

cost of the return travel of the Experts.

3.13 Code of Integrity in Public Procurement; Misdemeanors and Penalties

3.13.1 Code of Integrity

Without prejudice to the rights of LIC under Clause above and the rights and remedies which LIC may have under the Letter of Notification of Award or the Agreement, if the bidder, as the case may be, is found by LIC to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the Letter of Notification of Award or the execution of the Agreement, such Bidder shall not be eligible to participate in any IT/Consultancy related tenders or RFP issued by LIC for a period of 3 years from the date of such finding, as the case may be.

Procuring authorities as well as Bidders, suppliers, contractors, and bidders - should observe the highest standard of ethics and should not indulge in following prohibited practices, either directly or indirectly, at any stage during the Procurement Process or during the execution of resultant contracts:

1. “Corrupt practice” - (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of LIC who is or has been associated in any manner, directly or indirectly with the Selection Process or the Letter of Notification of Award or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of LIC, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the Letter of Notification of Award or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the Award or the Agreement, who at any time has been or is a legal, financial or technical bidder/adviser of LIC in relation to any matter concerning the Project;
2. “Fraudulent practice” - any omission or misrepresentation that may mislead or attempt to mislead so that financial or other benefits may be obtained or an obligation avoided. Such practices include a false declaration or false information for participation in a Procurement Process or to secure a Contract, or in the execution of the contract;
3. “Anti-competitive practice” - any collusion, Proposal-rigging or anti-competitive arrangement, or any other practice coming under the purview of the Competition Act, 2002, between two or more Bidders, with or without the knowledge of LIC, that may impair the transparency, fairness, and the progress of the Procurement Process or to establish Bid prices at artificial, non- competitive levels;
4. “Coercive practice” - harming or threatening to harm persons or their property to

influence their participation in the Procurement Process or affect the execution of a contract;

5. “Conflict of interest” –participation by a bidding firm or any of its affiliates who are either involved in the Contract to which this procurement is linked; if they are part of more than one Bid in the procurement; or if their personnel have a relationship or financial or business transactions with any official of LIC who are directly or indirectly related to tender or execution process of contract; or improper use of information obtained by the (prospective) Bidder from LIC with an intent to gain unfair advantage in the Procurement Process or for personal gain;
6. “Obstructive practice” - materially impede LIC’s investigation into allegations of one or more of the above-mentioned prohibited practices either by deliberately destroying, falsifying, altering; or concealing evidence material to the investigation; or by making false statements to investigators and/or by coercive practices mentioned above, to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation, or by impeding LIC’s rights of an audit or access to information;

3.13.2 Obligations for Proactive Disclosures:

1. Procuring authorities, Bidders, suppliers, contractors, and bidders are obliged under this Code of Integrity to suo-moto proactively declare any violation of the Code of Integrity (pre- existing or as and as soon as these arise at any stage) in any Procurement Process or execution of the contract. Failure to do so shall amount to a violation of this code of integrity.
2. Any Bidder must declare, whether asked or not in a Bid-document, any previous transgressions of such code of integrity during the last three years or of being under any category of debarment by the LIC from participation in Procurement Processes. Failure to do so shall amount to a violation of this code of integrity.

3.13.3 Misdemeanors

The following shall be considered misdemeanors - if a Bidder, either directly or indirectly, at any stage during the Procurement Process or during the execution of resultant contracts:

1. Commits any of the following misdemeanors:
 - a. Violates the code of Integrity mentioned in GCC clause 3.13.1 or the Integrity Pact if included in the Tender/Contract;
 - b. Any other misdemeanor, e.g., supply of sub-standard quality of material/services/work, non-performance or abandonment of contract, or violations of Bid/performance Security conditions.
2. Commits any of the following misdemeanors:
 - a. Has been convicted of an offence:
 - i. Under the Prevention of Corruption Act, 1988; or

- ii. The Indian Penal Code or any other law is in force for causing any loss of life or property or causing a threat to public health as part of the execution of a public procurement contract.
- b. It is determined by the Government of India to have doubtful loyalty to the country or national security considerations.
- c. Employs a government servant who has been dismissed or removed on account of corruption or employs a non-official convicted for an offence involving corruption or abetment of such an offence in a position where he could corrupt government servants or employs a government officer within one year (or any other period prescribed by the relevant authority) of his retirement, who has had business dealings with him in an official capacity before retirement.

3.13.4 Penalties for Misdemeanors

Without prejudice to and in addition to the rights of LIC to other remedies as per the Tender-documents or the contract, If LIC concludes that a (prospective) Bidder directly or through an agent has committed a misdemeanor in competing for the tender or in executing a contract, LIC shall be entitled, and it shall be lawful on his part to take appropriate measures, including the following:

3.13.4.1 If his Bids are under consideration in any procurement

1. Enforcement of Bid Securing Declaration in lieu of forfeiture or encashment of Bid Security.
2. calling off any pre-contract negotiations and;
3. rejection and exclusion of Bidders from the Procurement Process

3.13.4.2 If a contract has already been awarded

1. Termination of Contract for Default and availing all remedies prescribed thereunder;
2. Encashment and/or Forfeiture of any contractual security or bond relating to the procurement;
3. Recovery of payments, including advance payments, if any, made by LIC along with interest thereon at the prevailing rate (MIBID - Mumbai Interbank Proposal Rate);

3.13.4.3 Remedies in addition to the above:

In addition to the above penalties, LIC shall be entitled, and it shall be lawful on his part, to:

1. File information against Bidder or any of its successors with the Competition Commission of India for further processing in case of anti-competitive practices;
2. Initiate proceedings in a court of law against Bidder or any of its successors under the Prevention of Corruption Act, 1988 or the Indian Penal Code or any other law for transgression not addressable by other remedies listed in this sub-clause.
3. Remove the Bidder or any of its successors from the list of registered suppliers for a period not exceeding two years. Suppliers removed from the list of registered suppliers or their related entities may be allowed to apply afresh for registration after

the expiry of the removal period.

4. Initiate suitable disciplinary or criminal proceedings against any individual or staff found responsible.
5. Debar, a Bidder, from participation in future procurements without prejudice to LIC's legal rights and remedies. Debarment shall automatically extend to all the allied firms of the debarred firm. LIC may debar a Bidder or any of its successors from participating in any Procurement Process undertaken by all its procuring entities for a period not exceeding two years commencing from the date of debarment for misdemeanors listed in GCC sub-clause 3.13.3 -1) above.

3.14 Adherence to BCP & Cyber Security Systems

Selected Bidders are responsible for meeting the security standards or desired security aspects of all the ICT resources as per LIC's IT/Information Security/Cyber Security Policy/BCP Policy. The IT /Information Security/ Cyber Security Policy will be shared with successful/selected bidder. Selected Bidders should ensure Data Security and protection of facilities/application managed by them.

The deputed persons should be aware about LIC's IT/IS/Cyber security policy and have to maintain the utmost secrecy & confidentiality of LIC's data including process performed at LIC premises. At any time, if it comes to the notice of LIC that data has been compromised/disclosed/ misused/misappropriated by the Selected Bidder or any of the Bidder's deputed people or sub-contractors, then LIC would take suitable action as deemed fit and selected vendor/bidder would be required to compensate LIC to the fullest extent of loss incurred by LIC. The Bidder must review and comply with the Insurance Regulatory Development Authority of India (IRDAI) and Cyber Security Guidelines.

Ensure adequacy, appropriateness, and concurrency of various policies as per the requirement of standards such as International Organization for Standardization (ISO) 27001, ISO 31000, ISO 27017, ISO 27701, ISO 22301, PCIDSS, regulatory & statutory authorities such as IRDAI, RBI, SEBI and other applicable regulators, Cert-In, NCIIPC, IT Act 2000, Information Technology Rule 2018 and subsequent amendments, DPDP Act 2023 and various guidelines in place.

Bidder has to agree and provide undertaking not to disclose any LIC information and will maintain confidentiality of LIC information as per policy of LIC and will sign "Form T-12: Non-Disclosure Agreement" document provided by LIC.

The legal and regulatory requirements, including data protection, intellectual property rights, copy right, all the relevant regulations for sub-contracting; including the controls that need to be implemented shall be included in the Service Contract.

All information resources (online/in-person) of the Selected Bidders and its partners shall be made accessible to IRDAI as and when sought. Credentials of Selected Bidder/third party personnel accessing and managing the LIC's critical assets shall be maintained and shall be accordance with LIC's policy.

LIC shall evaluate, assess, approve, review, control and monitor the risks and materiality of vendor/outsourcing activities and Selected bidder shall ensure to support baseline system security configuration standards. LIC shall also conduct effective due diligence, oversight and management of third-party vendors/service providers & partners.

Vendor criticality assessment shall be conducted for all partners & vendors. Appropriate management and assurance on security risks in outsources and partner arrangements shall be ensured.

4 Section IV: Terms of Reference (TOR)

RFP Document No.:

Tender Title: Development of Nextgen Marketing Technology Platform For LIC (Ref ITB-clause 2.1.4)

Note for Bidders: Regarding this Section, Bidders must fill following forms:

1. *Form T-2: Comments and Suggestions on Terms of Reference, Counterpart Staff, and Inputs to be Provided by LIC*
2. *Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference*
3. *Form T-4: Client Reference Format*
4. *Form T-5: Key Experts' Curriculum Vitae (CV)*

4.1 Terms of Reference

4.1.1 Overview, background and objective of the RFP:

Life Insurance Corporation of India (hereinafter referred to as “LIC”), is a statutory corporation established under section 3 of Life Insurance Corporation Act 1956 (XXXI of 1956) and having its Central Office at “Yogakshema”, Jeevan Bima Marg, Mumbai –400021.

Life Insurance Corporation of India (LIC) is seeking to establish a comprehensive digital marketing platform, designed to support the full spectrum of digital marketing activities across a range of customer communication channels. This initiative aims to facilitate the entire process of marketing campaign management—from planning and setup to execution, monitoring, and optimization. The envisioned platform will encompass several key modules, each tailored to enhance different aspects of digital marketing efforts:

1. **Multi-Channel Campaign Management:** This module will provide a robust solution for orchestrating marketing campaigns across diverse channels, including email, WhatsApp, in-app notification, mobile push, web push, SMS, etc. Its goal is to deliver a cohesive and personalized customer experience by synchronizing messages and campaigns across these various mediums, ensuring consistency and relevance in communication.
2. **Customer/Audience Data Management:** This module will enable centralized management of customer/audience data. This component of the platform will serve as a centralized repository for gathering, organizing, and leveraging data from a variety of sources, including direct customer interactions and third-party data. By harnessing this information, marketers can gain insightful understanding of their audience, enabling the development of more targeted and impactful marketing strategies.
3. **A/B Testing and Personalization:** This module empowers marketers to conduct A/B testing, comparing different versions of their webpages, Mobile app experiences with various audience segments to determine which performs better. Moreover, it facilitates the personalization of marketing content, tailoring messages and offers to individual users based on their unique behaviors and preferences, thereby enhancing engagement and effectiveness.

4. **Tokenization and Data Vault:** This module will play a pivotal role in tokenization to safeguard sensitive customer PII data, such as Aadhaar number, PAN card details, financial details and contact information. It should be able to tokenize the required PII information in real-time (via API) and in bulk (batch mode). The system should also provide masking ability for the tokenized data so that it can be used as masked for display purposes. The system should also give APIs or a programmatic mechanism to query for data (clear and masked) by providing the token. It should securely manage the encryption keys and be able to either perform cryptographic operations or provide a method of generation of public-private keys for encryption and decryption of data at rest or in transit. Furthermore, this should enable compliance with data protection regulations, ensuring the confidentiality and integrity of customer data throughout its lifecycle . This system would be run on-prem in the LIC data center and would need to be integrated with multiple internal and external systems via APIs.

The platform is expected to seamlessly integrate with LIC's existing technological infrastructure, allowing for efficient and effective marketing operations across channels. LIC is looking for solutions that can be directly employed by either LIC itself or an appointed agency, immediately following the platform's onboarding.

To this end, LIC invites online proposals from reputable and experienced solution providers specializing in custom digital marketing solutions for large-scale enterprise organizations akin to LIC. The request for proposal (RFP) outlines the requirement for not only the development and implementation of these solutions but also their ongoing support and maintenance.

Through this initiative, LIC aims to significantly enhance its digital marketing capabilities, achieving more effective communication, better audience insights, and improved campaign outcomes.

The Scope of work must be executed in accordance with the specifications in this RFP document. The solution provider who meets the pre-qualification criteria and Technical/Functional Requirements & Specifications of this RFP and demonstrate successful Proof of Solution/Demo as specified in this RFP will be short-listed for the commercial evaluation stage.

Prospective Bidders are advised to study the RFP Document carefully. Submission of RFP shall be deemed to have been done after careful study and examination of the RFP Document with full understanding of its implications. Shortlisted parties on basis of pre-qualification criteria and Technical/Functional Requirements & Specifications will be invited for the presentation along with proof of solution, demo of the solution proposed as part of the Technical Evaluation of the Bid.

Implementation of this solution will be in a phased manner as specified in the scope of work given as per this RFP Solution to be implemented and delivered with Managed Services from cloud infrastructure with application provisioning, compute and storage capacity management with database, comprehensive support, application and infrastructure monitoring, configuration and security settings, disaster recovery planning and testing along with UAT environment and upgrades. The broad outline of the description of services has been detailed in **Appendix C: Scope of Work**.

5 Section V: Evaluation/Scoring Criteria

5.1 Evaluation Process – Introduction

1. Bids for this RFP will be evaluated based on technical and commercial evaluation.
2. Each of the Bids shall be evaluated as per the criteria and requirements specified in this RFP.
3. Technical Bids will be opened, evaluated, and assigned a technical score out of a maximum of 100 (One Hundred) marks. **Only the bidders with an aggregate technical score of 70% or more will qualify for the commercial bid evaluation.** Failing to secure minimum marks will lead to technical rejection of the Bid.

5.2 Stage 1 – Bidder Eligibility Criteria

Each of the Bidders shall be evaluated to check if they meet the eligibility criteria. In order to qualify for further technical evaluation, bidder must qualify on each of the below prescribed eligibility criteria:

Table 1: Bidder Eligibility Criteria

	Parameter	Supporting Documents to be attached
1.	Legal Entity The Bidder must be a Company/ LLP /Partnership firm registered under applicable Act in India.	Certificate of Incorporation issued by Registrar of Companies and full address of the registered office and/or satisfactory documentary evidence.
2.	Compliance with Requirements The Bidder must comply with the requirements contained in O.M. No. 6/18/2019-PPD, dated 23.07.2020 order (Public Procurement No. 1), order (Public Procurement No. 2) dated 23.07.2020 and order (Public Procurement No. 3) dated 24.07.2020. The bidder must also comply with Order No. P-45021 /2/2017-PP (BE-II), dated 15th September, 2020	Bidder should self-certify that they comply with all requirements and provide copy of registration certificate issued by competent authority wherever applicable. As per Order No. P-45021 /2/2017-PP (BE-II), ‘Class-I local supplier’/ ‘Class-II local supplier’ at the time of submission of bid shall be required to provide a certificate as per Form T-14.
3.	Data Privacy The bidder shall submit undertaking regarding non-usage of LIC data in any form without permission from LIC.	Undertaking in this regard to be submitted
4.	Sales Turnover and Company Net worth Bidder must have minimum average turnover of Rs. 500 Crores in the last three financial years (2020-2021, 2021-2022 and 2022-2023, include 2023-2024 if published / available) and should also have made profit (before tax) in at least two of the three previous financial years (2020-	Copies of Audited Financial statements to be enclosed. <i>Note: Please enclose a certificate confirming above figures from statutory auditors of company if, separate final accounts are not available.</i> CA certificate or Documentary evidence to the satisfaction of LIC, to prove positive net

Parameter	Supporting Documents to be attached
<p>2021, 2021-2022 and 2022-2023, include 2023-2024 if published / available). The bidder should have positive net worth in each of the last three financial years (2020-2021, 2021-2022 and 2022-2023, include 2023-2024 if published / available). The net worth of the bidder should not have eroded by more than 30% in the last 3 years. If released, the results of financial year 2023-2024, the respective turnover & net worth should be shared as well.</p>	<p>worth during last three financial years (2020-2021,2021-2022 and 2022-2023). If audited financial statement/ profit and loss statement is not available for Financial Year 2023-2024, then, Financial Statement may be submitted duly certified by the Chartered Accountant/Minimum three partners or Directors or Unaudited or Provisional..</p>
<p>5. Blacklisting The Bidder should not be blacklisted by any Government/Government of India/State/UT Government/PSUs/Banks in India during the previous 3 financial years. Bidder should not have any litigation against LIC or any organizations which may materially impact the bidder's responsibility to implement the scope of this RFP. Bidders should not be under debarment/blacklist period for breach of contract/fraud/corrupt practices by any Public Sector Undertaking/State or Central Government or their agencies/ departments on the date of submission of bid for this RFP.</p>	<p>Certificate from Authorised Signatory of the bidder. Undertaking signed by the Authorized Signatory of the bidder as per Annexure – I</p>
<p>6. Legal and Compliance The service provider should ensure that there are no legal proceedings/inquiries/ investigations have been commenced/ pending/threatened against service provider by any statutory or regulatory or investigative agencies or any other for which performance under the contract will get adversely affected/may get affected.</p>	<p>Self-declaration to this effect on the company's letterhead should be submitted by the bidder.</p>
<p>7. Conflict of Interest The Bidder to provide information that any of its subsidiary or associate or holding company or companies having common director/s or companies in the same group of promoters/management or partnership firms/LLPs having common partners has not participated in the bid process.</p>	<p>Self-certified letter signed by authorized official of the bidder to be submitted.</p>
<p>8. Client Reference for Bidder</p>	<p>Purchase Order/Work Order/Invoice or</p>

Parameter	Supporting Documents to be attached
<p>Bidder must have implemented and managed the MarTech capabilities described in this RFP with at least 1 crore active users.</p>	<p>letter from the Client on his letterhead, bidder to provide references for implementation of Campaign Management/ Customer Engagement/Marketing Automation. Confirmation of implementation from the Client will also be accepted.</p> <p>Client Reference with contact details (Reference of each of the PO should contain the information like Name, address of the Organization, contact person, mail IDs etc.)</p> <p>The bidder should also submit user acceptance report.</p> <p>Details to be submitted in Form T4 along with the documentary evidence like copy of the purchase order(s), work order or certificate from the customers etc.</p>
<p>9. Client Reference for OEM Solutions from OEM(s) for Campaign Management/ Customer Engagement/Marketing Automation capabilities (as outlined in the RFP), should have been implemented for 3 clients each with minimum of 5 crore user base.</p>	<p>Purchase Order/Work Order/Invoice or letter from the Client on his letterhead, bidder to provide references for implementation of Campaign Management/ Customer Engagement/Marketing Automation. Confirmation of implementation from the Client will also be accepted.</p> <p>Client Reference with contact details (Reference of each of the PO should contain the information like Name, address of the Organization, contact person, mail IDs etc.)</p> <p>The bidder should also submit user acceptance report.</p> <p>Details to be submitted in Form T4 along with the documentary evidence like copy of the purchase order(s), work order or certificate from the customers etc.</p>
<p>10. Program Director Experience</p> <p>The Program Director proposed for LIC must have experience in the execution and implementation of a complex MarTech enablement project. The experience must include at least the following features/tools/services:</p> <ol style="list-style-type: none"> 1. Campaign management/Customer Engagement/Marketing Automation <p>The project overseen by the Program</p>	<p>The Program Director will be evaluated basis their submitted CVs & interview.</p>

	Parameter	Supporting Documents to be attached
	Director must have had a minimum user base of 1 crore for an Indian organization.	
11.	Record of past performance Bidder is also not eligible if it has exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.	Self-declaration to this effect on the company's letterhead should be submitted by the bidder.
12.	Relevant Certifications: The bidder should have CMMi Level 3 certificate, valid as on date of submission. The proposed OEM Tool(s) should be ISO 27001 & SoC2 compliant.	Bidder to submit a Certificate Copy of its CMMi Certification in Level 3. Bidder to submit chosen OEM Tools' compliance certificates for ISO 27001 & SoC2.
13.	Power of Attorney/Authorization	Copy of Power of Attorney/Resolution of the Board in the name of the Authorized signatory or submission demonstrating that the representative has been duly authorized to sign.
14.	Manufacturer Authorization form The bidder shall submit duly filled and signed Manufacturer Authorization form(s) (MAF) from proposed OEM(s) solutions.	Form T-13 on company letter head duly filled and signed by the authorized signatory of the bidder. Not required if bidder is same as OEM
15	PII Data Usage For the SaaS components recommended/procured by the bidder - All the SaaS components procured by the bidder should be able to work with tokenized data and without the need to store any information supplied along with the token. Only the supplied token should be persisted for referencing any actions/events conducted in/by the SaaS system.	Self-certified letter signed by authorized official of the bidder to be submitted.

Note: In case any Bidder has undergone corporate restructuring (including merger, demerger, hive off, slump sale etc.) in the last three financial years (FY 2020-21, 2020-22, 2022-23), it should showcase credentials of its erstwhile/current entity provided sufficient documentary proof is submitted with the undertaking to evince that such credentials have been transferred to the bidding entity and the bidding entity is authorized to use such credentials. Notwithstanding the foregoing, credentials of the parent entity, holding entity, subsidiaries or affiliates etc. cannot be used (and shall not be considered) unless such parent entity, holding entity, subsidiaries, or affiliates etc. is itself bidding in this RFP.

Note: In case audited balance sheets and Profit & Loss Statements for FY2021-22 are not available for any entity, same can be replaced with audited balance sheets and Profit & Loss Statements for the year preceding to the earliest FY in consideration, as applicable.

Note: No consortium bidding is allowed. LIC will not consider joint or collaborative proposals that require a contract with more than one Bidder. Bidders need to fulfill all the eligibility criteria and technical evaluation criteria in their individual capacity unless mentioned otherwise

5.3 Stage 2 – Technical Bid Evaluation

Technical solution proposed by each bidder will be evaluated as per the criteria prescribed in the section. Technical evaluation for each bidder constitutes evaluation across 5 key criteria as described in the below table:

Table 2: Technical Evaluation Criteria

#	Evaluation Criteria	Total Marks
1	<p>Bidder’s Experience – The bidder should share a production live case study showing in detail relevant project with the proposed tech components utilizing Campaign Management. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below.</p> <p>1. Scope of work performed (as defined in the RFP) - 2 marks 2. Robustness & scalability of solution architecture design – 1 mark 3. No. of active users – 3 marks</p> <p>The case study will carry a maximum of 6 marks. The case study should not exceed 10,000 words.</p>	6
2	<p>Bidder’s Experience – The bidder should share a production live case study case study showing in detail relevant project with the proposed tech components utilizing AB/MVT. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below.</p> <p>1. Scope of work performed (as defined in the RFP) - 0.5 marks 2. Robustness & scalability of solution architecture design – 0.5 marks 3. No. of active users – 2 marks</p> <p>The case study will carry a maximum of 3 marks. The case study should not exceed 10,000 words.</p>	3
3	<p>Bidder’s Experience – The bidder should share a production live case study case study showing in detail relevant project with the proposed tech components utilizing Audience Management. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below.</p> <p>1. Scope of work performed (as defined in the RFP) - 0.5 marks 2. Robustness & scalability of solution architecture design – 0.5 marks 3. No. of active users – 2 marks</p> <p>The case study will carry a maximum of 3 marks. The case study should not exceed 10,000 words.</p>	3

#	Evaluation Criteria	Total Marks
4	Bidder will be evaluated based on coverage of features by OEM Tools 1. Campaign Management System: Functional requirements - 7 marks 2. Audience Management System: Functional requirements - 4 marks 3. AB/MVT Tool: Functional requirements - 4 marks 4. Non-functional requirements (across Campaign Management, Audience Management & AB/MVT tools) - 6 marks	21
5	OEM Capability – 1. Experience with other clients - Implementation of campaign management/customer engagement/marketing automation for other clients in last 3 years, since Jan-21 - 10 marks 2. Experience with implementing campaign management/customer engagement/marketing automation for a large active user base - 8 marks	18
6	Robustness of the proposed solution architecture & project planning 1. Overall solution design, set-up & Integration/interoperability across other tech solutions - 4 marks 2. Project planning, milestones and delivery management plan and backlog management and development methodology - 10 marks	14
7	Bidder will be evaluated based on their proposed Managed Services and Maintenance plan for the marketing automation platform. 1. Planning and refinement of overall marketing activities/campaigns strategy - 2 marks 2. Setup and deployment (incl. configuration, customization, and integrations) of campaigns/activities within respective tech platforms - 2 marks 3. Monitoring, reporting, and optimization of marketing activities/campaigns - 1 mark	5
8	Quality of team – 1. Project Director: 10 marks 2. Creative Lead: 5 marks 3. Campaign Management Platform specialist: 5 marks	20
9	References (2*5 = 10 marks)	10
TOTAL		100

**All client references/case studies should be for Cloud-based SaaS solution.

5.3.1 Bidder’s experience in relevant projects with the proposed OEM tools

The bidder shall provide a case study providing details of a project with proposed tech components of Campaign Management (including Marketing Automation/Customer Engagement) that will be verified by LIC (Max Marks – 6).

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
1	Bidder’s Experience	Case study scope	The case study should cover all the scope elements for Campaign Management System as described in RFP	2	None or very few of the specific scope elements are addressed OR the scope mentioned is not clear.	0
					Most scope elements are addressed. But not all are detailed out completely.	1
					All scope elements are addressed; descriptions and deliverables are specific and detailed.	2
	Solution architecture design	The case study should cover all the architectural elements of Campaign Management System as described in RFP	1	No or incomplete Solution design/architecture	0	
				Many of the architectural elements are addressed in the case study. A few non-critical components are missing and/or the description is unclear in some places	0.5	
				All architectural elements are addressed; descriptions are specific and detailed	1	
	Size and complexity of project in case study	The case study should have scale and complexity comparable to LIC scale	3	< 1 Cr. active users	0	
				1-3 Cr. active users	0.5	
				> 3 Cr. active users	1	
Total					6	

The bidder shall provide a case study providing details of a project with proposed tech components of Audience Management Tools(s) that will be verified by LIC (Max Marks – 3).

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
2	Bidder's Experience	Case study scope	The case study should cover Audience Management elements as described in RFP	0.5	None or very few of the specific scope elements are addressed OR the scope mentioned is not clear.	0
					Most scope elements are addressed. But not all are detailed out completely.	0.125
					All scope elements are addressed; descriptions and deliverables are specific and detailed.	0.5
		Solution architecture design	The case study should cover all the architectural elements of Audience Management System/Tool(s) as described in RFP for Audience Management	0.5	No or incomplete Solution design/architecture	0
					Many of the architectural elements are addressed in the case study. A few non-critical components are missing and/or the description is unclear in some places.	0.125
					All architectural elements are addressed; descriptions are specific and detailed.	0.5
	Size and complexity of project in case study	The case study should have scale and complexity for the proposed Audience Management solution, comparable to LIC scale	2	< 1 Cr. active users	1	
				1-3 Cr. active users	1.5	
				> 3 Cr. active users	2	
Total					3	

The bidder shall provide a case study providing details of a project with proposed tech components of AB/MVT Testing Tools(s) that will be verified by LIC (Max Marks – 3).

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
3	Bidder's Experience	Case study scope	The case study should cover all the scope elements of AB/MVT Testing as described in RFP	0.5	None or very few of the specific scope elements are addressed OR the scope mentioned is not clear.	0
					Most scope elements are addressed. But not all are detailed out completely.	0.125
					All scope elements are addressed; descriptions and deliverables are specific and detailed.	0.5
	Solution architecture design	The case study should cover all the architectural elements of AB/MVT testing Tool(s) as described in RFP	0.5	No or incomplete Solution design/architecture	0	
				Many of the architectural elements are addressed in the case study. A few non-critical components are missing and/or the description is unclear in some places.	0.125	
				All architectural elements are addressed; descriptions are specific and detailed.	0.5	
	Size and complexity of project in case study	The case study should have scale and complexity comparable to LIC scale	2	< 1 Cr. active users	1	
				1-3 Cr. active users	1.5	
				> 3 Cr. active users	2	
Total					3	

5.3.2 Overall features and coverage of the proposed solution & OEM Tools

The bidder will be evaluated across functional & non-functional requirements (listed in Section 3.2) individually, for the OEM solution proposed.

Percentage score calculation:

- Scoring:** Bidders will self-evaluate themselves across individual parameters in the excel sheet provided (*Titled "MartechPlatform-OEM_Checklist"*) as part of the bid response; every requirement marked as "Out-of-the-box/configurable" will be given 1 point.
- Score calibration:** This score will then be calibrated by the LIC evaluation committee basis bidder presentation and tool demo; these scores will be used to award marks as per the table below.

3. **Non-negotiable requirements score:** These have been marked as “Mission Critical (MC)” in Section 5.3.2. Percentage score will be calculated by dividing bidder points across all MC requirements by the total number of MC requirements (at OEM tool level)
4. **Overall requirements score:** Percentage score will be calculated by dividing bidder points across all requirements (MC & others) by the total number of requirements (at OEM tool level)

Same approach will be used to calculate the scores for Functional & Non-functional requirements.

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
4	Functional requirements	Campaign Management System: Coverage of functional requirements	The solution should cover >=90% of the “Mission Critical (MC)” functional requirements & >=75% of overall functional requirements, with Out-of-the-box or configurable capabilities	7	The proposed solution/tool scores <90% on MC functional requirements OR <75% on the overall functional requirements	0
					The proposed solution/tool scores >=90% on MC functional requirements AND 75-80% on the overall functional requirements	1
					The proposed solution/tool scores >=90% on MC functional requirements AND 81-85% on the overall functional requirements	3
					The proposed solution/tool scores >=90% on MC functional requirements AND 86-90% on the overall functional requirements	5
					The proposed solution/tool scores >=90% on MC functional requirements AND 90%+ on the overall functional requirements	7
	AB/MVT Tool: Coverage of functional requirements	The solution should cover >=90% of the “Mission Critical (MC)” functional requirements & >=75% of overall functional requirements,	4	The proposed solution/tool scores <90% on MC functional requirements OR <75% on the overall functional requirements	0	
				The proposed solution/tool scores >=90% on MC functional requirements AND 75-80% on the overall functional requirements	1	
				The proposed solution/tool scores >=90% on MC functional requirements AND 81-85% on the overall functional requirements	2	

#	Dimensi on	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
			with Out-of-the-box or configurable capabilities		The proposed solution/tool scores $\geq 90\%$ on MC functional requirements AND 86-90% on the overall functional requirements	3
					The proposed solution/tool scores $\geq 90\%$ on MC functional requirements AND 90%+ on the overall functional requirements	4
		Audience Management System: Coverage of functional requirements	The solution should cover $\geq 90\%$ of the “Mission Critical (MC)” functional requirements & $\geq 75\%$ of overall functional requirements, with Out-of-the-box or configurable capabilities	4	The proposed solution/tool scores $< 90\%$ on MC functional requirements OR $< 75\%$ on the overall functional requirements	0
					The proposed solution/tool scores $\geq 90\%$ on MC functional requirements AND 75-80% on the overall functional requirements	1
					The proposed solution/tool scores $\geq 90\%$ on MC functional requirements AND 81-85% on the overall functional requirements	2
					The proposed solution/tool scores $\geq 90\%$ on MC functional requirements AND 86-90% on the overall functional requirements	3
					The proposed solution/tool scores $\geq 90\%$ on MC functional requirements AND 90%+ on the overall functional requirements	4
	Non-functional requirements	Coverage of non-functional requirements	The solution should cover $\geq 90\%$ of the “Mission Critical (MC)” functional requirements & $\geq 75\%$ of overall functional requirements, with Out-of-the-box or configurable	6	The proposed solution/tool scores $< 90\%$ on MC Non-functional requirements OR $< 75\%$ on the overall Non-functional requirements	0
					The proposed solution/tool scores $\geq 90\%$ on MC Non-functional requirements AND 75-80% on the overall Non-functional requirements	1
					The proposed solution/tool scores $\geq 90\%$ on MC Non-functional requirements AND 81-85% on the overall Non-functional requirements	3
					The proposed solution/tool scores $\geq 90\%$ on MC Non-functional	4

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
			capabilities		requirements AND 86-90% on the overall Non-functional requirements	
					The proposed solution/tool scores $\geq 90\%$ on MC Non-functional requirements AND 90%+ on the overall Non-functional requirements	6
Total						21

5.3.3 OEM Capability

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
5	OEM Capability	Experience with other clients	Implementation of campaign management/customer engagement/marketing automation for other clients**	10	1-2 references	1
					3-4 references	3
					5-6 references	5
					>6 references	7
		Experience with implementing campaign management/customer engagement/marketing automation for a large active user base	Implementation of products proposed for the scope of work of this RFP with other clients for a large user base	8	< 3 Cr. active users	0-1
					3-5 Cr. active users	2-3
					5-10 Cr. active users	4-5
					> 10 Cr. active users	6-8
Total					18	

**1 additional mark for each project executed with BFSI client, another 1 additional mark for each project executed with a life insurance organization - Upto maximum 3 marks
All clients counted for should have a minimum active user base of 50 lakhs.

Bidder to submit a Purchase Order or Letter from the Client stating the user base and a Work Completion Certificate or Letter of Satisfaction issued by the clients.

5.3.4 Robustness of the proposed solution architecture

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
6	Overall solution design	Overall solution design, set-up & Integration/interoperability	Robust and scalable solution design with required integrations enabling e-2-e marketing campaign execution (wave 1 and beyond)	4	The solution does not showcase the robustness, scalability and required integrations with tools required to run e-2-e marketing campaigns	0
					The solution showcases the robustness, scalability and required integrations with tools required to run e-2-e marketing campaigns but does not provide enough details for proposed design of solution	1
					The solution showcases the robustness, scalability and required integrations with tools required to run e-2-e marketing campaigns and provides right level of detail for proposed design of solution	2
					The proposed solution describes the project governance and management methodologies, along with broad milestones	3
					The solution describes in detail the delivery methodology with sharp timelines and deliverables with concrete dates. The solution also describes the process of delivery and various ceremonies involved in the process.	4
	Project Governance	Overall project management and delivery approach	Project planning, milestones and delivery management plan and backlog management and development methodology	10	The proposed solution does not cover/has minimal details on project governance and management roadmap.	0-3
					The proposed solution describes the project governance and management methodologies, along with broad milestones	4-7
					The solution describes in detail the delivery methodology with sharp timelines and deliverables with concrete dates. The solution also describes the process of delivery and various ceremonies involved in the process.	7-10
	Total				14	

5.3.5 Managed services and maintenance

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
7	Managed Services and Maintenance	Planning and refinement of overall strategy of marketing activities/campaigns	Best-in-class approach to plan, launch & execute campaigns on respective OEMs proposed	2	The solution lays out a campaign/activities plan, but lacks strategic, output driven roadmap	0
					The solution enables limited multi-channel campaigns/activities management across customer journeys, dependent on sync with other channels; with an ad hoc approach, without target KPIs (with limited or no examples)	1
					The solution enables multi-channel campaigns/activities management across customer journeys and lays out a clear & in-depth, framework based, roadmap across OEM components, with clearly defined KPIs (with examples from experience)	2
		Setup and deployment (incl. configuration, customization, and integrations) of campaigns/activities	Best-in-class approach to set-up and QA campaigns/activities	2	The solution has limited coordination capabilities, with no well-defined approach to set-up & execute e-2-e campaign/activities	0
					The solution enables limited coordination across multiple components & ability to cater to additional integration/customization of tasks (incl. solution design and review); ad hoc approach to set-up & execute e-2-e campaigns/activities (with limited or no examples)	1
					The solution enables coordination across multiple components, with the ability to cater to additional integration/customization of tasks (incl. solution design and review) & comprehensive approach to set-up & execute e-2-e campaigns/activities (with examples from experience)	2
		Monitoring, reporting, and optimization of the marketing activities/	Best-in-class approach to monitoring, reporting &	1	The solution has no defined approach to optimizing campaign and minimal customizable reporting formats	0
					The solution proposes an approach to optimizing campaigns, with limited measurement/reporting capabilities; some pre-defined & customizable reporting formats available (with limited or no	0.5

#	Dimension	Criteria	Indicative Criteria	Max marks	Scoring guidelines	Marks per Criteria
		campaigns	optimization		examples) The solution demonstrates a comprehensive approach to optimizing campaigns & robust measurement /reporting capabilities - enabling data driven decision making via experimentation; along with pre-defined & customizable reporting formats (with examples from experience)	1
Total						15

5.3.6 Quality of team

#	Parameter	Indicative Criteria	Max. marks																														
8	Evaluation based on CV & Interviews	The following key-Expert will be evaluated basis their CVs & interviews: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>#</th> <th>Profile/Position</th> <th>Minimum total years of Experience</th> <th>Number of named resources</th> <th>Marks per resource</th> <th>Total Marks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Project Director</td> <td>20</td> <td>1</td> <td>10</td> <td>10</td> </tr> <tr> <td>2</td> <td>Creative Lead</td> <td>10</td> <td>1</td> <td>5</td> <td>5</td> </tr> <tr> <td>3</td> <td>Campaign Management Platform specialist</td> <td>7</td> <td>1</td> <td>5</td> <td>5</td> </tr> <tr> <td colspan="6" style="text-align: center;">Total</td> </tr> </tbody> </table>	#	Profile/Position	Minimum total years of Experience	Number of named resources	Marks per resource	Total Marks	1	Project Director	20	1	10	10	2	Creative Lead	10	1	5	5	3	Campaign Management Platform specialist	7	1	5	5	Total						10
#	Profile/Position	Minimum total years of Experience	Number of named resources	Marks per resource	Total Marks																												
1	Project Director	20	1	10	10																												
2	Creative Lead	10	1	5	5																												
3	Campaign Management Platform specialist	7	1	5	5																												
Total																																	
Total			20																														

The team's quality will be assessed based on qualifications, relevant experience, and project scope.

5.3.7 References

Bidder to submit two client references –

1. 1 Bidder reference.
2. 1 Bidder/OEM reference.

In case an OEM reference is submitted, the OEM services should be engaged in solution, design & implementation for LIC till go-live.

All references submitted should have a campaign management/customer engagement/marketing automation minimum active user base of 1 Cr.

#	Dimension	Criteria	Indicative Criteria	Max. marks (for each reference)
9	Client references	Coverage and depth of the parameters	Size, scope, and relevance of the reference	1
			Tech architecture including scalability, availability, performance, etc.	1
			Implementation approach including MVP, timelines, agile methodology	1
			Adherence to regulatory, compliance, security, risk and other mandatory requirements	1
			Ease of working, collaboration, flexibility in handling change	1
Total				5

Note:

- All Bidders will be required to give a Presentation which should include a Demo as well of their offered solution clearly demonstrating the solution architecture, technical functionalities, infrastructure and deployment architecture, engineering capabilities and delivery approach.
- Bidder is also expected to demonstrate the solution and product's capability, compatibility, applicability, and acceptability to LIC as per the RFP requirements on Use cases for the solution. During Presentation, the bidder will also have to show the front end of the proposed application i.e., customer facing journeys, sales assisted journey as well as integration with peripheral systems for customer management services, sales planning etc.
- The bidder is required to address all queries raised by LIC officials during the presentation. Giving a mere presentation should not be considered as being qualified/shortlisted for further process. Decision of LIC, in this regard, will be final and binding on all bidders.
- LIC will schedule presentations for which time and location in Mumbai will be communicated to the bidders. Failure of a bidder to complete a scheduled presentation to LIC may result in rejection of the bid.
- The technical presentation is to be delivered in-person by the bidder's nominated Project Director and other team members as defined above only.
- The project sponsor from the bidder's organization shall also be present during the presentation, as deemed fit by the bidder.
- Virtual presentations and interviews shall be allowed in case of emergency with prior approval of LIC.
- The resources interviewed by LIC during evaluation phase must be the same on Day 1 (One) of the project, i.e., signing of MSA/contract.

5.4 Stage 3 – Commercial Bid Evaluation & ORA

Bidders, whose bids are responsive, based on eligibility criteria and score at least overall 70% (70 marks) score in technical evaluation and the top 5 Technically Qualified Bidders based on the technical scores would be considered technically qualified and will qualify for the evaluation in the commercial process. LIC will also ensure that minimum two OEM's are in contention for ORA (Online Reverse Auction).

In case there is only one bidder having a total score for technical evaluation of 70% or more, LIC may, at its discretion, also consider the next highest technical score with a minimum score of 60%.

In case for Primary product (Campaign Management/Customer Engagement/Marketing Automation Platform) of only one OEM is left in contention, LIC may, at its discretion, also consider the next highest technical score with a minimum score of 60% of a different OEM and all bidder with the score equal or higher above such bidder's score. Purpose is to ensure that minimum two OEM's are in contention for ORA.

In case none of the participating bidders qualify on technical criteria and reach or exceed the total score for technical evaluation of 70%, then LIC, at its sole discretion, may qualify three bidders on the basis of the top 3 technical scores with a minimum score of 60% and ensure minimum two OEM's in contention else LIC will qualify such numbers that minimum two OEM's are in contention while meeting the minimum score of 60% and above. Purpose is to ensure that minimum two OEM's are in contention for ORA.

In case, only one bidder is technically qualified with a minimum score of 60%, no reverse auction will take place. However, LIC reserves the right to negotiate price with the lone bidder.

The prices once finalised through online reverse auction or negotiation will be termed as the approved prices.

LIC decision in this regard shall be final & binding and no further discussion/ interface will be held with the bidders whose bids are technically disqualified/ rejected.

5.4.1 Commercial Bid Evaluation Process

1. The Bidder has to specify both in figures & words for all price quoted in Commercial Bid (indicative).
2. The bidder should quote the prices for all the items in Commercial bid (Indicative Price) format as per Form T-6.
3. Arithmetical errors will be rectified on the following basis:
 - a. If there is a discrepancy between the total price quoted in the bid and the total price that is obtained by multiplying unit price and quantity, the unit price shall prevail. The total price will be corrected accordingly.
 - b. If there is discrepancy between the amount in words and figures, the amount in words will prevail.

4. The total Bid Price for this clause will be bid price exclusive of all taxes.
5. No price variation/adjustment or any other escalation will be entertained after the closing of Bids.
6. The specifications (Commercial Bids format) shall be submitted in the formats as per the respective Annexures specified in this RFP.
7. NPV Rule: While evaluating the tenders covering a longer period (i.e. more than one year), the quoted prices pertaining to maintenance in future years are to be discounted to the net present value (NPV) as appropriate for comparing the tenders on equitable basis.
 - a. The Net Present Value of the proposal is equal to the sum of the present values of all the cash flows associated with it. NPV is to be calculated on the annual cash outflows.
 - b. Discounting rate to be used: 10%
 - c. Standard software for example 'Excel' can be used for the NPV computation.

Online Reverse Auction (ORA):

1. LIC shall provide web based E-tender system for reverse auction.
2. The Eligible bidders are required to participate in online reverse auction for which web-based e-tender platform will be made available by LIC. The date, time, platform and process of online reverse auction will be communicated to the bidders by LIC.
3. LIC shall conduct the 'Online Reverse Auction Process' for the L1 Bid Price determination. During reverse auction, the participating bidders shall input only the total cost that they have to offer. This amount shall be arrived at by the bidders themselves off-line by using the formula mentioned at point (refer 5.4.1 point 7 above).
4. Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
5. Price quoted by the Bidders at the end of online reverse auction will be taken as the final commercial quote of that bidder.
6. The bidder with lowest commercial bid at the close of online reverse auction will be declared as L1 bidder.
7. After the close of online reverse auction, the L1 bidder shall provide a commercial breakup of all the line items along with the working sheet to LIC within 3 business days (excluding Saturdays, Sundays and Holidays under NI Act. as applicable in Maharashtra), failing which LIC reserves the right to reject the bid.
8. The commercial figure quoted will be an all-inclusive figure including out of pocket expenses, traveling, boarding, permits and lodging, but excluding all applicable taxes such as local sales Tax / Levies such as Octroi / Entry Tax, Local Body Tax, VAT, GST etc.
9. The bidder shall arrange the Digital certificates (at no cost to LIC) from a Certifying Agency notified by Comptroller of Certifying Authority (CCA) as per Information

Technology Act, 2000 as amended from time to time, to participate in the Online Reverse Auction.

10. In case only one bidder is found eligible, no reverse auction will take place. However, LIC reserves the right to negotiate price with the lone bidder. The price once finalized through online reverse auction or negotiation will be termed as the “approved price”.
11. LIC will determine the Start Price and other parameters for the Reverse Auction –
 - d. on its own and / or
 - e. by evaluating the price band information available in the (indicative) commercial bids of the Eligible bidders
 - f. Based on the lowest quote received in the (indicative) commercial bids.
12. Based on the Total Cost of Ownership (TCO) declared by the Bidders during the Reverse Auction, the Bidders will be categorized as L1, L2, L3 etc. (In the ascending order, i.e. L1 being the Bidder with the lowest TCO, followed by L2 with the next lowest score and so on.)
13. The bidder with the L1 Quote, post the Online Reverse Auction and Commercial evaluation will be declared L1 Bidder. However, if the prices discovered as a part of the Online Reverse Auction are felt to be unrealistic for the products offered or beyond LICs budget estimates, to give a fair chance to the bidder, LIC shall call the bidder along with the OEM for a price negotiation. Post this only, the commercial bid process will be termed as complete.
14. The bidders are expected to broadly maintain the proportion of prices for various line items of Bill of Material, even when the total price has reduced in the auction. Any significant reduction in the cost of Expert Services /Professional Support/Training / OEM Services/Manpower deployment is not desired during reverse auction. LIC may require the bidder to justify and maintain reasonableness of cost of such items. LIC’s decision in this matter shall be final and binding.
15. The final outcome of the bidding process will be published on the LIC website.
16. The bid price shall be in Indian Rupees.
17. The bidder would need to provide all costs in Form T-6 Commercial bid details. The cost summary from these will flow into the Summary sheet of Form T-6 Commercial bid details.
18. After the close of online reverse auction, the L1 bidder shall provide a commercial breakup of all the line items along with the working sheet to LIC within 3 days (excluding Saturdays, Sundays and Holidays under NI Act. As applicable in Maharashtra), failing which LIC reserves the right to reject the bid.
19. In case the tendering process has not been completed within the stipulated period, LIC may request the bidders to extend the validity period of the bid.
20. The selected L1 bidder will be informed about the selection and the result will be notified on the LIC website www.licindia.in and the bidders are advised to visit the above website for any information in reference to this RFP.

21. In the event the Bidder has not quoted or has omitted any product or service, then it will be deemed that the Bidder shall provide the same product and/or service at no additional cost to LIC.
22. At the end of warranty period, the contract may be renegotiated as mutually agreed by both parties. The Bidder shall not add any conditions / deviations in the commercial bid. Any such conditions / deviations may make the bid liable for disqualification.
23. The bidder with the lowest quote at the end of the reverse auction process will become the successful bidder.

In case the L1 bidder fails to fulfill any of the obligations under the RFP within the timelines defined, LIC reserves the right to cancel his selection and declare the L2 bidder (bidder with the second lowest commercial bid after Online Reverse Auction) as successful bidder provided this bidder agrees to match the commercial bid of the L1 bidder.

Appendix A: Bidding Forms & Formats

Form T-1: Bid Form (Covering Letter)

(Ref ITB-clause 2.9.2)

(To be submitted as part of Technical Bid, along with supporting documents, if any) (on Bidder's Letter-head)

(Strike out alternative phrases not relevant to you) Bidder's Name _____

[Address and Contact Details] Date

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

To

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Ref: Your RFP Document No. LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024; Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Sir/Madam

1. We, the undersigned, offer to provide services in accordance with your above-referenced Request for Proposals (RFP) and our Bid. We are hereby submitting our Bid, which includes this Technical Bid and a separately uploaded Financial Bid. Commercial information about our organisation is enclosed in Form T-1A.

We are submitting our Bid without any Sub-bidders or Joint Venture.

Or

We are submitting our Bid with the following firms as Sub-bidders: {Insert a list with each Sub-bidder's full name and address.}

Or

We are submitting our Bid as a joint venture with *{Insert a list with each member's full name and legal address and indicate the lead member}*. We have attached a copy of the following document signed by every participating member, which details the (likely) legal structure and the confirmation of joint and severable liability of the members of the said joint venture.

- our letter of intent to form a joint venture
- the Joint Venture/Sub-bidder agreement

2. Our Eligibility and Qualifications to participate

- a. We confirm that we continue to comply with all the eligibility (including the absence of conflict of interest and debarment) and qualification criteria stipulated in the RFP process. We shall be duty bound to proactively inform you of any change in our compliance with these criteria as soon as it occurs.
- b. We confirm that we don't have any Conflict of Interest as stipulated in this RFP. We shall be duty bound to proactively inform you of any change in our compliance with Conflict- of-Interest stipulations as soon as it occurs.

3. Our Bid to deliver Services:

We offer to deliver the subject Services of requisite Performance Standards and within Delivery Schedules in conformity with the RFP Document. The relevant details are submitted in 'Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference'; 'Form T-4: Client Reference Format' and 'Form T-5: Key Expert Curriculum Vitae'.

4. Prices:

We hereby offer to perform the Services (as per the required Scope of Work, Appendix C) at our lowest prices and rates mentioned in the separately uploaded Financial Bid. It is hereby confirmed that the prices quoted therein by us are:

- a. Based on the terms of delivery and delivery schedule confirmed by us; and
- b. Cost break-up of the quoted cost, showing inter-alia costs (including taxes and duties thereon) of all the included incidental Goods/Works considered necessary to make the bid self-contained and complete, has been indicated therein, and
- c. based on the terms and mode of payment as stipulated in the RFP Document. We have understood that if we quote any deviation from the terms and mode of payment, our Bid is liable to be rejected as nonresponsive, and
- d. have been arrived at independently, without restricting competition, any consultation, communication, or agreement with any other Bidder or competitor relating to:
 - i. those prices; or
 - ii. the intention to submit an offer; or
 - iii. the methods or factors used to calculate the prices offered.
- e. Have neither been nor shall be knowingly disclosed by us, directly or indirectly, to any other Bidder or competitor before the Bid opening unless otherwise required by law.

5. We declare regarding commissions or fees paid or are to be paid to agents, representatives, or commission agents concerning the selection process or execution and performance of this

Contract, that:

- No such commissions or gratuities or fees have been paid are to be paid by us to any third party

Or

- We have paid/are due to pay the following commissions/gratuities/fees:

.....

(indicate the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee.)

6. No change in the Key Expert

Except as stated in the RFP Document, we undertake to negotiate a Contract based on the proposed Key Experts. We accept that substituting Key Experts for reasons other than those stated in ITB-Clause 2.12.3 may lead to the termination of contract negotiations.

7. Affirmation of terms and conditions of the RFP Document:

We have understood the complete terms and conditions of the RFP Document. We accept and comply with these terms and conditions without reservations, although we are not signing and submitting some of the RFP document's sections. Deviations, if any, are submitted by us in Form T-7: 'Terms and Conditions - Compliance'. We also explicitly confirm acceptance of the Arbitration Agreement as given in the RFP Document.

8. Bid Security: We have submitted the Bid Security as

Earnest Money Deposit (EMD) for the amount of Rs. (Rupees) valid upto in favour of in the form of Bank Guarantee in Form T-9, with reference number dated, issued by. as per the RFP Documents.

9. Abiding by the Bid's Validity

We agree to keep our Bid valid for acceptance for a period upto _____, as required in the RFP Document, or for a subsequently extended period, if any, agreed to by us, and are aware of penalties in this regard stipulated in the RFP Document in case we fail to do so.

10. Non-tempering of Downloaded RFP Documents and Uploaded Scanned Copies

We confirm that we have not changed/edited the contents of the downloaded RFP Document. We realise that any change noticed at any stage, including after the contract award, shall be liable to punitive action in this regard stipulated in the RFP Document. We also confirm that scanned copies of documents/affidavits/undertakings uploaded during the shortlisting process and this RFP are valid, true, and correct to the best of our knowledge and belief. We shall be responsible if any dispute arises regarding the validity and truthfulness of such

documents/affidavits/undertakings. We undertake to submit for scrutiny, on-demand by LIC, originals and self-certified copies of all such certificates, documents, affidavits/undertakings.

11. A Binding Contract:

We further confirm that if our bid is accepted, all such terms and conditions shall continue to be acceptable and applicable to the resultant contract, even though some of these documents may not be included in the contract Documents submitted by us. We do hereby undertake that until a formal contract is signed or issued, this Bid/RFP and your written Letter of Award shall constitute a binding contract between us.

12. Performance Guarantee and signing the contract

We further confirm that if our bid is accepted, we shall provide you with performance security of the required amount stipulated in the RFP Document for the due performance of the contract. We are fully aware that in the event of our failure to deposit the required security amount and/or execute the agreement, LIC has the right to avail of any or all punitive actions stipulated in the RFP Document.

13. Penalties for misinterpretation or misrepresentation:

We hereby confirm that the particulars given above are factually correct and nothing is concealed and undertake to advise any future changes to the above details. We understand that any misinterpretation or misrepresentation would violate the Code of Integrity and attract penalties, as this RFP Document mentions.

14. Bidder's Authorized Signatory:

- a. Full Name: _____
- b. Designation: _____
- c. Signing as: _____

- A sole proprietorship firm. The person signing the Bid is the sole proprietor/constituted attorney of the sole proprietor,
- A partnership firm. The person signing the Bid is duly authorised being a partner to do so under the partnership agreement or the general power of attorney,
- A company. The person signing the Bid is the constituted attorney by a resolution passed by the Board of Directors or in pursuance of the Authority conferred by the Memorandum of Association.
- Society. The person signing the Bid is the constituted attorney.

We confirm that we are duly authorized to submit this Bid and make commitments on behalf of the Bidder. We acknowledge that our digital/digitized signature is valid and legally binding. Supporting documents are submitted herewith.

Documents to be submitted: Registration Certificate/Memorandum of Association/Partnership Agreement/Power of Attorney/Board Resolution

15. Rights of LIC to Reject Bid(s):

We further understand that you are not bound to accept the lowest or any Bid you may receive against your above-referred RFP Document.

.....

(Signature with date)

.....

(Name and designation)

Duly authorized to sign Bid for and on
behalf of [name, address, and seal of Bidder]

Form T-1A: Bidder’s Commercial Information

Note: Bidder shall fill in the following information and enclose certified copies of the documentary proof/evidence to substantiate the corresponding statement wherever necessary and applicable.

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

(Please tick appropriate boxes or strike out sentences/phrases not applicable to you)

- 1. Bidder particulars:
 - a. Name of the Bidder:
 - b. Corporate Identity No. (CIN):
 - c. Registration, if any, with LIC:
 - d. Place of Registration/Principal place of business”
 - e. Complete Postal Address:
 - f. Pin code/ZIP code:
 - g. Telephone nos. (with country/area codes):
 - h. Mobile Nos.: (with country/area codes):
 - i. Contact persons/Designation:
 - j. Email IDs:

Submit a self-certified copy of the registration certificate – in case of a partnership firm – Deed of Partnership; in case of a Company – Notarized and certified copy of its Registration; and in case of Society – its Byelaws and registration certificate of the firm. All these documents should be Notarized.

- 2. Taxation:
 - a. PAN number:
 - b. Type of GST Registration as per the Act (Normal Taxpayer, Composition, Casual Taxable Person, SEZ, etc.):
 - c. GSTIN number in Bidder and Service Site States
 - d. Registered/Certified Offices from where the Services would be supported and Place of Service Site for GST Purpose:
 - e. Contact Names, Nos. & email IDs for GST matters (Please mention primary and secondary contacts):
 - f. Comments on Tax liability and the breakup of CGST, SGST, IGST and Cess in this assignment:

Documents to be submitted: Self-attested Copies of PAN card and GSTIN Registration.

3. Trade Registrations and Licenses

We have the following registrations/licenses required for the performance of this Service (tick as applicable). Authenticated copies of these are enclosed herewith:

- EPF
- ESI
- Labour License
- Any other required

4. Bidder's Authorized Representative Information

- a. Name:
- b. Address:
- c. Telephone/Mobile numbers:
- d. Email Address:

.....

(Signature with date)

.....

(Name and designation)

Duly authorized to sign Bid for and on

behalf of [name, address and seal of Bidder]

DA: As above

Form T-1B: Bidder's Profile Format**RFP Document No.:** LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024**Tender Title:** Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

#	Parameters	Response	
1	Name of the Company		
2	Year of Incorporation in India		
3	Names of the Directors		
4	Name and Address of the Principal Banker		
5	Addresses of Company		
	a) Head Office		
	b) Local Office in Mumbai		
6	Authorized Contact person		
	a) Name and Designation		
	b) Telephone number		
	c) E-mail ID.		
7	Financial parameters		
	Business Results (last three years)	Annual Turnover	Operating Profit
		(Rs. in Crores)	(Rs. in Crores)
	2020-21		
	2021-22		
	2022-23		
	(Only company figures need to be mentioned.	(Mention the above amount in Rupees in crores only)	
	Not to include group/subsidiary Company figures)		
		Details can be given as annexure.	

N.B. Enclose copies of Audited Balance Sheet along with enclosures

Dated this Day of 2023

(Signature)

(In the capacity of)

Duly authorized to sign bid with seal for & on behalf of (Name & Address of the Bidder)

Form T-1C: Bidder's Eligibility Criteria as per the RFP

Bidder's Name _____

[Address and Contact Details] Date

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024**Tender Title:** Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
1.	Legal Entity The Bidder must be a Company/ LLP /Partnership firm registered under applicable Act in India.	Certificate of Incorporation issued by Registrar of Companies and full address of the registered office along with Memorandum & Articles of Association/ Partnership Deed.			
2.	Compliance with Requirements The Bidder must comply with the requirements contained in O.M. No. 6/18/2019-PPD, dated 23.07.2020 order (Public Procurement No. 1), order (Public Procurement No. 2) dated 23.07.2020 and order (Public Procurement No. 3) dated 24.07.2020. The bidder must also comply with Order No. P-45021 /2/2017-PP (BE-II), dated 15th September, 2020	Bidder should self-certify that they comply with all requirements and provide copy of registration certificate issued by competent authority wherever applicable.			
3.	Data Privacy The bidder shall submit undertaking regarding non-usage of LIC data in	Duly notarized undertaking in this regard to be submitted			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
	any form without permission from LIC.				
4.	<p>Sales Turnover and Company Net worth Bidder must have minimum average turnover of Rs. 500 Crores in the last three financial years (2020-2021, 2021-2022 and 2022-2023, include 2023-2024 if published / available) and should also have made profit (before tax) in at least two of the three previous financial years (2020-2021, 2021-2022 and 2022-2023, include 2023-2024 if published / available). The bidder should have positive net worth in each of the last three financial years (2020-2021, 2021-2022 and 2022-2023, include 2023-2024 if published / available). The net worth of the bidder should not have eroded by more than 30% in the last 3 years. If released, the results of financial year 2023-2024, the respective turnover & net worth should be shared as well.</p>	<p>Copies of Audited Financial statements to be enclosed. <i>Note: Please enclose a certificate confirming above figures from statutory auditors of company if, separate final accounts are not available.</i> CA certificate or Documentary evidence to the satisfaction of LIC, to prove positive net worth during last three financial years (2020-2021,2021-2022 and 2022-2023). If audited financial statement/ profit and loss statement is not available for Financial Year 2023-2024, then, Financial Statement may be submitted duly certified by the Chartered Accountant/Minimum three partners or Directors or Unaudited or Provisional. If released, the results of financial year 2023-2024 should be shared as well.</p>			
5.	<p>Blacklisting The Bidder should not be blacklisted by any Government/Governme</p>	<p>Certificate from Authorised Signatory of the bidder. Undertaking signed by</p>			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
	<p>nt of India/State/UT Government/PSUs/Banks in India during the previous 3 financial years.</p> <p>Bidder should not have any litigation against LIC or any organizations which may materially impact the bidder's responsibility to implement the scope of this RFP.</p> <p>Bidders should not be under debarment/blacklist period for breach of contract/fraud/corrupt practices by any Public Sector Undertaking/State or Central Government or their agencies/ departments on the date of submission of bid for this RFP.</p>	the Authorized Signatory of the bidder as per Annexure – I			
6.	<p>Legal and Compliance</p> <p>The service provider should ensure that there are no legal proceedings/inquiries/investigations have been commenced/ pending/ threatened against service provider by any statutory or regulatory or investigative agencies or any other</p>	Self-declaration to this effect on the company's letterhead should be submitted by the bidder.			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
	for which performance under the contract will get adversely affected/may get affected.				
7.	Conflict of Interest The Bidder to provide information that any of its subsidiary or associate or holding company or companies having common director/s or companies in the same group of promoters/management or partnership firms/LLPs having common partners has not participated in the bid process.	Self-certified letter signed by authorized official of the bidder to be submitted.			
8.	Client Reference for Bidder Bidder must have implemented and managed the MarTech capabilities described in this RFP with at least 1 crore active users.	Purchase Order/Work Order/Invoice or letter from the Client on his letterhead, bidder to provide references for implementation of Campaign Management/ Customer Engagement/Marketing Automation. Confirmation of implementation from the Client will also be accepted. Client Reference with contact details (Reference of each of the PO should contain the information like Name, address of the Organization, contact			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
		<p>person, mail IDs etc.) The bidder should also submit user acceptance report. Details to be submitted in Form T4 along with the documentary evidence like copy of the purchase order(s), work order or certificate from the customers etc.</p>			
9.	<p>Client Reference for OEM Solutions from OEM(s) for Campaign Management/ Customer Engagement/Marketing Automation capabilities (as outlined in the RFP), should have been implemented for 3 clients each with minimum of 5 crore user base.</p>	<p>Purchase Order/Work Order/Invoice or letter from the Client on his letterhead, bidder to provide references for implementation of Campaign Management/ Customer Engagement/Marketing Automation. Confirmation of implementation from the Client will also be accepted. Client Reference with contact details (Reference of each of the PO should contain the information like Name, address of the Organization, contact person, mail IDs etc.) The bidder should also submit user acceptance report. Details to be submitted in Form T4 along with the documentary evidence like copy of</p>			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
		the purchase order(s), work order or certificate from the customers etc.			
10.	<p>Program Director Experience</p> <p>The Program Director must have experience in the execution and implementation of a complex MarTech enablement project. The experience must include at least the following features/tools/services:</p> <ol style="list-style-type: none"> Campaign Management/Customer Engagement/Marketing Automation <p>The project overseen by the Program Director must have had a minimum user base of 1 crore and must have been executed for an Indian BFSI, Telecom, or Retail organization.</p>	The Program Director will be evaluated basis their submitted CVs & interview.			
11.	<p>Record of past performance</p> <p>Bidder is also not eligible if it has exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying</p>	Self-declaration to this effect on the company's letterhead should be submitted by the bidder.			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
	completion or financial failures, etc. in any project in the preceding three years.				
12.	Relevant Certifications: The bidder should have CMMi Level 3 certificate valid as on date of submission. The proposed OEM Tool(s) should be ISO 27001 & SoC2 compliant.	Bidder to submit a Certificate Copy of its CMMi Certification in Level 3. Bidder to submit chosen OEM Tools' compliance certificates for ISO 27001 & SoC2.			
13.	Power of Attorney/Authorization	Copy of Power of Attorney/Resolution of the Board in the name of the Authorized signatory or submission demonstrating that the representative has been duly authorized to sign.			
14.	Manufacturer Authorization form The bidder shall submit duly filled and signed Manufacturer Authorization form(s) (MAF) from proposed OEM(s) solutions.	Form T-13 on company letter head duly filled and signed by the authorized signatory of the bidder. Not required if bidder is same as OEM			
15	PII Data Usage For the SaaS components recommended/procured by the bidder - All the SaaS components procured by the bidder should be able to work with tokenized data and without the need to	Self-certified letter signed by authorized official of the bidder to be submitted.			

	Parameter	Supporting Documents to be attached	Compliance (Yes/No)	Name of Supporting Document	Reference Page numbers for supporting documents attached
	store any information supplied along with the token. Only the supplied token should be persisted for referencing any actions/events conducted in/by the SaaS system.				

Annexure I: Blacklisting

Invitation for Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

To,

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Sir/Madam,

Reg.: Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

We confirm that our company, _____, is not blacklisted in any manner whatsoever by any of the State/UT and/or central government in India on any ground including but not limited to indulgence in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

Dated this..... day of..... 2024

(Signature)

(Name)

(In the capacity of) at

Duly authorized to sign Bid for and on behalf of

Form T-2: Comments and Suggestions on the Terms of Reference, Counterpart Staff, and Facilities to be provided by LIC

(Ref ITB-clause 2.9.2)

(To be submitted as part of Technical Bid) (Along with supporting documents, if any)

(on Bidder's Letter-head)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Bidder's Name [Address and Contact Details]

Date.....

Form T-2: Comments and Suggestions on the areas that have not been provided or any changes to the existing provisions of the Terms of Reference, Counterpart Staff, and Facilities to be provided by LIC that could improve the quality/effectiveness of the assignment.

Specifically mention where your bid deviates from Section IV: Terms of Reference (TOR).

A - ON THE TERMS OF REFERENCE

Note: Suggest and justify any modifications or improvements to the Scope of Work you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, adding another, or proposing a different phasing of the activities). Such suggestions should be concise, to the point, and incorporated into your bid. Bidders must maintain the same numbering and structure as in Section IV: Terms of Reference (TOR)

B - ON COUNTERPART STAFF AND FACILITIES & OTHER AREAS

Form T-2: Comments and Suggestions on the Terms of Reference, Counterpart Staff, and Facilities to be Provided by the Procuring Entity

{Comments on counterpart staff and facilities to be provided by LIC. For example, administrative support, office space, etc., if any}

Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference

(Ref ITB-clause 2.9.2)

(To be submitted as part of Technical Bid) (Along with supporting documents, if any)

(on Bidder's Letter-head)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Bidder's Name [Address and Contact Details]

Date.....

Form T-3: Description of Approach and Methodology for performing the assignment, including a detailed description of the proposed methodology and staffing for training if the Terms of Reference specify training as a specific component of the assignment.

{Suggested structure of your Response:

- a) Technical Approach and Methodology
- b) Organization and Staffing }

A) Technical Approach and Methodology

{Please explain your understanding of the objectives of the assignment as outlined in the 'Terms of Reference' (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs here. }

B) Organization and Staffing

{Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts, and relevant technical and administrative support staff. The Organization and staffing should be consistent with Form T-5: 'Key Expert Curriculum Vitae (CV)' .}

.....
(Signature with date)

.....
(Name and designation)
Duly authorized to sign Bid for and on behalf of

.....
[name, address, and seal of Bidder]
DA: Relevant documents like technical data, literature, drawings, and other documents

Form T-4: Client Reference Format

(Ref ITB-clause 2.9.2)

(To be submitted as part of Technical Bid) (Along with supporting documents, if any)

(on Bidder’s Letter-head)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Bidder’s Name [Address and Contact Details]

Documentary evidence like Purchase Orders, Copies of the Service Contracts or Work Completion certificates from the client organization confirming the details of the Digital insurance solution services for onboarding of customers offered, to be submitted with following details:

The documentary evidence submitted should reflect the contract start date during the last 3 financial years (2020-2021, 2021-2022, 2022-2023 and 2023-2024).

LIC reserves the right to verify with such clients while evaluating the Technical Bid.

Citation No.: Name of Client:

Details	Required Information
Name of the Client	
Contact person of the Client with Name, Designation, Tel. No., Fax No., Address, Email-id & Mobile no.	
Documentary evidence submitted	
Role of the bidder	
Contract valid from	
Contract valid upto	
No. of years of tie up	
Name of the Solution deployed at Client location	

Details	Required Information
No. of Client Applications integrated with Digital Insurance Solution Application for Onboarding of Customers	
Integration types adopted for client applications	
Details of Hardware configurations & Software used at the Client end	
Brief details about the Solution architecture, Data Flow, Work-flow implemented	

For and on behalf of: _____ (Bidder)

Authorized Signatory of the bidder

Name:

Designation:

Office Seal or digital signature:

Place:

Date:

Form T-5: Key Expert Curriculum Vitae (CV)

(Ref ITB-clause 2.9.2)

(For all Key Experts separately)

(To be submitted as part of Technical Bid on Bidder’s Letterhead)

Bidder’s Name _____

[Address and Contact Details] Date.....

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Below form needs to be filled for each key expert to be part of the proposed team structure for the delivery of the scope of services as detailed in Appendix C

LIC reserves the right to verify project/experience details while evaluating the Technical Bid

Name (Optional)		
Surname (Optional)		
Role in the Project		
Educational Qualifications		
Total Years of experience		
Total Years of Insurance experience		
Tenure with the bidder’s organization/entity		
Base location		
Opportunity to interview		
Availability date		
List main relevant projects for the scope of this RFP, including project descriptions, starting/ending periods, client/industry and key impact to business/tech performance	Project 1	
	Project 2	
	Project 3	

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of a Contract award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification, dismissal, and/or sanctions by LIC.

Name of Expert	Signature	(day/month/year) Date
----------------	-----------	--------------------------

.....

(Signature with date)

.....

(Name and designation)

Duly authorized to sign Bid for and on behalf of

.....

[name, address, and seal of Bidder]

DA: As above, if any

Form T-6: Indicative Commercial Bid

(Ref ITB-clause 2.9.2)

(To be submitted as part of Financial Bid on Bidder’s Letterhead)

Bidder’s Name_____

[Address and Contact Details] Date.....

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Total Cost of Ownership

Sr. No.	Description	Cost (INR)	5-Year TCO (INR)
1	Campaign Management: License fee (<i>Table#1</i>)		
2	Campaign Management: Managed services fee (Campaign based) (<i>Table#2</i>)		
3	Audience Management: License fee (<i>Table#3</i>)		
4	Audience Management: Managed Services (FTE based) (<i>Table#4</i>)		
5	Audience Management: Change Request Cost (<i>Table#5</i>)		
6	AB/MVT: License fee (<i>Table#6</i>)		
7	AB/MVT: Managed services fee (Campaign based) (<i>Table#7</i>)		
8	Creative Agency: FTE Cost (<i>Table#8</i>)		
9	Creative Agency: Change Request Cost (<i>Table#9</i>)		
10	Tokenization and Data Vault system: License fee (<i>Table#10</i>)		
11	Tokenization and Data Vault system: Managed Services (FTE based) (<i>Table#11</i>)		
12	Tokenization and Data Vault system: Hardware fee (<i>Table#12</i>)		
13	Tokenization and Data Vault system: Hardware ATS Cost (<i>Table#13</i>)		
14	Integration Cost (<i>Table#14</i>)		
15	Integration Change Request Cost (<i>Table#15</i>)		

Table#1: Campaign Management – License fee

Sr. No.	Description	Indicative Quantity (Unique Users, in cr)	# of years	Unit Cost (INR)	Total Cost (INR)
1	Enterprise licensing fee - Campaign management	10	5		
Total				<i><transfer to TCO table></i>	

Note: Rate (Unit cost) will be valid for 3 years and subject to revision basis mutual agreement. Number of unique users is indicative, final payout to the vendor will be made basis actual number of users.

Table#2: Campaign Management – Managed Services (Campaign based)

S. No.	Campaign type	Description	No. of campaigns	Cost
Year 1				
1	Low complexity	Linear; Single stage; Minimal personalization/experimentation	60	
	Medium complexity	Multi-stage; segmented campaign with experimentation of content/format	100	
	High complexity	Multi-stage; hyper personalized (1:1) automated campaigns	50	
Year 2				
2	Low complexity	Linear; Single stage; Minimal personalization/experimentation	70	
	Medium complexity	Multi-stage; segmented campaign with experimentation of content/format	115	
	High complexity	Multi-stage; hyper personalized (1:1) automated campaigns	55	
Year 3				
3	Low complexity	Linear; Single stage; Minimal personalization/experimentation	80	
	Medium complexity	Multi-stage; segmented campaign with experimentation of content/format	140	
	High complexity	Multi-stage; hyper personalized (1:1) automated campaigns	70	
Year 4				
4	Low complexity	Linear; Single stage; Minimal personalization/experimentation	100	
	Medium complexity	Multi-stage; segmented campaign with experimentation of content/format	165	

S. No.	Campaign type	Description	No. of campaigns	Cost
	High complexity	Multi-stage; hyper personalized (1:1) automated campaigns	80	
Year 5				
5	Low complexity	Linear; Single stage; Minimal personalization/experimentation	120	
	Medium complexity	Multi-stage; segmented campaign with experimentation of content/format	200	
	High complexity	Multi-stage; hyper personalized (1:1) automated campaigns	100	
Total				<transfer to TCO table>

Business intelligence to be provided by LIC.

Table#2.1: Campaign Management – Cost/campaign

S. No.	Campaign type	Description	Cost/campaign
1	Low complexity	Linear; Single stage; Minimal personalization/experimentation	
	Medium complexity	Multi-stage; segmented campaign with experimentation of content/format	
	High complexity	Multi-stage; hyper personalized (1:1) automated campaigns	

Cost/campaign to be multiplied with number of campaigns in table 2 to arrive at managed services cost. Number of campaigns is indicative, final payout to the vendor will be made basis the actual number of campaigns executed.

Table#2.2: Campaign Management – FTE Annual Cost

S. No.	FTE Type	Avg. Annual Cost per FTE (in INR)
1	Marketing Automation Platform specialist	
2	CRM Analyst/Planner	
3	Optimization specialist	
4	QA Analyst	
..	..	

Bidder to add more FTE roles, as required.

Table#3: Audience Management – License fee

Sr. No.	Description	Indicative Quantity (Unique Users, in cr)	# of years	Unit Cost (INR)	Total Cost (INR)
1	Enterprise licensing fee – Audience management	10	5		
Total				<i><transfer to TCO table></i>	

Note: Rate (Unit cost) will be valid for 3 years and subject to revision basis mutual agreement. Number of unique users is indicative, final payout to the vendor will be made basis actual number of users.

Table#4: Audience Management – Managed Services (FTE based)

S. No.	FTE type	Annual cost for 1 FTE					Total
		Year 1	Year 2	Year 3	Year 4	Year 5	
1	Platform Configurator						<i><transfer to TCO table></i>

Table#5: Audience Management – Change request cost

S. No.	FTE type	No. of man days/year	Cost/man day	Total cost
1	Audience Management Specialist	150		<i><transfer to TCO table></i>
2	Audience analyst	150		

Table#5.1: Audience Management – FTE Annual Cost

S. No.	FTE Type	Avg. Annual Cost per FTE (in INR)
1	Audience Strategist	
2	Audience Management Specialist	
3	Audience analyst	
..	..	

Bidder to add more FTE roles, as required.

Table#6: AB/MVT – License fee

Sr. No.	Description	Indicative Quantity (Unique Users, in cr)	# of years	Unit Cost (INR)	Total Cost (INR)
1	Enterprise licensing fee – AB/MVT	10	5		
Total				<i><transfer to TCO table></i>	

Note: Rate (Unit cost) will be valid for 3 years and subject to revision basis mutual agreement. Number of unique users is indicative, final payout to the vendor will be made basis actual number of users.

Table#7: AB/MVT – Managed Services (Campaign based)

S. No.	Campaign type	Description	No. of campaigns	Cost
Year 1				
1	Low complexity	Single page content-based AB testing	30	
	Medium complexity	Multi-page, segmented MVT with targeting campaigns	50	
	High complexity	Multi-page, customer journey based MVT with hyper targeting & Personalisation of content and offers	20	
Year 2				
2	Low complexity	Single page content-based AB testing	35	
	Medium complexity	Multi-page, segmented MVT with targeting campaigns	60	
	High complexity	Multi-page, customer journey based MVT with hyper targeting & Personalisation of content and offers	25	
Year 3				
3	Low complexity	Single page content-based AB testing	45	
	Medium complexity	Multi-page, segmented MVT with targeting campaigns	70	
	High complexity	Multi-page, customer journey based MVT with hyper targeting & Personalisation of content and offers	30	
Year 4				
4	Low complexity	Single page content-based AB testing	50	
	Medium complexity	Multi-page, segmented MVT with targeting campaigns	90	
	High complexity	Multi-page, customer journey based MVT with hyper targeting & Personalisation of content and offers	35	
Year 5				
5	Low complexity	Single page content-based AB testing	60	
	Medium complexity	Multi-page, segmented MVT with targeting campaigns	100	
	High complexity	Multi-page, customer journey based MVT with hyper targeting &	40	

S. No.	Campaign type	Description	No. of campaigns	Cost
		Personalisation of content and offers		
Total				<transfer to TCO table>

Business intelligence to be provided by LIC.

Table#7.1: AB/MVT tool – Cost/campaign

S. No.	Campaign type	Description	Cost/campaign (avg.)
1	Low complexity	Single page content-based AB testing	
	Medium complexity	Multi-page, segmented MVT with targeting campaigns	
	High complexity	Multi-page, customer journey based MVT with hyper targeting & Personalisation of content and offers	

Cost/campaign to be multiplied with number of campaigns in table 7 to arrive at managed services cost. Number of campaigns is indicative, final payout to the vendor will be made basis the actual number of campaigns executed.

Table#7.2: AB/MVT tool – FTE Annual Cost

S. No.	FTE Type	Avg. Annual Cost per FTE (in INR)
1	Optimisation Strategist	
2	Front end app/web developer	
3	AB testing platform Specialist	
4	Data Analyst	
5	QA Analyst	
..	..	

Bidder to add more FTE roles, as required.

Table#8: Creative Agency – FTE Cost

S. No.	No. of FTEs	Avg. Annual Cost per FTE (in INR)	Total Cost (in INR)
Year 1			
1			
Year 2			
2			
Year 3			

S. No.	No. of FTEs	Avg. Annual Cost per FTE (in INR)	Total Cost (in INR)
3			
Year 4			
4			
Year 5			
5			
Total			<transfer to TCO table>

Table#9: Creative Agency – Change Request Cost

S. No.	FTE type	No. of Man-days	Cost/Man-day (INR)	Total cost
1	Copywriter	150		
2	Designer	150		
3	Video Editor	150		
Total				<transfer to TCO table>

Note: Rate (Unit cost) will be valid for 3 years and subject to revision basis mutual agreement. Number of unique users is indicative, final payout to the vendor will be made basis actual number of users.

Table#10: Tokenization and Data Vault system – License fee

Sr. No.	Description	Indicative Quantity (No. of tokens** managed, in cr)	Unit Cost (INR)	Total Cost (INR)
1	Enterprise licensing fee – Tokenization and Data Vault system			
	Cost for Year 1	20		
	Cost for Year 2	22		
	Cost for Year 3	24		
	Cost for Year 4	27		
	Cost for Year 5	30		
Total			<transfer to TCO table>	

**Number of tokens is indicative, final payout to the vendor will be made basis the actual number of tokens managed.

Table#11: Tokenization and Data Vault system – Managed Services (FTE based)

S. No.	FTE type	No. of FTEs	Annual cost for 1 FTE					Total
			Year 1	Year 2	Year 3	Year 4	Year 5	
1	Platform							

S. No.	FTE type	No. of FTEs	Annual cost for 1 FTE					Total
			Year 1	Year 2	Year 3	Year 4	Year 5	
	Configurator							
2	System Administrator							
					Total		<i><transfer to TCO table></i>	

Table#11.1: Tokenization and Data Vault system – FTE Annual Cost

S. No.	FTE Type	Avg. Annual Cost per FTE (in INR)
1	Platform Configurator	
2	System Administrator	
..	..	

Bidder to add more FTE roles, as required.

Table#12: Tokenization and Data Vault system – Hardware fee

Sr. No.	Hardware	Description	Primary DC / DR	Environment (Interim Dev, Dev, UAT, Prod, Any Other)	License Type Perpetual / Subscription	Qty A	Rate Per Unit B	5-year TCO (INR) C = A*B
1								
2								
...								
Total								<i><transfer to TCO table></i>

Table#13: Tokenization and Data Vault system – Hardware ATS Cost

Sr. No.	Nature of Support	Year 1 Cost (INR)	Year 2 Cost (INR)	Year 3 Cost (INR)	Year 4 Cost (INR)	Year 5 Cost (INR)	Total Cost (INR)
1	ATS (Hardware)	xxx					<i><transfer to TCO table></i>

Table#14: Integration Cost

S. No.	No. of Man-days	Cost/Man-day (INR)	Total cost
1			<transfer to TCO table>

The integration cost should also include the build & operation of interim solution.

Table#15: Integration: Change request Cost

S. No.	No. of Man-days/year	Cost/Man-day (INR)	Total cost
1	300		<transfer to TCO table>

*The solution cost comprises of application subscription cost, application support cost (ATS), required hardware cost, Cloud Hosting Charges, hardware maintenance cost (AMC), associated Operating system (OS), database (Db), backup solution & infrastructure cost and its maintenance.

** Please add details about any additional paid components that might be required to fulfill the requirements listed in **Appendix C – Scope of Work**. Share implementation/managed services cost for the next 5 years (at an annual basis).

The bidder agrees to abide by the following additional conditions -

1. All the commercial value quoted should be in Indian Rupees. LIC will deduct applicable TDS, if any, as per the law of the land.
2. The prices are inclusive of all taxes, duties, levies etc. except GST.
3. Further, we confirm that we will abide by all the terms and conditions mentioned in the RFP document.
4. For each of the above items provided the bidder is required to provide the cost for every row item where the bidder has considered the cost in BOM.
5. The bidder needs to clearly indicate if there are any recurring costs included in the above bid and quantify the same. In the absence of this, the bidder would need to provide the same without any charge. Bidder should make no changes to the quantity wherever mentioned by LIC.
6. If the **cost for any line item is indicated as zero/blank** then it will be assumed by LIC that the said item is provided to LIC without any cost.
7. All Deliverables to be supplied as per RFP requirements provided in the tender.
8. This initial proposal should be based on projected volumes and include details related to the approach (e.g., solutions, technical requirements, potential dependencies, etc.). It will be reviewed by LIC and the partners designated by LIC.
9. During project execution, the bidder, the partner and the LIC will jointly review the

infrastructure sizing requirements on a quarterly basis. Any additional infrastructure/licensing requirements and derived cost will be borne by the bidder and the delays would incur additional penalties to the bidder.

10. There will be no price escalation for during the contract period and any extension thereof. Bid submitted with an adjustable price quotation will be treated as non-responsive and will be rejected.
11. The bidder will be responsible for any coordination or interaction with the vendors/OEMs to provide fixes or modifications to accomplish the SLAs.
12. Based on the requirements and specifications provided by the bidder for hardware and software, LIC will decide on what can be used from within the existing IT set-up vs what needs to be procured. All procurement needs to be stage-gated across years based on volume increase and the stage gating must be agreed with LIC.
13. All Quoted Commercial Values should comprise of values rounded up to nearest integer without any decimal places.
14. Commercial quote signed is final.

Form T-7: Terms and Conditions - Compliance

(Ref ITB-clause 2.9.2)

(To be submitted as part of Technical Bid) (on Bidder's Letter-head)

Bidder's Name _____

[Address and Contact Details] Date.....

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Note to Bidders: Fill up this Form regarding Terms and Conditions in the RFP Document, maintaining the same numbering and structure. Add additional details not covered elsewhere in your Bid in this regard.

Sl. No.	Ref of RFP Document Section, Clause		Subject	Confirmation/Deviation/ Exception/ reservation	Justification/ Reason
	Section	Clause/ sub-clause			

We shall comply with, abide by, and accept without variation, deviation, or reservation all terms and conditions of the RFP Document, except those mentioned above. If mentioned elsewhere in our Bid, contrary terms and conditions shall not be recognized and shall be null and void.

.....

(Signature with date)

.....

(Name and designation)

Duly authorized to sign Bid for and on behalf of

.....

.....

[name, address, and seal of Bidder] DA: If any, at the option of the Bidder

Form T-8: Check list for Bidders (for Technical Bid)

(Ref ITB-clause 2.9.2)

(To be submitted as part of Technical Bid on Bidder's Letterhead)

Bidder's Name_____

[Address and Contact Details] Date.....

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024**Tender Title:** Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Note to Bidders: This checklist is merely to help the Bidders prepare their Bids; it does not override or modify the tender requirement. Bidders must do their own due diligence also.

Sr. No.	Documents submitted, duly filled, signed	Yes/No/NA
1.	Form T-1: Bid Form (to serve as covering letter and declarations applicable for both the Techno-commercial and Financial Bid)	
2.	Form T-1A: Bidder's Commercial Information	
3.	Form T-1B: Bidder's Profile Format	
4.	Form T-1C: Bidder's Eligibility Criteria as per the RFP	
5.	Form T-2: Comments and Suggestions on the Terms of Reference, Counterpart Staff, and Facilities to be provided by LIC	
6.	Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference	
7.	Form T-4: Client Reference Format	
8.	Form T-5: Key Expert Curriculum Vitae (CV)	
9.	Form T-6: Commercial Bid	
10.	Form T-7: Terms and Conditions - Compliance	
11.	Form T-8: Check list for Bidders (for Technical Bid)	
12.	Form T-9: Bank Guarantee Format for Earnest Money Deposit	
13.	Form T-10: Integrity Pact	
14.	Form T-11: Land Border Declaration	
15.	Form T-12: Non-Disclosure Agreement	
16.	Form T-13: Manufacturer's Authorization Form (MAF)	
17.	Form T-14: Certificate of Local Content	

Form T-9: Bank Guarantee Format for Earnest Money Deposit

(The Bank Guarantee shall be on a Stamp Paper of appropriate value in accordance with Stamp Act and shall be purchased in the name of the guarantee issuing Bank or the Party on whose behalf the BG is being issued.)

(Ref ITB-clause 2.13.1.2 and GCC clause 3.5.8)

Ref Bank Guarantee No.....

Date.....

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

To

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Whereas M/s.....with its Registered/Head Office at..... (name and address of the Bidder, hereinafter called “the Bidder”, which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns) has undertaken to submit a bid, in pursuance of Tender no date (here in after called “the Tender”).

And Whereas you(unless repugnant to the context or meaning thereof, including your successors, administrators, executors, and assigns)have stipulated in the said Tender that the Bidder shall furnish you with a bank guarantee by a Commercial bank for the sum specified therein as Earnest Money Deposit for compliance with its obligations as per the Tender;

And Where as wewith our Head Office at (name and address of the Bank, hereinafter referred to as the ‘Bank’, which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assignees) have agreed to give the Bidder such a bank guarantee.

Now, Therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the Bidder, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the Bidder to be in default under the Tender and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein, notwithstanding any difference between you and the Bidder or any dispute pending before any Court, Tribunal, Arbitrator or any other authority.

We hereby waive the necessity of your demanding the said debt from the Bidder before presenting us with the demand.

The Bank undertakes not to revoke this guarantee during its currency without your previous consent and further agrees that the guarantee herein contained shall continue to be enforceable till you discharge this guarantee. This guarantee will not be discharged due to a change in the constitution of the Bank or the Bidder's.

We further agree that no change or addition to or other modification of the terms of the Tender made by you shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition, or modification.

This guarantee shall be valid until the day of20.....

Our.....branch at.....*(Name & Address of the*(branch) is liable to pay the guaranteed amount depending on the filing of a claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our* branch a written claim or demand and received by us at our* branch on or before Dt otherwise, the bank shall be discharged of all liabilities under this guarantee after that.

(Signature of the authorized officer of the Bank)

.....
.....

Name and designation of the officer

.....

Seal, name & address of the Bank and address of the Branch

*Preferably at the authority's headquarters competent to sanction the expenditure for procurement of goods/services or at the concerned district headquarters or the state headquarters.

Form T-10: Integrity Pact

(If stipulated in TIS, ref Clause 2.9.2.1 of ITB) (To be signed on Plain Paper)

(To be submitted as part of Technical Bid)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

This Agreement (hereinafter called the Integrity Pact) is made on day of the month of 202..... at, India. BETWEEN Life Insurance Corporation of India (hereinafter referred to as “LIC”) a statutory Corporation established under section 3 of Life Insurance Corporation Act 1956 (XXXI of 1956) and having its corporate office at “Yogakshema” Jeevan Bima Marg Mumbai 400021 (hereinafter called the “The Principal”, which expression shall mean and include unless the context otherwise requires, his successors in office and assigns) of the First Part

AND

M/s. (hereinafter called the “The Bidder”, which expression shall mean and include unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

PREAMBLE

‘The Principal’ intends to award, under laid down organizational procedures, contract/s for, ‘The Principal’ values full compliance with all relevant laws of the land, rules, regulations, economical use of resources and fairness/transparency in its relations with its Bidder(s) and/or Bidder(s).

In order to achieve these goals, the Principal shall appoint Independent External Monitors (IEMs) who shall monitor the Procurement Process and the execution of the contract for compliance with the abovementioned principles.

Section 1 - Commitments of the ‘The Principal’

1. ‘The Principal’ commits itself to take all measures necessary to prevent corruption and to observe the following principles: -

No employee of the Principal, personally or through family members, shall, in connection with the tender for, or the execution of a contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which the person is not legally entitled to.

The Principal shall, during the Procurement Process, treat all Bidder(s) with equity and reason. The Principal shall, in particular, before and during the Procurement Process, provide to all Bidder(s) the same information and shall not provide to any Bidder(s) confidential/additional information through which the Bidder(s) could obtain an advantage in relation to the Procurement Process or the contract execution.

The Principal shall exclude from the process all known prejudiced persons.

1. If the Principal obtains information on the conduct of any of its employees, which is a criminal offence under the IPC/PC Act, or if there be a substantive suspicion in this regard, the Principal shall inform the Chief Vigilance Officer and in addition, can initiate disciplinary actions.

Section 2 - Commitments of the 'Bidder'

1. The 'Bidder' commit themselves to take all measures necessary to prevent corruption. The 'Bidder' commit themselves to observe the following principles during participation in the Procurement Process and during the contract execution.
2. The 'Bidder' shall not, directly or through any other person or firm, offer, promise, or give to any of the Principal's employees involved in the Procurement Process or the execution of the contractor to any third person any material or other benefit which he is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the Procurement Process or during the execution of the contract.
3. The 'Bidder' shall not enter any undisclosed agreement or understanding with other Bidders, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of Bids or any other actions to restrict competitiveness or to introduce cartelisation in the Procurement Process.
4. The 'Bidder' shall not commit any offence under the relevant IPC/PC Act; further, the 'Bidder' shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information or document provided by the Principal as part of the business relationship, regarding plans, technical bids, and business details, including information contained or transmitted electronically.
5. The 'Bidder' of foreign origin shall disclose the name and address of the Agents/representatives in India, if any. Similarly, the Bidder/Contractors of Indian Nationality shall furnish the name and address of the foreign principals, if any. Further details, as mentioned in the "Guidelines on Indian Agents of Foreign Suppliers", shall be disclosed by the Bidder. Further, as mentioned in the Guidelines, all the payments made to the Indian agent/representative must be in Indian Rupees only. A copy of the "Guidelines on Indian Agents of Foreign Suppliers" is placed in the Appendix to this agreement.
6. The 'Bidder' shall, when presenting their Bid, disclose any and all payments made, are committed to, or intends to make to agents, brokers, or any other intermediaries in connection with the contract award.
7. Bidder who has signed the Integrity Pact shall not approach the Courts while representing the matter to IEMs and shall wait for their decision in the matter.
8. The 'Bidder' shall not instigate third persons to commit offences outlined above or be an accessory to such offences.

Section 3 - Disqualification from Procurement Process and exclusion from future contracts

If the 'Bidder', before award or during execution, has committed a transgression through a violation of Section 2, above or in any other form such as to put their reliability or credibility in question, the Principal is entitled to disqualify the 'Bidder' from the Procurement Process or take action as per the procedure mentioned in the "Guidelines on Banning of business dealings".

Section 4 - Compensation for Damages

1. If the Principal has disqualified the 'Bidder' from the Procurement Process prior to the award according to Section 3, the Principal is entitled to demand and recover from the 'Bidder' the damages equivalent to Earnest Money Deposit/Bid Security.
2. If the Principal has terminated the contract according to Section 3, or if the Principal is entitled to terminate the contract according to Section 3, the Principal shall be entitled to demand and recover from the Bidder liquidated damages of the contract value or the amount equivalent to Performance Bank Guarantee.

Section 5 - Previous transgression

1. Bidder declares that no previous transgressions occurred in the last three years with any other Company in any country conforming to the anti-corruption approach or with any Public Sector Enterprise in India that could justify his exclusion from the Procurement Process.
2. If the Bidder makes an incorrect statement on this subject, he can be disqualified from the Procurement Process, or action can be taken as per the procedure mentioned in "Guidelines on Banning of business dealings".

Section 6 - Equal treatment of all Bidders/Contractors/Subcontractors

1. In the case of Sub-contracting, the Principal Bidder shall take responsibility for the adoption of the Integrity Pact by the Sub-contractor.
2. The Principal shall enter into agreements with identical conditions as this one with all Bidders and Contractors.
3. The Principal shall disqualify from the Procurement Process all Bidders who do not sign this Pact or violate its provisions.

Section 7 - Criminal charges against violating Bidder(s)/Bidder(s)/Subcontractor(s)

1. If the Principal obtains knowledge of the conduct of a Bidder, Bidder or Subcontractor, or of an employee or a representative or an associate of a Bidder, Bidder or Subcontractor, which constitutes corruption, or if the Principal has substantive suspicion in this regard, the Principal shall inform the same to the Chief Vigilance Officer.

Section 8 - Independent External Monitor

1. The Principal appoints competent and credible Independent External Monitor for this Pact after approval by Central Vigilance Commission. The task of the Monitor is to review independently and objectively whether and to what extent the parties comply with the obligations under this agreement.

Name addresses of the Monitors:

Shri Arun Chandra Verma, IPS (Retd.)

Flat No. C – 1204, Amrapali Platinum Complex, Sector - 119, NOIDA, Uttar Pradesh

Email address: acverma1@gmail.com

Mobile No. – (+91) 8130386387

2. The Monitor is not subject to instructions by the representatives of the parties and performs his functions neutrally and independently. The Monitor would have access to all Contract documents whenever required. It shall be obligatory for him/her to treat the information and documents of the Bidders/Contractors as confidential. He/she reports to the Head of the Procuring Organisation.
3. The Bidder(s)/Bidder(s) accepts that the Monitor has the right to access, without restriction, all Project documentation of the Principal, including that provided by the Bidder. The Bidder shall also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to their project documentation. The same is applicable to Sub- contractors.
4. The Monitor is under contractual obligation to treat the information and documents of the Bidder(s)/Sub-contractor(s) with confidentiality. The Monitor has also signed declarations on 'Non-Disclosure of Confidential Information' and of Absence of Conflict of Interest. In case of any conflict of interest arising at a later date, the IEM shall inform the Head of the Procuring Organisation and recuse himself/herself from that case.
5. The Principal shall provide to the Monitor sufficient information about all meetings among the parties related to the Project, provided such meetings could have an impact on the contractual relations between the Principal and the Bidder. The parties offer the Monitor the option to participate in such meetings.
6. As soon as the Monitor notices, or believes to have noticed, a violation of this agreement, he shall so inform the Management of the Principal and request the Management to discontinue or take corrective action, or to take other relevant action. The monitor can, in this regard, submit non- binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in a specific manner, refrain from action, or tolerate action.
7. The Monitor shall submit a written report to the Head of the Procuring Organisation within 8 to 10 weeks from the date of reference or intimation to him by the Principal and, should the occasion arise, submit bids for correcting problematic situations.
8. If the Monitor has reported to the Head of the Procuring Organisation a substantiated suspicion of an offence under the relevant IPC/PC Act, and the Head of the Procuring

Organisation has not, within the reasonable time, taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance Commissioner.

9. The word 'Monitor' would include both singular and plural.

Section 9 - Pact Duration

1. This Pact begins when both parties have legally signed it. It expires for the Bidder 12 months after the last payment under the contract and for all other Bidders 6 months after the contract has been awarded. Any violation of the same would entail disqualification of the Bidders and exclusion from future business dealings.
2. If any claim is made/lodged during this time, the same shall be binding and continue to be valid despite the lapse of this pact as specified above unless it is discharged/determined by the Head of the Procuring Organisation.

Section 10 - Other provisions

1. This agreement is subject to Indian Law. The place of performance and jurisdiction is the Registered Office of the Principal, i.e., Mumbai.
2. Changes and supplements, as well as termination notices, need to be made in writing. Side agreements have not been made.
3. If the Bidder is a partnership or a consortium, this agreement must be signed by all partners or consortium members.
4. Should one or several provisions of this agreement turn out to be invalid, the remainder of this agreement remains valid. In this case, the parties shall strive to come to an agreement with their original intentions.
5. Issues like Warranty/Guarantee etc., shall be outside the purview of IEMs.
6. In the event of any contradiction between the Integrity Pact and its Appendix, the Clause in the Integrity Pact shall prevail.

For and on behalf of the Principal

(Name of the Officer and Designation) (Office Seal)

For and on behalf of 'Bidder'

(Name of the Officer and Designation) (Office Seal)

For and on behalf of the Principal Place

Date Witness 1:

(Name & Address) Witness 2:

(Name & Address)

Form T-11: Land Border Declaration

(To be signed on Plain Paper)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Dear Sir,

Re: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India at LIC Ref: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

I have read Office Memorandum F.No.6/18/2019-PPD dated 23.07.2020 issued by the Ministry of Finance, Department of Expenditure, Public Procurement Division inserting Rule 144 (xi) in GFRs 2017 which defines clauses regarding restrictions for procurement from a bidder from a country which shares a land border with India.

I certify that (bidder) is not from such a country or, if from such a country, has been registered with the Competent Authority. I hereby certify that (bidder) fulfils all requirements in this regard and is eligible to be considered for this RFP.

Dated at this day of 2023.

Authorised Signatory

(Name: Contact Person, Phone No., Fax, E-mail)

(This letter should be on the letterhead of the Bidder duly signed by an authorized signatory)

Form T-12: Non-Disclosure Agreement

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India (No deviations in wordings permitted)

(To be executed over Rs.500 Stamp/Franked paper & notarized)

This Non-Disclosure Agreement (hereinafter referred to as “Agreement”) is made and entered into this day of in the year Two Thousand and Twenty ____ (202_) at _____.

BY AND BETWEEN

Life Insurance Corporation of India (hereinafter referred to as “**LIC**” or “**Disclosing Party**”), a statutory corporation established under section 3 of Life Insurance Corporation Act 1956 (XXXI of 1956) and having its Corporate Office at “Yogakshema”, Jeevan Bima Marg, Mumbai –400021 (which expression, unless repugnant to the context and meaning thereof, shall include its successors in business and permitted assigns) as PARTY OF THE FIRST PART

AND

Company Name & Address_____ and having its registered office at, _____ hereinafter referred to as the _____ or “**Recipient**” (which expression, unless repugnant to the context and meaning thereof, shall include its successors in business and permitted assigns) as PARTY OF THE SECOND PART.

< Company Name & Address> shall be referred to herein as a “**Respondent**”.

LIC and the Recipient shall individually be referred to as “**Party**” and collectively referred to as “**Parties**”.

AND WHEREAS

1. The Recipient is aware that while responding to LIC’s Request For Proposal (RFP) LIC/CO/IT/DT/2024/RFP/03, RFP for Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India at LIC Dated: 18.07.2024, the Recipient may be gathering information on LIC’s Business/Operations, certain proprietary information such as technically and commercially detailed information regarding the respective products & service offerings, Organization, decision processes, technical infrastructure, working processes and delegation of responsibilities, project management and planning methods, reports, plans and status including but not limited to technical manuals, specifications, product features, customer list, specializations, documents, financial statements and business/development plans etc., (“**Proprietary Information**”)

indicated as confidential by LIC and made available to the Recipient while responding to the RFP, is privileged and strictly confidential to and/or proprietary of LIC.

2. The Recipient agrees to receive the Proprietary Information or other information from LIC and treat all such information as confidential information and to safeguard LIC's confidential information, property, information systems, network, databases and other data.

NOW, THEREFORE, in consideration of the recitals set forth above and the covenants set forth herein, the Respondent covenants and agrees that:

Definitions: -

3. "**Confidential Information**" means information which may be in any form including but not limited to oral, written or printed information or Information in electronic form, data, studies, bidders reports, trade secrets, proformas and other financial and trade/commercial information, computer models and programs, contracts, plant designs and configurations, plant performance data or other material of any kind or nature in whatever form. Wherever, information is given orally, within 7 days, the receiving party should receive the information in writing along with the confidentiality statement from the other party.
4. Confidential Information does not include information that Respondent can reasonably prove, falls within any of the following:
 - a. Information that either is legally in either party's possession or publicly available to either party prior to the disclosure of such information hereunder;
 - b. Information that, subsequent to its disclosure hereunder, becomes publicly available to either party without any violation of this Agreement by either party;
 - c. Information that becomes legally available to either party on a non-confidential basis from any third party, the disclosure of which to either party does not, to either party's knowledge, violate any contractual or legal obligation such third party has to either party with respect to such information ;
 - d. Information that is independently acquired or developed by either party which can be evidenced by written records; or information that is explicitly approved for release by written authorization of LIC.

Non-disclosure:

5. In consideration for the Engagement of the Recipient by the Disclosing Party as its consultant and receipt of Confidential Information, the Recipient hereby agrees not to use, transfer, copy, or otherwise communicate any such Confidential Information disclosed to it by the Disclosing Party for its own use or for any purpose other than to carry out discussions concerning, and the undertaking of, the Engagement. The Recipient shall not disclose nor permit disclosure of any Confidential Information of the Disclosing Party to third parties, except without the prior written consent of the Disclosing Party, during the term of this Agreement. The Recipient agrees that it shall take all reasonable measures to protect the secrecy of and avoid disclosure or use of Confidential Information of the Disclosing Party in order to prevent it from falling

into the public domain. Such measures shall include, but not limited to, the highest degree of care that the Recipient utilizes to protect its own Confidential Information of a similar nature, which shall be no less than reasonable care. The Recipient may reveal the Confidential Information to those of its officers, consultants, auditors, directors, contractors, agents, related entities, employees (“**Representatives**”) who are directly involved in providing the Services or who may have a legitimate “need to know” the Confidential Information for the purposes of the Agreement and shall ensure that each of them complies with the obligation to keep the Confidential Information secret, private and confidential and observes confidentiality obligations similar to those contained in this Agreement.

6. The Recipient hereby agrees and undertakes that it shall handover to an Authorized Person of the Disclosing Party and/or destroy and delete, as the case may be, any records of whatsoever nature in the possession, custody or control of the Recipient which contain any Confidential Information or which are produced or received by the Recipient in connection with the Confidential Information from the Disclosing Party upon fulfillment of the purpose of this Agreement and its Engagement and not later than 7 (seven) days from the date of written demand from the Disclosing Party. Provided, however, that Recipient may retain the Confidential Information as is necessary to enable it to comply with any Applicable Law;
7. The Recipient hereby agrees and undertakes that it shall not use the Confidential Information to the competitive disadvantage of the Disclosing Party; and
8. The Recipient hereby agrees and undertakes that it holds the Disclosing Party harmless and indemnified from any direct liability, direct damage, direct loss, reasonable cost or expense (including any reasonable attorney’s fees) incurred or suffered by the Disclosing Party on account of the proven breach of any provision of this Agreement by the Recipient; provided, however, that the total liability of the Recipient to both Govt. through Disclosing Party and the Disclosing Party for the Engagement and/or this Agreement shall under no circumstances exceed the fees received by the Recipient in connection with the Proposed Transaction, except in the event of willful misconduct or gross negligence by the Recipient.

Use of Information:

9. The Recipient agrees that it will not use the Confidential Information of the Disclosing Party, directly or indirectly, in a manner that is detrimental to or with an intention or foreseeably likely result of adversely affecting the business of the Disclosing Party or its affiliates or for other than the purpose set forth in this Agreement. The Recipient agrees and acknowledges that the Confidential Information disclosed hereunder may contain or reveal sensitive information as to the business plans and competitive position of the Disclosing Party and its affiliates and further agrees not to make any other use of the Confidential Information or to incorporate any Confidential Information into any work or product. Any use contrary to this Agreement, or modification of the Confidential Information, without the express written consent of the Disclosing Party is strictly prohibited.

10. The Recipient shall not use any confidential information as may be received from the Central Government through Department of Financial Services or any of its officers during the subsistence of this agreement.

Return of Confidential Information

11. Notwithstanding anything contained in Clause _____ of this Agreement, the Recipient shall be able to share Confidential Information with DFS (Department of Financial Services), its professional and/or legal advisors, or any other entity authorized by Disclosing Party solely for the purpose of this Agreement and the Engagement.
12. Upon fulfilment of the purpose of this Agreement and the Engagement and not later than 7 (seven) days from the date of written demand from the Disclosing Party, the Recipient shall return to the Disclosing Party or erase, delete and destroy all the Confidential Information and records or materials related thereto, which are in possession of the Recipient, as the case may be, provided, however, that Recipient may retain the Confidential Information as is necessary to enable it to be in compliance with any Applicable Law.

Property Rights

13. The Recipient agrees that Confidential Information provided by the Disclosing Party is and shall always remain the exclusive property of the Disclosing Party and the recipient will not acquire by implication or otherwise any Confidential Information supplied by or on behalf of or relating to the Disclosing Party.

Legal Obligation to Disclose:

14. In the event that Recipient or any of Recipient's Representatives is requested or required in response to a valid order of a court of competent jurisdiction or other governmental body to disclose any of the Confidential Information, it is agreed that Recipient or such Recipient's Representative, as the case may be, will provide Disclosing Party with at least three (3) days' prior written notice of such request(s) so that Disclosing Party may seek an appropriate protective order or other appropriate remedy and/or waive compliance with the confidentiality provisions of this Agreement. If such protective order or other remedy is not obtained, or Disclosing Party grants a waiver hereunder, Recipient or such Recipient's Representative may furnish the details of the Confidential Information which Recipient is legally compelled to disclose and will exercise its commercially reasonable efforts to obtain reliable assurance that confidential treatment will be accorded to any Confidential Information so furnished.

Validity:

15. This Agreement is intended to cover Confidential Information disclosed by the Disclosing Party prior and subsequent to the date hereof. The term of the Agreement shall commence from the Bid submission date and shall continue till the date of completion of Assignment, unless terminated earlier. The Parties agree that this Agreement shall be valid for three (3) years from the date of completion of Assignment/ date of termination.

Termination

16. This Agreement shall co-exist with the Engagement of the Recipient with the Disclosing Party and shall terminate simultaneously upon completion of Assignment or termination of Engagement of the Recipient with the Disclosing Party.
17. However, the obligations under this Agreement shall be valid and binding for period Three (3) years from the date of completion of Assignment or termination of Engagement of the Recipient with the Disclosing Party.

Amendments

18. This Agreement may not be and shall not be deemed or construed to have been modified, amended, rescinded or cancelled in whole or in part, except by written instrument signed by the Parties hereto, which makes specific reference to this Agreement and which specifies that this Agreement is being modified, amended, rescinded or cancelled.

No Waiver

19. Any failure by either Party in exercising any right, power or privilege hereunder and any delay in exercising, any right or remedy hereunder shall not act as a waiver hereunder, nor shall any single or partial exercise of rights hereof preclude any further exercise of any rights, power or privilege by such Party.
20. Any failure of a Party to comply with any obligation contained in this Agreement may be waived by the Party entitled to the benefit thereof only by a written instrument duly executed and delivered by the Party granting such waiver, which instrument makes specific reference to this Agreement and the provision to which it relates and describes the right or obligation consented to be waived or purported to be violated.

Applicable law and Dispute Resolution

21. This Agreement shall be governed by and construed exclusively in accordance with the laws of India. All disputes, claims, suits and actions arising out of this Agreement or its validity shall be subject to the exclusive jurisdiction of courts of Mumbai. All disputes or differences whatsoever arising between the parties out of or in connection with this Agreement (including dispute concerning interpretation) or in discharge of any obligation arising out of the Agreement (whether during the progress of work or after completion of such work and whether before or after the termination of this Agreement, abandonment or breach of this Agreement), shall be settled amicably. If the parties are not able to solve them amicably within 30 (thirty) days after dispute occurs as evidenced through the first written communication from any party notifying the other regarding the disputes, either party (LIC or the Recipient) shall give written notice to other party clearly setting out there in, specific dispute(s) and/or difference(s), and shall be referred to a sole arbitrator mutually agreed upon, and the award made in pursuance thereof shall be binding on the parties. In the absence of consensus about the single arbitrator, the dispute may be referred to an arbitration panel; one to be nominated by each party and the said arbitrators shall nominate a presiding arbitrator, before commencing the arbitration proceedings. The arbitration shall be settled in accordance with the applicable Indian Laws and the arbitration shall

be conducted in accordance with the Arbitration and Conciliation Act, 1996. The seat of arbitration proceedings shall be Mumbai, India, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in English.

Entire Agreement

- 22. The terms and conditions herein constitute the entire agreement and understanding of the Parties and shall supersede all communications, negotiations, arrangements and agreements, either oral or written, with respect to the subject matter hereof. No amendments to or modifications of this Agreement shall be effective unless reduced to writing and executed by the Parties hereto.

Severability and Assignment

- 23. If any provision of this Agreement or part thereof is declared or found to be illegal, unenforceable, or void in any respect, the Parties shall negotiate in good faith to agree upon a substitute provision that is legal and enforceable and is as nearly as possible consistent with the intentions underlying the original provision. If the remainder of this Agreement is not materially affected by such substituted provision and is capable of substantial performance, then only such original provision or part thereof shall be, to the extent required, deemed not to form part of this Agreement and the remainder of the Agreement shall be enforced to the extent permitted by law.
- 24. The Recipient shall not assign its rights and obligations under this Agreement by operation of law or otherwise without the written consent of the Disclosing Party.

Counterparts

- 25. This Agreement may be executed in one or more counterparts, all of which together shall constitute a single instrument between the Parties with the same effect as if all the signatures were upon the same instrument and may be amended only in a written instrument executed by each Party hereto.

Notices

- 26. Any notices under this Agreement will be sent by registered mail, by pre-paid post, facsimile transmission, or electronic mode of communication or comparable means of communication, at the respective address of the Parties as mentioned in this Agreement.

In witness whereof the Parties herein have hereto set their hands and seal on this day, month and year herein above mentioned.

SIGNED, SEALED AND DELIVERED SIGNED, SEALED AND DELIVERED

by within named Disclosing Party by within named Recipient)

Life Insurance Corporation of India, through _____ through
_____)

Designation: _____,)

Designation: Partner/Director)

in the presence of Witness

1.

in the presence of Witness

2.

Form T-13: Manufacturer's Authorization Form (MAF)

(To be signed on Plain Paper)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India (No deviations in wordings permitted)

To,

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Dear Sir,

Re: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India at LIC Ref: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

We _____ (OEM) who are established and reputed manufacturers of _____ (Equipment) having factories/Depot at _____ and _____ confirms that, M/s _____ (Name and address of bidder) herein after referred as "Partner" wishes to participate in the Bid or Project stated above and has entered into an agreement for the purchase and resale of _____ (OEM) Products and/or Services. The Partner is entitled and authorized to do the following:

- a) Resell and/or distribute _____ (OEM) products and/or services in India to end users within that Territory.
- b) Bid, negotiate, and conclude a contract with LIC of India for the above products/services manufactured or supplied by _____(OEM).

_____ (OEM) will, within the scope of its agreement with its Authorized channels, provide product warranty services and support for _____ (OEM) products obtained through its Authorized channels for a period mentioned in the RFP referred above, from the date of installation at LIC of India.

_____ (OEM) certify that, the equipment being sold would not be declared End of Support (EoS) in the next 5 Years and that _____ (OEM) shall supply suitable substitute in case EoS of equipment. Also _____ (OEM) certifies that the products being sold would be covered under Warranty / Support and support will be available for next five years.

The products being sold under this RFP will be provided back-to-back/direct support with the OEM for five years. It would be the highest level of support provided by the OEM and would be able to meet the SLA parameters.

If you need any additional information, please contact Mr./Ms. _____
at _____ (Mobile no.) or _____ (e-mail ID).

Yours faithfully,

Name of person

For and on behalf of M/s _____

Designation Contact Details

Date:

Place:

(Name of Original Equipment Manufacturer - OEM) (Seal of the OEM)

Form T-14: Certificate of Local Content

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India (No deviations in wordings permitted)

(Certificate from the statutory auditor or cost auditor of the company (in case of companies) or from a practicing cost accountant or practicing chartered accountant (in respect of suppliers other than companies) giving the percentage of local content, on their letter head with Registration Number with seal.)

To,

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Dear Sir,

Ref: RFP No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

This is to certify that proposed _____ is having the local content of _____ % as defined in the above mentioned RFP.

This certificate is submitted in reference to the Public Procurement (Preference to Make in India), Order 2017 including revision thereto.

Signature of Statutory Auditor/Cost Auditor

Registration Number:

Seal

Counter-signed:

Bidder

OEM

<Certified copy of board resolution for appointment of statutory/cost auditor should also be enclosed with the certificate of local content.>

Formats

Format 1: Contract Form (Template)

(Ref ITB-clause 2.13)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Contract No..... dated..... To

Bidder [Write Name]

[Complete address of the Bidder]

Subject:

Ref:1. This office's Letter of Award No..... dated

1. *This office RFP Document No. **LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024**; Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation of India, dated and subsequent Amendment No....., dated (If any). (Hereinafter referred to as 'the RFP Document')*
- E. *Your Tender No..... dated..... and subsequent communication(s)/Revised Offer No..... dated (If any), exchanged between you and this office in connection with this tender. (Hereinafter referred to as 'Your Offer')*

Dear Sir/Madam,

Your Bid referred above, read with subsequent letters mentioned above, for the Services stipulated in the Schedules annexed herewith, have been accepted. Terms and conditions in this Contract and the documents listed in the clause below shall apply.

Note: The words, expressions, definitions, and abbreviations used in this Contract shall have the same meanings as those assigned in the General Condition of Contract enclosed.

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
2. The General Conditions of the Contract; The Special Conditions of the Contract; Appendices:
 - a. Form T-3: Description of Approach and Methodology in Responding to the Terms

of Reference (Section I to V, GCC, Scope of work, Payment terms, and others)

- b. Form T-5: Key Expert Curriculum Vitae (CV)
- c. Form T-6: Commercial Bid
- d. Annexure II: Bank Guarantee Format for Performance Security
- e. Appendix C: Scope of work

In the event of any inconsistency between the documents, the following order of precedence shall prevail: this Contract Form; the Special Conditions of Contract; the General Conditions of Contract; Form T-3: Description of Approach and Methodology in Responding to the Terms of Reference; Form T-5: Key Expert Curriculum Vitae (CV); Form T-6: Commercial Bid, Annexure II and Appendix C. Any reference to this Contract shall include, where the context permits, a reference to its Appendices.

1. Key Information
 - a. Summary of Costs
 - b. Timelines
 - i. Effective Date of The Contract as per Work Plan in Form T-3
 - ii. Completion Date of the milestones, Services as per Work Plan
2. The mutual rights and obligations of LIC and the Bidder shall be as outlined in the Contract, in particular:
 - a. the Bidder shall carry out the Services in accordance with the provisions of the Contract; and
 - b. LIC shall make payments to the Bidder in accordance with the provisions of the Contract (Section III, para 3.10)

(Signature, name and address of [Procuring Entity]’s authorized, official) For and on behalf of the LIC Of India

Received and accepted this Contract

(Signature, name, and address of the Bidder’s executive duly authorized to sign on behalf of the Bidder. For a joint venture, either all members shall sign or only the lead member, in which case a power of attorney to sign on behalf of all members shall be attached.)

For and on behalf of

(Name and address of the Bidder)

.....

(Seal of the Bidder)

Date:

Place:

Annexure II: Bank Guarantee Format for Performance Security

(The Bank Guarantee shall be on a Stamp Paper of appropriate value in accordance with Stamp Act and shall be purchased in the name of the guarantee issuing Bank or the Party on whose behalf the BG is being issued.)

(Ref ITB-clause 2.13.1.2 and GCC clause 3.5.8)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Ref: Bank Guarantee No..... Date.....

To

Executive Director (IT & Digital Transformation) Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Whereas M/s.....with its Registered/Head Office at..... (name and address of the Bidder, hereinafter called “the Bidder”, which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns) has undertaken, in pursuance of contract/RFP no date to deliver..... (description of Services) (hereinafter called “the contract”) plus a claim period of 6 months.

And Whereas you(unless repugnant to the context or meaning thereof, including your successors, administrators, executors and assigns) have stipulated in the said contract that the Bidder shall furnish you with a bank guarantee by a Commercial bank for the sum specified therein as security for compliance with its obligations as per the contract. In case the contract period is extended, the validity period and the claim period of this guarantee will also be increased accordingly by the Bidder.;

And Whereas wewith our Head Office at (name and address of the Bank, hereinafter referred to as the ‘Bank’, which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns) have agreed to give the Bidder such a bank guarantee.

Now, Therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the Bidder, up to a total of (amount of the guarantee in words and

figures), and we undertake to pay you, upon your first written demand declaring the Bidder to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein, notwithstanding any difference between you and the Bidder or any dispute pending before any Court, Tribunal, Arbitrator or any other authority.

We hereby waive the necessity of your demanding the said debt from the Bidder before presenting us with the demand.

The Bank undertakes not to revoke this guarantee during its currency without your previous consent and further agrees that the guarantee herein contained shall continue to be enforceable till you discharge this guarantee. or until its claim expiry i.e. _____ whichever is earlier.

This guarantee will not be discharged due to a change in the constitution of the Bank or the Bidder's. The guarantee herein contained shall not be determined or affected by any dissolution/ change of constitution or insolvency of the Bidder or any dispute or difference raised by the Bidder but shall in all respects and for all purposes, be binding and operative until claim expiry date.

We further agree that no change or addition to or other modification of the terms of the contract to be performed thereunder or of any of the contract documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition, or modification.

This guarantee shall be valid until theday of20.....

Our.....branch at.....*(Name & Address of the*(branch) is liable to pay the guaranteed amount depending on the filing of a claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our* branch a written claim or demand and received by us at our* branch on or before Dt..... otherwise, the bank shall be discharged of all liabilities under this guarantee after that.

In witness whereof _____ through the Authorised Officer has set its hand and Stamp on this day _____ at _____.

Yours faithfully,

(Signature of the authorized officer of the Bank)

.....
.....

Name and designation of the officer

.....

Seal, name & address of the Bank and address of the Branch

*Preferably at the authority's headquarters competent to sanction the expenditure for procurement of goods/services or at the concerned district headquarters or the state headquarters.

Format 2: Authorization to Attend Pre-Bid Conference

(Refer to ITB-clause 2.7)

(on Company Official Letter Head)

Bidder's Name.....

[Address and Contact Details]

Date.....

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

To

Executive Director (IT & Digital Transformation)
Life Insurance Corporation of India
IT / Digital Transformation, Ground Floor, "Jeevan Seva",
S.V. Road, Santacruz (W),
Mumbai – 400054.

Ref: RFP Document No. LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024;

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Subject: Authorization to attend Pre-Bid Conference on _____ (date).

Following persons are hereby authorized to attend the Pre-Bid Conference for the tender mentioned above on behalf of _____ (Bidder) in the order of preference given below.

Sr.	Name	Government Photo ID Type/Number
I.		
II.		
Alternate Representative		

Note:

1. The above details of representatives should be sent on excel format also.
2. Maximum of two representatives (carrying valid Government photo IDs) shall be permitted to attend the Pre-Bid opening. An alternate representative shall be permitted when regular representative cannot attend.

3. Permission to enter the hall where the Pre-Bid conference is conducted may be refused if authorization as prescribed above is not submitted.

Signatures of Bidder

or

The officer authorized to sign the Bid.

Documents on behalf of the Bidder

[name & address of Bidder and seal of company]

Format 3: Pre Bid Conference Query

(If stipulated in TIS, ref Clause 2.7 of ITB) (To be signed on Plain Paper)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

Name of the Bidder:

Date:

Sr.No.	RFP Document Reference (Section & Page Number)	Clause (in brief) of RFP requiring clarification (S)	Brief Details/Query in reference to the clause

[Note: The above excel sheet need to be sent through email also at the email address given on cover page of this RFP document]

Signature and Stamp

Format 4: Self Declaration

(To be signed on Plain Paper)

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024**Tender Title:** Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India**Name of the Bidder:****Date:**

To

Executive Director (IT & Digital Transformation) Life Insurance Corporation of India

IT / Digital Transformation, Ground Floor, "Jeevan Seva",

S.V. Road, Santacruz (W),

Mumbai – 400054.

S. No.	Declaration	Remarks (if any)
1.	We confirm that we have not been debarred from participating in bids by any Govt/Semi Govt company/PSU for any reason as on the date of release of this RFP.	
2.	We confirm that we have not been debarred from participating in bids by LIC for breach of ethical conduct or fraudulent practices as on the date of release of this RFP.	
3.	We confirm that we have not exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any assignment in LIC	
4.	We confirm that there is no pending litigation which will materially affect our ability to provide the Services under this RFP. Status of pending litigation if any	
5	We comply with all the eligibility criteria stipulated in this RFP document, and the relevant submissions are made as per RFP document	
6	We the bidder have well established office in Mumbai with sufficient number of qualified professionals	
7	We undertake to provide originals of all self-certified copies of	

S. No.	Declaration	Remarks (if any)
	uploaded documents during the RFP Process.	
8	We don't have any conflict of interest	
9	We have understood the complete terms and conditions of the RFP document. We accept and comply with these terms and conditions without reservations, although we are not signing and submitting some of the sections of the RFP document	
10	We shall submit hardcopy of the entire Technical-Bid document (which is uploaded online by us) physically to LIC at the address of the Tender Inviting Authority (TIA) duly stamped, signed and spirally bound within 48 hours of the closed of bid-submission date/time. In case of any discrepancy/variations between documents (online and physical), the online submissions shall prevail.	
11	We undertake that, in case of any discrepancy/variations between documents (online and physical), the documents/content submitted by us online shall prevail.	

We understand that you are not bound to accept any RFP you may receive against your above-referred RFP document.

.....

(Authorised Signatory)

.....

(Name and designation)

Place :

Date :

Format 5: Bank Details for EMD/Bid Processing Fee

RFP Document No.: LIC/CO/IT/DT/2024/RFP/03 dated 18.07.2024

Tender Title: Invitation For Request For Proposal For Development Of NextGen Marketing Technology Platform For Life Insurance Corporation Of India

NAME OF BANK	UNION BANK OF INDIA
ADDRESS	UNIT 4C, GROUND FLOOR, MITTAL COURT PREMISE, OPPOSITE OF VIDHAN BHAVAN, NARIMAN POINT-MUMBAI.
NAME OF BENEFICIARY	LIFE INSURANCE CORPORATION OF INDIA,CENTRAL OFFICE
BANK ACCOUNT NO	510101006085031
IFSC	UBIN0902217

Appendix B: Current Environment

1. Current Environment

LIC is currently having the following structure and geographical spread:

1. Corporate Office (also called as Central Office): Mumbai
2. Zonal Offices: 8 (Bhopal, Kolkata, Chennai, Hyderabad, Kanpur, Delhi, Mumbai, Patna)
3. Zonal training Centers: 8 (Bhopal, Kolkata, Chennai, Hyderabad, Agra, Delhi, Pune and Jamshedpur)
4. Management Development Centre: 1 (Mumbai)
5. Divisional Offices: 113
6. Pension & Group Superannuation Units: 74
7. BOs/ SOs/ MOs etc.: 4800 (approx.)

As of date, all offices of LIC are networked and have extranet and internet leased links also. The primary DC is in Mumbai and the primary DR is in Bangalore.

2. Corporate Office Address

LIC Of India, Central Office, Yogakshema, J B Marg, Nariman Point, Mumbai – 400 021

3. Zonal Office Addresses

Central Zone 60-B, “Jeevan Shikha”, Hoshangabad Road, P.B.No.28 Bhopal - 462 011	North Central Zone Jeevan Vikas, 16/275, Civil Lines, Kanpur - 208 001.
Eastern Zone 4, C.R. Avenue, Hindusthan Buildings, Kolkata - 700 072	Southern Zone “LIC Building”, 153, Anna Salai, P.B. No.2450, Chennai - 600 002
East Central Zone “Jeevan Deep” Building, Exhibition Road, Patna - 800 001	South Central Zone Jeevan Bhagya, South Central Zonal Office, Opp Secretariat, Saifabad, Hyderabad – 500 063
North Zone “Jeevan Bharti”, Tower-II, 124, Connaught Circus, P.B. No. 630, New Delhi - 110 001	Western Zone “Yogakshema”, West Wing, Jeevan Bima Marg, P.O. Box No. 11709, Mumbai - 400 021

4. Zonal Offices and its Divisions

Name of the Zone	Address of the Zone	Name of Divisions
NZ, Delhi	Jeevan Bharti” Tower-II 124, Connaught Circus, P.B.No.630, New Delhi - 110001	Ajmer, Amritsar, Bikaner, Chandigarh, Delhi – I, Delhi – II, Delhi – III, Jaipur – I, Jaipur – II, Jalandhar, Jodhpur, Karnal, Ludhiana, Rohtak, Shimla, Srinagar, Udaipur,
NCZ, Kanpur	LIC of India, Jeevan Vikas, 16/275, Mahatma Gandhi Marg, Civil Lines, Kanpur- 208 001.	Agra, Aligarh, Allahabad, Bareilly, Dehradun, Faizabad, Gorakhpur, Haldwani, Kanpur, Lucknow, Meerut, Varanasi
CZ, Bhopal	60-B, Arera Hills, “JeevanShikha”, Hoshangabad Road, P.B. No. 28, Bhopal – 462011	Bhopal, Bilaspur, Gwalior, Indore, Jabalpur, Raipur, Satna, Shahdol
EZ, Kolkata	4, C.R. Avenue., Hindusthan Buildings, Kolkata - 700 072.	Asansol, Burdwan, Bongaigaon, Guwahati, Howrah (Kolkata), Jalpaiguri, Jorhat, Kolkata Metro DO-I (Kolkata), Kolkata Metro DO-II(Kolkata), KSDO(Kolkata), Kharagpur, Silchar,
ECZ, Patna	Jeevan Deep Building, Exhibition Road, Patna. Bihar - 800001	Begusai, Berhampur, Bhagalpur, Bhubaneswar, Cuttack, Hazaribagh, Jamshedpur, Muzaffarpur, Patna – I, Patna – II, Samalpur
SCZ, Hyderabad	Jeevan Bhagya, South Central Zonal Office, Opp. To Secretariat, Saifabad, Hyderabad- 500063	Bangalore-1, Bangalore-2, Belgaum, Cuddapah, Dharwad, Hyderabad, Karimnagar, Machilipatnam, Mysore, Nellore, Raichur, Rajahmundry, Secunderabad, Shimoga, Udupi, Visakhapatnam, Warangal
SZ, Chennai	“LIC Building”, 153, Anna Salai, PB No.2450, Chennai - 600 002.	Chennai – I, Chennai – II, Coimbatore, Ernakulam, Kottayam, Kozhikode, Madurai, Salem, Thanjavur, Thiruvananthapuram, Thrissur, Tirunelveli, Vellore
WZ, Mumbai	“Yogakshema”, West Wing, Jeevan Bima Marg, P.O.BOX NO. 11709, Mumbai - 400 021	Rajkot, Amravati, Ahmedabad, Gandhinagar, Surat, Vadodara, Mumbai I, Mumbai II, Mumbai III, Mumbai IV, Mumbai SSS, Kolhapur, Thane, Goa, Satara, Pune I, Pune - II, Nashik, Nagpur, Aurangabad, Bhavnagar, Nadiad, Nanded

Appendix C: Scope of Work

1. Introduction

Life Insurance Corporation (LIC) is embarking on a digital transformation to become the most valued insurance provider globally. In the evolving insurance sector, integrating Marketing Technology (MarTech) is crucial. LIC aims to build a Marketing Platform/System using MarTech solutions to revolutionize its operations by enhancing efficiency, customer engagement, and personalization.

The Marketing Platform/System is expected to improve key business metrics such as sales conversions, customer retention, and reducing turnover. This initiative is a significant step toward transforming LIC's business model. The deployment of advanced tools and analytical frameworks will refine customer acquisition and retention processes. By adopting these technologies, LIC aims to develop highly customized communication strategies for more relevant and impactful customer interactions.

Central to LIC's strategy is leveraging data-driven insights. This approach will provide an in-depth understanding of customer needs and preferences, crucial in today's competitive landscape. With this knowledge, LIC plans to execute precise marketing campaigns, optimize the marketing budget, and enhance ROI.

LIC's digital transformation through MarTech is a comprehensive effort to overhaul operations, elevate customer experiences, and secure a leading market position. The 'Marketing Platform/System of marketing' is part of the overall Digital Experience Platform.

To achieve our strategic marketing goals, we require a comprehensive suite that includes the following components:

A. Multi-channel Campaign Management

1. Marketing automation: The solution should offer advanced automation capabilities to streamline marketing workflows and ensure timely execution of campaigns across multiple channels.
2. Customer engagement: Tools for effectively managing and nurturing customer relationships through personalized interactions.

B. Customer Audience Management

1. The ability to segment and manage customer audiences based on various criteria, ensuring targeted and relevant communications.

C. AB/MVT and Personalization Engine

1. A robust engine for conducting AB testing and Multivariate Testing (MVT) to optimize marketing strategies.
2. Advanced personalization capabilities to tailor content and offers to individual customer preferences and behaviors.

D. Tokenization and Data Vault Module

The key features and requirements of the system are listed as below:

1. Must have the ability to generate the UUID (unique universal ID) for each unique LIC customer and store the mapping between UUID (token) and customer's PII data such as Name, email, phone, etc.
2. Must have the ability to exchange data with other solutions (hosted on public cloud or any internal LIC hosted applications on LIC data center) using APIs/SDK leveraging public & private keys or API key and secrets for authorization.
3. Must have the ability to mask data in a configurable fashion e.g.; number of characters in a field.
4. Must have the ability to support API to read/write data from the Data Vault.
5. Must be installable on-prem.
6. The system should be capable of meeting the volumetric requirements of LIC detailed in the volumetrics

E. Integrations

1. The above systems (SaaS or on-prem) need to be integrated with the existing/upcoming LIC ecosystem and would require integrations to be built with the following sub-systems:
 - a. Tokenization and Data Vault: The A, B & C MarTech components (mentioned above) need to be integrated with Tokenization and Data Vault for information exchange basis provided token(s).
 - b. Data Lake: The MarTech systems need to integrate with the data lake for persisting and reading data for campaigns and persistence of analysis from the internal and external systems.
 - c. Queues and Topics: The systems need to integrate with queues and topics (kafka) to push messages (for various purposes like sending SMS payload to SMS gateway, Sending Emails to email provider etc.)
 - d. CMS/DAM: The above systems especially Campaign Management system and AB/MVT system would need integration with CMS/DAM for fetching document templates to create output docs, to store visual components like images, banners, videos, HTML/JavaScript bundles for serving personalized impressions or running an A/B test.
 - e. Authentication: The MarTech systems must rely on the Authentication capabilities provided by NextGen LIC digital platform and/or legacy LIC systems.
2. Apart from this there would be tech build in the interim system (before the Data Lake is Live) which would require the below
 - a. Build a service/Job (containerized and highly available) to pull user data from CADW as per specific campaign parameters.
 - b. Build a service/job to assign unique tokens to the user data pulled in above step

and persist to the Local Database.

- c. Mask the PII fields and save a masked copy in the local database.
- d. Procure, install and setup a tokenization system and data vault on-prem or on the cloud as per requirements.
- e. Create an endpoint/API where the external systems can query for user data based on:
 - i. Campaign ID: for a particular campaign
 - ii. Token ID: User data for sending communications
 - iii. Token IDs: Users data for sending communications
- f. Setup and maintain a DB (to be migrated to data lake later) for storing the required information.

The above integrations in D are indicative and there can be more or less integrations depending on the solution approach chosen by the bidder.

1.1. Overarching principles

Below are the key overarching principles that the proposed solution should adhere to meet expected outcomes.

1. **Design for “access to insight”, not just “access to data”:** Systems should be architected to cater to different stakeholders, with automation for engineers and UI-based intelligence for business users (e.g., customer channel owners, marketers and data analysts)
2. **Prioritization of fast campaign execution:** Design campaigns with the ability to adapt and execute swiftly, incorporating standardized campaign schema, content templates, and measurement practices to ensure fast turnaround time; make “campaign throughput time” a KPI
3. **Think in portable “standards”:** Campaign management schema is abstracted and versatile, only the last-mile execution is channel-specific (true “multi-channel”), and can be ported to any country/architecture (true multi-region design, with global standards but localized solutions)
4. **Pragmatic use of Real-time Customer Data:** Design solutions that strike the right balance in utilizing real-time and near-real-time customer data for marketing activities: triggering, filtering and suppression should be real-time, model scoring, and performance measurement can be batched
5. **Unified Customer Experience:** Maximize the potential of customer-facing channels enabling a seamless and cohesive experience to enhance customer engagement, foster brand loyalty, and drive business outcome
6. **Align Tech to a Business Strategy:** Tech decisions are enabling a business strategy, and should both inform and being informed during scoping and designing phase
7. **Data as an Asset:** Foster both collection (both structured and unstructured) and sharing of data, with structures that meet the end-user needs and sophistication

(marketers need aggregations and simple UIs, engineers need raw data and scripted automation)

8. **Foster Ownership of Tech and Data:** Ensure full ownership of Marketing techs and LIC data when hosting it within a trusted third-party cloud infrastructure, validate comprehensive access and control over LIC's data
9. **Platform Approach:** The solution shall be managed as a set of interoperable technologies, enabling seamless cross-channel marketing experience and customer engagement.
10. **Information Security and Traceability:** Prioritize the protection of information integrity, availability, confidentiality, and authenticity. Establish robust security measures, including proper inception and application of auditing internal and 3P systems hosting customer's data
11. **Privacy-Compliant Data Sharing:** Facilitate privacy and ethics-compliant data sharing and storage in 3rd party clouds for critical business needs by the right usage of 3rd party technologies.
12. **Service-Oriented Approach for digital products:** Create products and services that cater to all customer channels (omni-channel), including digital (web/app/email/media) and non-digital (retail stores, and contact centers).
13. **Re-usable Solution:** The proposed solution should be reusable by LIC and any other vendors brought in by LIC in future; the developed/deployed solution should be an enterprise Marketing platform and should be able to integrate with any future tech extensions.
14. **Omni-channel and real time communications:** The solution must span channels, no channel/product silos, and should aid in real time/near real time communication.
15. **Customer experience:** To drive superior customer experiences, customer journeys shall be digitized, enhanced, and optimized by prioritizing usability and enabling a personalized experience.
16. **Configurable & Extensible:** Enable easy deployment of new features and products through a configurable tiered environment and micro-service-based architecture.
17. **Open Ecosystems:** APIs developed should be designed with open standards such as Open API that can easily integrate with new systems, are flexible to change, innovative FinTech solutions and enable new ecosystems/partners to extend the breadth and depth of offerings.
18. **Autonomous Organization:** Transition of LIC towards an autonomous organization, and more self-reliant by giving more self-service options in the platform.
19. **Interoperability:** Interoperability within the platform ecosystem shall be optimized by leveraging industry communication standards.
20. **Secure by design:** Security shall be built at each layer of the architecture to protect against threat vectors. Also, the system should support fine grained role-based access.
21. **Agile:** Modern ways of working such as Agile enablement to reduce time-to-market through continuous delivery of small production increments.

22. **DevSecOps:** Any codified Software (integrations) delivery and operations tasks within the platform shall be automated using DevSecOps.
23. **Scalable (Cloud where feasible):** The platform should be deployed on scalable cloud, the bidder should adhere to guidelines defined by LIC regarding data privacy/security, workloads (e.g., volumetrics, etc.)
24. **Data Lake Capabilities for MarTech:** The Data Lake in LIC will serve as the single source of data for all applications on the Digital Platform. This includes various customer-facing apps and portals, agent-facing apps and portals, branch portals, marketing platform apps, and more. The Data Lake will store, process, and analyze all necessary data to support these applications. The MarTech platform in will utilize the following data lake capabilities:
25. **User Segmentation:** The Data Lake will segment users for targeted campaigns.
 - a. **Analytics:** It will run all necessary analytics for the application ecosystem.
 - b. **User Contact Details:** It will provide user contact information for communications.
26. **Communication Preferences:** It will analyze and store user communication preferences to ensure messages are sent via preferred channels (e.g., email, WhatsApp).
27. **Lead Curation:** It will curate lead data and identify high-conversion prospects.
 - a. **Personalized Nudges:** It will create personalized nudges for end users.
 - b. **APIs and Channels:** It will expose APIs and channels for other systems to push and pull data.
28. **Supporting MarTech solutions:** Supporting MarTech solutions (incl Content Management System - CMS, Digital Assets Management – DAM) are being acquired by LIC, the creative agency/capability brought in by the bidder should work with LIC provided supporting MarTech solutions and avoid bringing redundant MarTech solutions.

1.2. Bidder Role Expectations

1. The bidder is responsible for end-to-end setup/build and delivery of specific parts of Marketing Platform/System of marketing platform for marketing & sales across Life Insurance value chain from Distribution, Sales and Marketing, Onboarding and Underwriting, Servicing and Operations, Claims Management etc. to all existing and prospective customers, employees, field force and partner agencies, etc. It will also be available for consumption with existing or new applications from LIC or third party authorized agencies/partners/banks. The bidder shall implement and deliver the solution for multiple digital interaction channels like Email, Mobile App, Web, WhatsApp, SMS, Social Chat, Chatbot, etc.
2. The bidder shall create a project plan with clear delivery timelines and milestones, which would include the execution approach. The bidder will follow agile development methodology and will have the necessary ceremonies included in the delivery plan.

3. The bidder shall consume 3rd party solution APIs provided by LIC and implement external integrations (where needed).
4. Where applicable, the bidder shall build the integrations or interface with the internal systems that LIC shall provision e.g. conversational platform (such as the chatbot, smart assistants etc.), cloud-based edge services for security like CDN, WAF, DDoS, API Protection etc.
5. The bidder is expected to procure, setup/configure, implement and integrate (with necessary internal and external systems) the cloud-based SaaS or on-prem OEM/COTS solutions such as Campaign Management, Audience Management & AB/MVT testing, and software for Security Module for token management, secret management etc., that are being proposed as part of the solution. All proposed products must be well-established, enterprise grade with reference to similar scale and nature in BFSI in India, with OEM support in India. Detailed user manuals and documentation must be available on the web including analyst reviews and reports.
6. The bidder shall consume the Data APIs provided by the data platform (Data Lake & Analytics) that will be provisioned by LIC through a separate procurement.
7. The bidder's scope includes set-up of interim solution to enable initial Campaign launch across email, app(s), WhatsApp and text/SMS.
8. The bidder shall represent and acknowledge to LIC that it possesses necessary experience, expertise and ability to undertake and fulfill its obligations, involved in the performance of the provisions of this RFP. The bidder represents that the proposal to be submitted in response to this RFP shall meet the proposed RFP requirement.
9. If any services, functions or responsibilities not specifically described in this RFP are an inherent, necessary or customary part of the deliverables or services and are required for proper performance or provision of the deliverables or services in accordance with this RFP, they shall be deemed to be included within the scope of the deliverables or services, as if such services, functions or responsibilities were specifically required and described in this RFP and shall be provided by the bidder at no additional cost to LIC .
10. Considering the enormity of the assignment, any service which forms a part of the Project Scope that is not explicitly mentioned in scope of work as excluded would form part of this RFP, and the Bidder is expected to provide the same at no additional cost to LIC . The Bidder needs to consider and envisage all services that would be required in the Scope and ensure the same is delivered to the LIC. LIC will not accept any plea of the Bidder at a later date for omission of services on the pretext that the same was not explicitly mentioned in the RFP.
11. The bidder also acknowledges that the LIC relies on this statement of fact, therefore neither accepting responsibility for, nor relieving the bidder of responsibility for the performance of all provisions and terms and conditions of this RFP, LIC expects the bidder to fulfill all the terms and conditions of this RFP.

2. Scope of Work

The scope of work for this tender covers the following:

1. Getting the technology components
 - c. Sourcing, deployment, installation, configuration and integration of the following components
 - i. Multi-channel campaign management (including marketing automation and customer engagement)
 - ii. Customer Audience management
 - iii. AB/MVT and Personalization engine
 - iv. Tokenization and Data Vault system for token generation/tokenization, secrets management, masking etc.
 - d. Sourcing Hardware to host Software components of the solution along with the integration components developed (including below but not limited to).
 - e. Integrations:
 - i. APIs for fetching credentials based on app key.
 - ii. APIs for tokenization and detokenization.
 - iii. APIs for masking and de-masking.
 - iv. APIs encryption and decryption.
 - v. APIs to fetch customer communication and other required information based on token in single and batch mode.
 - vi. APIs to generate and store the token / UUID for customer in single (real time/synchronous) and batch (asynchronous) mode.
2. Requirement validation and System Design
 - a. Senior stakeholders connect: To gather further details on the functional and non-functional requirements.
 - b. System Architecture Design: While the high-level architecture has been detailed in this document, bidder to design the detailed system architecture, including data flows, system components, and integration points, ensuring availability, scalability and security.
 - c. Documentation: Prepare detailed requirement documents and system design specifications for developers and project team members.
3. Setup Tech (including its infrastructure)
 - a. Infrastructure Provisioning: Acquire and provision appropriate physical or cloud infrastructure required for the technology deployment, including servers, storage, and network resources as per the scope of this RFP.
 - b. Environment Setup: Configure non-production (development and testing) and production environments for all components in scope of this RFP. This includes setting up databases, servers, and any required middleware as per the requirement on prem or in the cloud as needed.
 - c. Security Measures: Implement security protocols, firewalls, encryption, and

access controls to protect data and systems on premise or on the cloud as per the requirement.

4. Initial Setup for Ready State
 - a. Platform setup and Configuration: Install necessary software applications and configure them according to the project requirements.
 - b. Integration: Integrate various systems and applications to ensure seamless data flow and functionality across the platform.
 - c. Testing & QA: Perform unit, integration, and system testing to ensure the technology setup meets the specified requirements and is ready for deployment.
5. Launch of Initial Pilots
 - a. Pilot Planning: Select a small group of end-users for the pilot testing. Define the scope, objectives, and duration of the pilot.
 - b. Implementation: Deploy the technology solution to the pilot group, ensuring all necessary support is in place.
 - c. Feedback and Optimization: Collect feedback from pilot users, identify areas for improvement, and make necessary adjustments to the system or processes.
6. Training, Maintenance, and Tech Support
 - a. Training Programs: Develop and deliver training programs for end-users, IT staff, and administrators. Include manuals, online training modules, and hands-on sessions.
 - b. Maintenance Schedule: Establish a routine maintenance schedule to update software, patch security vulnerabilities, and perform system health checks.
 - c. Tech Support: Set up a technical support framework to address user queries and issues. This includes helpdesk support, online portals, and emergency response mechanisms.
7. End-to-end Managed Service to Run the Platform to Meet Business Ongoing Needs
 - a. Operational Management: Implement techs and processes for daily operations, monitoring, and management of the platform.
 - b. Delivery: Create a delivery plan with milestones and delivery dates. The bidder will also manage and maintain the backlog of requirements and defects in an orderly manner. This should be monitored on a regular basis in the agile ceremonies planned. The bidder must address the backlog in a timely manner as defined in the SLAs and adhere to the planned delivery timelines.
 - c. Continuous Improvement: Regularly review system performance, user feedback, and business requirements to identify improvement opportunities.
 - d. Strategic Planning: Work with business leaders to align the technology platform's evolution with long-term business goals, including scalability, adaptability to new technologies, and cost-efficiency.
 - e. Tech Setup (for ongoing business activities): Configuration of the technology to support ongoing business activities (i.e. campaigns, tests, etc)

- f. End to end QA & Approval: End to end QA and approval of the ongoing business activities
 - g. Launch & monitoring of business activities: Launch of ongoing business initiatives (using platforms in scope) and monitoring of ongoing activities for optimization and reporting
 - h. Experimentation: Support end to end experimentation of business activities (i.e. campaigns, tests, etc.)
 - i. Future integration, configuration, and customization: Depending needs from business ongoing and future activities any changes in terms of configuration, customization, and platform & data integrations e.g. movement of services to another cluster instance, migrating the DB to another cluster instance, integrating the developed components in the new digital insurance platform.
8. Data Ingestion:
- a. Collect and persist customer/agent/prospect communication data from various sources, including, mobile apps, and third-party integrations through SDKs, APIs, Data Warehouses, SFTP and CSV Uploads.
 - b. Create and expose REST API endpoint for querying and updating, using required modes of data according to use-cases like JSON or file upload or CSV read from SFTP etc.
 - c. Utilize centralized user-profiles and stored interactions in the Data Lake to get a comprehensive view of each customer using token shared by Data Lake / local UUID database.
9. User Segmentation:
- a. Define segments of user base based on attributes and behaviors.
 - b. Segment users for targeted messaging and campaigns based on their behavioral affinity.
 - c. Ability to form recency, frequency and monetary segments across services.
 - d. Ability to export segments to any custom endpoint for re-targeting.
 - e. Ability to sync segments with an external platform.
10. Push Notifications:
- a. Send push notifications to users' mobile devices.
 - b. Notify users about updates, promotions, and events.
 - c. Out of the box rich push notification templates for personalization.
 - d. Enhanced push notification delivery optimization for higher delivery rates.
 - e. Personalization of push notifications based on business level event triggers via broadcast.
 - f. Personalization of push notifications based on customer's preferred language.
 - g. Ability to run experiments and dynamic Artificial Intelligence enabled (AI) multi-

variate tests.

11. In-App Messaging:

- a. Display messages directly within mobile app based on trigger criteria.
- b. Engage users while they are using your application.
- c. Out of the box in-app messaging templates for personalization.
- d. Ability to run experiments and dynamic Artificial Intelligence enabled (AI) multi-variate tests.
- e. HTML-based In-App templates should be supported to create brand specific communications.
- f. In-Apps should be supported in landscape and portrait mode.
- g. Ability to run and deliver multi-page surveys and HTML-based gamified experience via In-Apps.
- h. Support for non-intrusive nudges which are overlays shown on top of the app while allowing the users to keep using the app and also giving them the option to close the nudge.
- i. Personalization of In-App Messages based on customer's preferred language.

12. Interactive Newsfeed:

- a. Create visually appealing and interactive message cards within the platform.
- b. Design interactive newsfeeds with images, buttons, links, and other rich media elements.
- c. Use newsfeeds to compellingly showcase products, offers, news, and other content.

13. SMS Campaigns:

- a. Reach users of any vendor of your choice via SMS messaging.
- b. URL shortening service and Custom Domain support for links in the SMS.
- c. Personalization of SMS based on business level events via broadcast.
- d. Personalization of SMS based on customer's preferred language.
- e. Manage and optimize SMS communication process with recipients via DND (Do-Not-Disturb) and frequency capping
- f. Support for SMS keywords subscription management

14. Email Campaigns:

- a. Reach users of any vendor of choice via email.
- b. Setup an Email delivery gateway, Dedicated IP's, Subscription and Bounces Management.
- c. Platforms should manage different types of email campaigns (one-off, trigger-based, transactional).

- d. Ability to visualize your email across devices and email clients. For example, a mobile device that runs Gmail on Android 8 or a desktop that runs Apple Mail on OS X.
 - e. The platform should support template repository along with a bespoke drag-and-drop editor to design email newsletters.
 - f. Support for conditional display of content block within a template.
 - g. Ability to run experiments and dynamic Artificial Intelligence enabled (AI) multi-variate tests.
 - h. The platform should provide capabilities for both transactional and promotional email campaigns.
 - i. Send time-sensitive updates and promotions via email.
 - j. Personalization of Email based on business level events via broadcast.
 - k. Ability to manage subscription categories for email
15. WhatsApp Campaigns:
- a. Reach users of any vendor of choice via WhatsApp messaging.
 - b. URL shortening service and Custom Domain support for links in the WhatsApp.
 - c. Trigger interactive conversations with quick replies or add defined CTAs to drive customers to do the desired action.
 - d. View real-time campaign analytics including sent, read, and replied to and understand ARPU, Average order value, total revenue
 - e. Manage and optimize WhatsApp communication process with recipients via DND (Do-Not-Disturb) and frequency capping.
16. On-site Messaging
- a. Show messages directly on client website based on specific triggers.
 - b. Engage visitors while they are browsing your site.
 - c. Ready-to-use on-site messaging templates for personalization
 - d. Support for unobtrusive prompts, which are overlays displayed on top of the site that allow users to continue their browsing and also provide them the option to close the prompt.
 - e. Personalization of On-Site Messages based on the customer's preferred language.
17. Personalization:
- a. Create personalized messages and content based on user data, preferences.
 - b. Generative Artificial Intelligence (AI) should be supported for campaign content message generation.
 - c. Tailor messaging to specific user segments.
 - d. Personalization based on product attributes and user behavior data.

- e. Personalization of content based on external API parameters.
- f. Personalization based on Recommendation Models using Artificial Intelligence (AI).
- g. Personalization of Website Elements with Pop Ups, Banners, Nudges, Layout, CTAs, Texts, Images and Language using a no-code visual editor.

18. Automation Workflows:

- a. Set up automated campaigns and workflows triggered by user behavior or events.
- b. Send personalized messages at the right time and at the right channel (Push/Email//SMS).
- c. Coordinate channel messaging for consistent user experiences.
- d. Ability to add/edit/delete any conditions of the published the workflows and also maintain the audit logs for change management.
- e. Ability to have out-of-the-box templates for various use cases such as Onboarding, Retention etc.
- f. Ability to have version control and audit logs in the workflow builder.

19. A/B & Multivariate Testing:

- a. Test different variations of messages and campaigns to determine the most effective content and timing using Artificial Intelligence (AI).
- b. Test different combination of channels to determine the winning path using Artificial Intelligence (AI).
- c. Create Campaign content using Generative AI.

20. Analytics and Reporting:

- a. Track engagement metrics such as open rates, click-through rates, and conversion rates.
- b. Measure the success of your campaigns and make data-driven decisions.
- c. Advanced analytical capabilities for analyzing user attributes, behavior trends, funnel drops, retention cohorts, user paths, session and source tracking, RFM and app uninstall metrics.
- d. MIS reports scheduling and exporting campaign metrics.
- e. Ability to Read and Query data using SQL queries through a console or Programmatically via API
- f. Ability to visualize the data on the console through in-build visualization methods

21. Data Imports and Exports:

- a. Sync user data and events for personalized messaging at scale in batch/near-real time.
- b. Daily export of specific events to Bank's internal systems in batch/near-real time.

22. Predictive Analytics:

- a. Leverage data to predict user behavior and preferences.
- b. Predict App Uninstalls, Dormant, Conversions, or any custom behavior.
- c. Auto creation of segments based on past behavior using Machine Learning Models.

23. Multi-channel Messaging:

- a. Engage users through various communication channels such as Push Notifications, In-app Messages, Email, SMS, WhatsApp, Interactive Newsfeeds, On-site Messaging, Website/App personalization and ad-retargeting.
- b. Send consistent messages across different platforms.

24. Data Security and Solution Compliance

- a. Customer data must be stored and processed within India as per the applicable rules and regulations as prescribed/recommended by RBI, IRDAI, SEBI and other applicable regulators for data localization requirements.
- b. Vendor must confirm that the resources and infrastructure shared within the cloud environment is multi-tenant with logical separation, and there is no scenario that any tenant of public cloud can view/modify data of another tenant.
- c. The architecture must ensure scalability and high availability requirements. Bidder must share High-level architectural design of the cloud application and network topology.
- d. Vendor must ensure data encrypted both in transit and at rest & detail what are the encryption algorithms and key lengths that will be used to protect sensitive data.
- e. Vendor must ensure data in encrypted at the device (local storage) level when receiving data from first party sources like mobile application.
- f. Vendor must confirm Data Encryption and Key management policy available in the solution. Solution must support 'Bring your own key' model.
- g. Vendor must produce all the following Security Accreditations:
 - i. Data Localization Support as per as per the applicable rules and regulations as prescribed/recommended by RBI, IRDAI, SEBI and other applicable regulators.
 - ii. PIMS ISO 27701:2019 – Vendor must comply to the global standard for Privacy and Information Management Systems as a data processor for handling customer data.
 - iii. BCMS ISO 22301:2019 – Vendor must comply to the global standard for Business Continuity Management Systems, showcasing redundancy and availability of infrastructure.
 - iv. SOC 2 Type II
 - v. CSA Star Level 2
- h. Vendor must confirm the following capabilities are available in the Dashboard:

- i. SSO (Single Sign-On) with SCIM support
 - ii. Teams and Access Control
 - iii. Maker-Checker Process
 - iv. Authentication - MFA & IP Whitelisting
- i. Vendor must ensure the solution should support anonymization/encryption/tokenization of data before ingesting the data in communication tool. Following are the requirements:
- i. PII Masking: Mask the value of any user or event attribute through the dashboard.
 - ii. PII Data Encryption: Allow the encryption of user and event attributes marked as Personally Identifiable Information (PII).
 - iii. PII Tokenization: Option to engage customers without storing any personal or restricted data in the Vendor managed cloud Data Center present in India.
 - iv. Fire & Forget: Vendor must not store any PII data for any record keeping and tracing the user journey/metrics.
- j. Vendor must define their issue resolution process and SLA with escalation matrix.
- k. Vendor must disclose what monitoring is in place for performance/health of the system (i.e., data size, CPU utilization, uptime, etc.) and integrations? How is error handling managed? How are errors reconciled?
- l. Vendor should have the ability to show public website which shows the status of your service.

3. Detailed Scope of Work

3.1. Application use cases and features

Please refer the below table for the high-level use cases and indicative list of campaign management features for customer and sales hierarchy. LIC is looking to understand bidder's business domain understanding as well as functional and technical capabilities to cater to the indicative list of requirements:

3.1.1. Customer Communication Business Requirements

Table 1: Customer Communication Business Requirements

S. No.	Journey/Feature	Requirement
1	Registration and Onboarding Communication	Welcome messages upon successful registration.
2	Policy Information and Management	Share policy details including coverage, nominees, premiums, and terms.
3	Policy Information and	Notifications for policy updates or changes.

S. No.	Journey/Feature	Requirement
	Management	
4	Policy Information and Management	Communications to update personal details (address, mobile, email, life event etc.) and nominees online.
5	Policy Information and Management	Communications to update bank details, PAN, NEFT, KYC, eKYC, eSign details (needed for payouts etc.)
6	Policy Information and Management	Send notifications to NRI customers (Personal & nominee details, policy details etc.)
7	Policy Renewals	Send reminders for upcoming renewal payment.
8	Policy Renewals	Send real-time updates on renewal status (acknowledgement, updates & closure).
9	Policy Revivals	Issue policy default notice to customer in case of missed payments.
10	Policy Revivals	Issue policy lapse notice to customers in case recurring missed payments.
11	Policy Revivals	Send reminders to revive policy.
12	Policy Revivals	Send reminders for medical checkup (appointment, status for medical health check, fill documentation etc.)
13	Policy Surrender	Send real-time updates on surrender process (acknowledgement, updates & payout).
14	Policy Surrender	Send reminders for updating bank account details for surrender value deposit.
15	Policy Surrender	Send messages on personalized benefits that policyholder is receiving from the policy.
16	Policy Surrender	Send cross sell communications to suggest other suitable policies/products (product recommendation model based on need).
17	Policy Surrender	Communications to customers to provide feedback on the reason for surrender.
18	Loan against Insurance Policy	Send social communications to indicate # customers who have opted for this
19	Loan against Insurance Policy	Send real-time updates on application process (acknowledgement, updates & completion).
20	Premium Payment	Send reminders for add/update NEFT details, bank account, credit card details.
21	Premium Payment	Send reminders for set up of auto-debit, standing instructions for policy premium payment.
22	Premium Payment	Share instant payment acknowledgement/receipt.
23	Policy Maturity	Send communications to customer on upcoming policy maturity
24	Policy Maturity	Send personalized cross sell notifications (e.g., for

S. No.	Journey/Feature	Requirement
		reinvestment of claim amount)
25	Policy Maturity	Send communication for updating bank account details for receipt of maturity claim amount.
26	Policy Maturity	Send real-time updates on maturity claim process (acknowledgement, updates & payout).
27	Claims Submission	Customer engagement by sharing details on how to file a claim, update KYC etc.
28	Claims Submission	Real-time updates on claim status (acknowledgement, updates & closure)
29	Claims Submission	Send real-time updates on death claim process (acknowledgement, updates & payout).
30	Claims Submission	Communications to nominees to initiate the death claim process with details on next steps, documents required etc.
31	Claims Submission	Send real-time updates on health claim process (acknowledgement, updates & payout).
32	Claims Submission	Send reminders for scheduling health appointments.
33	Claims Submission	Send communications to update policyholder details (including bank details & KYC) for payment.
34	Customer Support and Assistance	Real-time updates on customer service request status raised.
35	Customer Support and Assistance	Automated & instant acknowledgement of customer grievance/query.
36	Notifications and Alerts	Notifications for important alerts such as premium due dates, policy renewal reminders, survival benefit payment, maturity, policy revival and claim status updates.
37	Notifications and Alerts	Personalized Cross-sell offers (recommended product with key features and social communications (e.g., xx+ people like you bought this in the last 6 months)
38	Notifications and Alerts	Link to get reminders/complete customer journey on WhatsApp.
39	Notifications and Alerts	Hyper-Personalized recommendation engine of product/plan offers (including ability to recommend cross-sell/upsell offers)
40	Notifications and Alerts	Communications to policyholders for cross-selling & avenues to avail partnerships, financial planning tips, link to blogs, articles.
41	Feedback and Surveys	Communications to customers to provide feedback on the app experience
42	Feedback and Surveys	Surveys on customer satisfaction regarding the handling of policies and claims
43	Personalization Engine	Dynamic content personalization based on customer data and behaviour.

S. No.	Journey/Feature	Requirement
44	Personalization Engine	Segment prospects based on data such as demographics, behaviours, and preferences
45	Personalization Engine	Create targeted communication campaigns tailored to different segments
46	One Family Account	Create targeted communication campaigns for customers to add family details (name, age, DOB of family members)
47	One Family Account	Send cross-sell offers with benefit illustration for family benefit plans
48	New business	Send communication after submission of registration form.
49	New business	Send real-time updates on application process (acknowledgement, updates & completion).
50	New business	Send communication for successful policy issuance with policy details.
51	New business	Send communication for declined/postponed/dropped application status.

3.1.2. Sales Communication Business Requirements

Table 3: Sales Communication Business Requirements

S. No.	Journey/Feature	Requirement
<i>Agent</i>		
1	Prospect engagement	Send reminders to prospective agents to complete mandatory trainings.
2	Prospect engagement	Communication to submit any follow up documentation/additional requirements
3	Prospect engagement	Send reminders to prospective agents to complete exam application process.
4	Prospect engagement	Identify next best action for prospects along with communication for reminders
5	Prospect engagement	Share welcome kit for agents
6	Personalized agent engagement & learning	Share recommended trainings to agents as per their profile
7	Personalized agent engagement & learning	Send reminders for mandatory/scheduled/upcoming trainings or quizzes/tests
8	Personalized agent engagement & learning	Share completed training certificates
9	Personalized agent engagement & learning	Send periodic communication to schedule discussion with DOs (monthly/quarterly/yearly)
10	Personalized agent	Send periodic communication to set goals with

S. No.	Journey/Feature	Requirement
	engagement & learning	supervisors/self-goals
11	Lead interaction & management	Send communication to generate sales prospects
12	Lead interaction & management	Send communication to complete pending actions with leads
13	Lead interaction & management	Send communication & reminders for initiating lead communication/ follow-ups
14	Lead interaction & management	Reminders and notifications for upcoming meetings
15	Lead interaction & management	Send communication as per next best action for each lead basis current status
16	Lead interaction & management	Send upsell/cross sell recommendations
17	New business sales	Notifications and communication to track progress and completion of medical tests for customers
18	New business sales	Send communication to complete pending actions with leads and follow up with prospective customers
19	New business sales	Send communication /reminders to complete issuance journey for pending cases
20	New business sales	Notifications and communication to track document submission, KYC, e-sign process, policy payments for customers
21	Renewals management	Communication for up-sell/ cross sell basis customer information
22	Renewals management	Communication/notifications for sending reminders for upcoming renewals
23	Renewals management	Share bulk reminders/payment links for all upcoming renewals
24	Renewals management	Customer communication for maturity re-investment - Nudges for up-sell/ cross sell basis claims/maturity settlement with amounts
25	Self service	Real-time updates on service request status raised by self.
26	Customer service	Real-time updates on service request/endorsement requests status raised by customer/raised by agent on behalf of customer
27	Customer service	Communication to complete pending steps for customer service/endorsement requests
28	Customer service	Communication /reminders for upcoming events (festivals, customer birthday, anniversary etc.)
29	Customer claims filing	Cross-sell/reinvestment product recommendation communication at T-30
30	Customer claims filing	Automated communication to agent on claims status/additional

S. No.	Journey/Feature	Requirement
		requirements
31	Customer claims filing	Communication to complete pending steps for claims filing process
32	Business management	Personalized communication to improve business metrics with detailed information and call to action
33	Earnings management	Communication/notifications sent to agents to meet shortfall for next club
34	Earnings management	Personalized communication and reminders for new/active contests with communication to meet shortfall for active contests
35	Earnings management	Notifications for payment status/rewards on completed contests
36	Earnings management	Share commission statement over different channels
37	Special benefits	Personalized communication to communicate benefits an agent is eligible for
38	Special benefits	Communication and reminders to complete application request for special benefits/communication for change in status updates
<i>Supervisor</i>		
39	Profile based recruitment & Agent online onboarding	Timely reminders to prospects for pending onboarding tasks (training, exam, payment etc.)
40	Profile based recruitment & Agent online onboarding	Option to customize frequency of reminders
41	Profile based recruitment & Agent online onboarding	Option to send reminders (text, picture, PDF) directly from the app on WhatsApp and SMS
42	Agent interaction & Agent learning engagement	Automatic reminders for supervisors about inactive agents with option to customize frequency
43	Agent interaction & Agent learning engagement	Integration with calendar for timely reminders of important dates
44	Agent meeting management	Customizable reminders for upcoming meetings
45	Customer cockpit	Communication to share reminders with agents and customers on upcoming renewals and lapsations
46	Customer cockpit	Communication /reminders for upcoming events (festivals, customer/agent birthday, anniversary etc.)
47	Customer meeting management	Calendar integration for scheduling meetings with agents & customer (Customizable reminders for upcoming meetings)
48	Customer meeting	System-generated reminders for upcoming policy renewals

S. No.	Journey/Feature	Requirement
	management	with customizable frequency
49	Customer meeting management	Quick links for contacting customers directly from the reminder including customer name, policy details, and renewal dates
50	Policy registration and submission	Track and send reminders for pending payments
51	Community engagement and Personalized L&D	Reminders/ notifications for scheduled/recommended trainings
52	Service requests	Submission of follow up documentation - Communication, reminders for pending submissions
53	Agent interaction & Agent learning engagement	Goal setting support – Periodic communication to schedule discussion with agents (monthly/quarterly/yearly)
54	Agent meeting management	System-generated prompts for regular check-ins with agents with options to set the frequency and timing of engagement communication
55	Agent meeting management	Access to agent profiles from communication for personalized guidance
56	Premium collection and deposit	Communication to generate receipts of BOCs generated at the end of the day
57	Premium collection and deposit	Communication to deposit payment of invoices generated
58	Special benefits dashboard	Personalized communication to communicate benefits an agent is eligible for
<i>Sales hierarchy</i>		
59	Recruitment	Communication/reminders for pending tasks for agent onboarding process
60	Recruitment	Communication/reminders for coordination with central team for admin tasks
61	CLIA recruitment	Reminders and communication for ABMs/BMs for driving prospective CLIAs
62	Training sessions and field visits	Share relevant details and reminders for upcoming trainings
63	Training sessions and field visits	Notifications and reminders for upcoming meetings/field visits
64	Sales support	Reminders and communication to help guide team members - business planning support, prospect list generation, goal setting with option to communicate with team members
65	Sales support	Notifications and reminders for upcoming meetings
66	Sales support	Automatic reminders about inactive agents with option to

S. No.	Journey/Feature	Requirement
		customize frequency
67	Team delight and engagement planner	Notifications and reminders for upcoming events (festivals, customer/agent/supervisor birthday, anniversary etc.)
68	Team delight and engagement planner	Reminders for upcoming meetings/for scheduling meetings
69	Business performance tracker	Personalized communication to improve business metrics with detailed information and call to action
70	Business performance tracker	Personalized communication to improve business metrics with detailed information and call to action for team members with option to send communications
71	Club, contests and rewards tracker	Automated notifications, communication and reminders for participants
72	Club, contests and rewards tracker	Communication module to send progress, reminders, communication and notifications for club/MDRT memberships
73	Incentive tracking	Share incentive reports over different channels
74	Performance scorecard	Communication and recommendations on performance scorecards and KPIs for branch to achieve targets
75	Special benefits	Personalized communication to communicate benefits ABM/BM is eligible for
76	Special benefits	Communication and reminders to complete application request for special benefits/communication for change in status updates
77	Admin center	Notifications and reminders for pending tasks for approval
78	Marketing collaterals and Cross sell/up-sell	Agent and supervisor level view with option to send communication and reminders for opportunities
79	Customer management	Notifications/reminders on key customer processes - service requests, claims, renewals, key events etc. (focus on HNI customers)
80	Bancassurance and Alternate channels	Branch details – communication for status of branch visits, reminders for engagements
81	Bancassurance and Alternate channels	Communication module to send progress, reminders, communication and notifications
82	Service requests	Submission of follow up documentation - communication, reminders for pending submissions

3.2. Functional & Non-functional Requirements

MC – Mission Critical

3.2.1. Campaign Management

Table 2: Campaign Management – Functional Requirements

S. No.	MC	Category	Requirement
1		Campaign planning: Strategy management	Have a configurable calendar that can be used when forecasting and scheduling campaigns, which can be configured to exclude weekends and LIC holidays and take into account the working days within a month.
2	Y	Campaign planning: Strategy management	Have a single visualization of all campaign instances—scheduled, live, or past—for a set period of time, such as a marketing calendar that can look forward or backward up to 12 months.
3	Y	Campaign planning: Strategy management	Add notes and comments to campaigns in both structured and unstructured ways, for example, logging information about the campaign in a notes section under the campaign.
4	Y	Campaign planning: Strategy management	Save campaign-related documents against a campaign in various formats, such as saving different Word documents and Excel documents against a files section in a campaign.
5		Campaign planning: Forecasting	Support planning activity across and throughout a campaign hierarchy, including forecasting, scheduling, and changes for each level in the campaign hierarchy with the capability for top-down changes override.
6		Campaign planning: Forecasting	Forecast campaign volumes, sales, and other campaign responses and outcomes for all channels (e.g., complaints, transfers, inbound contacts), using rules and manual adjustments.
7		Campaign planning: Forecasting	Support different forecasting models for branch campaigns, including variations by geographical area.
8		Campaign planning: Forecasting	Support different forecasting models for email, SMS, WhatsApp, direct mail and other messaging apps campaigns.
9		Campaign planning: Forecasting	Automatically update the forecast with actual campaign sales as they happen up until the end of the allocation window, and maintain version control of this.
10		Campaign planning: Forecasting	Simulate changes to the activity across all variables in the forecast, such as volume, timings, sales rate, and other campaign outcomes.
11		Campaign planning: Forecasting	Automatically send an Activity Plan to fulfillment partners containing information relevant for them to support a campaign, e.g., forecast volumes for direct mail and email activity (the number of recipients in a campaign, SLA, and

S. No.	MC	Category	Requirement
			release pattern) sent to the Contact Centre and Branch for capacity planning.
12	Y	Campaign planning: Scheduling	Schedule recurring campaigns to run in accordance with the calendar, where “recurring” refers to a campaign that occurs according to a regular pattern on a working day, with configurable non-working days.
13		Campaign planning: Scheduling	Override scheduled campaigns, allowing for the deactivation or rescheduling of campaigns without affecting all subsequent campaign instances.
14	Y	Campaign planning: Scheduling	Schedule high-volume rapid sending with large pools of IPs and queue management to send a large volume of messages in smaller chunks, including a status report of bulk sending (i.e., monitoring of the batch and breakdown of parts of the batch executed or failed, etc.).
15	Y	Campaign design: Campaign set up	Support design activity across and throughout a campaign hierarchy, including setup, clone, edit, deletion, naming, and approvals.
16	Y	Campaign design: Campaign set up	Design automated multi-stage and multi-channel campaigns, including channels such as email, direct mail, outbound tele chase, branch, SMS, WhatsApp (and other messaging apps), mobile push, web push and in-app notifications.
17	Y	Campaign design: Campaign set up	Set specific SLAs for each campaign, calculating the timings of fulfillment, e.g., defining when the mail starts to be released or broadcast by the fulfillment house.
18	Y	Campaign design: Campaign set up	Build selection criteria, including the write SQL (using inclusion/exclusion and operators such as AND/OR, less than/equal to) for creating campaign targets at the point of execution.
19		Campaign design: Campaign set up	Create various unique identifiers for use in output files for fulfillment partner automation, e.g., a consistent unique campaign key for automated fulfillment.
20		Campaign design: Campaign set up	Identify the exact communication a recipient has been sent and their response, using unique keys for campaign history attachment against a campaign target.
21	Y	Campaign design: Campaign set up	Set up a multi-stage campaign defining how campaign targets should be managed based on responses, outcomes, and events, with selection criteria reassessed at each stage for changes in data.
22	Y	Campaign design: Campaign set up	Attach at least 2 MB attachment along with the mass mail content.
23	Y	Campaign design: Campaign set up	Support Anti-Spam features ensuring sender authenticity, visibility of the full mailing address of the sender, and prominent unsubscribe and 'Report as Spam' buttons.

S. No.	MC	Category	Requirement
24	Y	Campaign design: Campaign set up	Add Frequency Capping to limit the number of communications per day from all channels or a specific channel.
25		Campaign design: Campaign set up	Set Do Not Disturb (DND) hours for setting up silent hours for triggered campaigns.
26	Y	Campaign design: Campaign set up	Provide reports to visualize users entering and exiting a journey along with conversions, report individual campaign performance within a journey, visualize user branching at each stage of a journey, and see conversion goal and revenue attributed to journey campaign.
27	Y	Campaign design: Campaign set up	Execute a new or modified campaign in test mode with live data, sending output files to a test location for proof by the fulfillment partner without creating campaign history in the live production environment.
28		Campaign design: Campaign set up	Publish campaigns created in a non-production environment to the production environment.
29	Y	Campaign design: Campaign set up	Send test emails in both plain text and HTML using a seed list to review their appearance to the customer.
30	Y	Campaign design: Campaign set up	Create a recurring campaign that runs according to a schedule without needing changes to any element of the setup, generating consistent, recurring, unique, user-defined references for each execution instance.
31	Y	Campaign design: Campaign set up	Set up campaign structure including selection logic for repeated runs of the campaign, selecting relevant targets for the execution period without manual alteration of selection structure and criteria, to minimize manual effort and maintenance.
32		Campaign design: Campaign set up	Create a timestamped variable held against every record of each campaign execution instance to show the cohort selection, e.g., month/year timestamp for reminder cohorts.
33	Y	Campaign design: Campaign set up	Make created content searchable in the solution by name and other attributes like type of content, uses, any tags, etc., to facilitate management of assets and auditing.
34	Y	Campaign design: Campaign set up	Support content building for different communication templates supporting the following content build related features: <ul style="list-style-type: none"> • Customized From and Reply to field. • Multiple headers, footers creation options. • Content editing using HTML. • Option for uploading content from a file. • Sending attachments. • Dynamic content. • Personalized mailing content (capturing information from

S. No.	MC	Category	Requirement
			<p>database in content).</p> <ul style="list-style-type: none"> • Passing of variables (mail merge). • Survey/feedback option in emailing body. • Test mail option for approval to selected participants. • Preview of mail before sending • Scheduling mail to later date and time. • Mailing to a specific email address filtered on basis of variable in emailing list.
35	Y	Campaign design: Creative production	Create multilingual content (English, Hindi, Gujarati, Bengali, etc.) for various communication forms (e.g., envelope, direct mail, email) or import files (e.g., images, text, templates, components) to be stored in a content library for reuse across communications.
36		Campaign design: Creative production	Update specific components across multiple templates simultaneously, such as an email header update or a change to an unsubscribe link.
37	Y	Campaign design: Creative production	Include multimedia content in message formats (e.g., short explainer videos, audio clips, images, text) where the end channel permits.
38	Y	Campaign design: Creative production	Support the creation and maintenance of a library of email templates, including creating folders, tagging content, and naming files.
39	Y	Campaign design: Creative production	Select content from the library or write content directly into an email template in English, Hindi, and other regional languages, which has been selected from the library.
40	Y	Campaign design: Creative production	Create email templates that include various components supporting multilingual content (e.g., signatories, telephone numbers, encrypted URLs for personal unsubscribe windows) in multiple languages (English, Hindi, Gujarati, Bengali, etc.).
41	Y	Campaign design: Segmentation	Support the creation of cohorts (e.g., targets that have all been selected on a certain date), which can be reused within a contact strategy through campaign history (from Campaign Management System (CMS) and external systems) as a way to manage records through the lifecycle of a contact strategy.
42		Campaign design: Segmentation	Create custom locales of messages through a combination of user properties, such as sending different message variations to Hindi speaking users in Mumbai, English speaking users in Karnataka, Tamil speaking users in Tamil Nadu, Malayalam speaking users in Kerala, and a general variation to all other users
43	Y	Campaign design: Segmentation	Ensure communications are targeted and tailored to the selected segment, which can include multiple target levels.

S. No.	MC	Category	Requirement
44		Campaign design: Segmentation	Trend analysis should be actionable - create a segment or launch a campaign
45		Campaign design: Segmentation	Bucket user's basis number of times they did a specific event in a select time window.
46		Campaign design: Segmentation	Visualise return visit cohorts. Use cases: time taken to first transaction after app install, time between login to log out
47	Y	Campaign design: Segmentation	Split cohorts by user attributes and event attributes
48		Campaign design: Segmentation	Compare current trend with past trends on a cohort analysis
49	Y	Campaign design: Campaign approval	Have configurable checklists built into the solution against campaigns to facilitate the approval process.
50	Y	Campaign design: Campaign approval	Support a campaign approvals process and capture an audit trail of approvals.
51		Campaign design: Campaign approval	Notify relevant users when a campaign is ready to be checked, or when their sign-off is required.
52	Y	Campaign design: Campaign approval	Ensure that campaigns only run once all checks have been completed and approval has been granted.
53	Y	Campaign execution: Execute campaign	Execute multi-stage and multi-channel campaigns, including email, direct mail, outbound calling, and branch operations, with the capacity for regional splits as determined during campaign setup.
54	Y	Campaign execution: Execute campaign	Automatically refresh selection criteria at the point of execution, ensuring campaign targets are engaged with based on the latest information available, with subsequent runs based on current data and overnight updates.
55	Y	Campaign execution: Execute campaign	Derive, calculate, and translate data from the data model into a form suitable for inclusion in an email, supporting multilingual content transformation for various data items not in the core model, such as salutation or email date.
56	Y	Campaign execution: Execute campaign	Support manageable contact rules for customers, policies, or households, including de-duplication rules based on the target level and recognizing valid consent, opt-ins, preferences, and reasonable adjustments to determine the correct communication channel.
57	Y	Campaign execution: Execute campaign	Manage output files with configurable rules for merging across different campaigns/templates and then splitting, e.g., geographically by region, and to determine the data to be derived/used in output files, including adding new variables if available.
58		Campaign execution: Execute	Create and manage multiple seed lists with user-defined frequencies and configure output files sent to fulfillment to

S. No.	MC	Category	Requirement
		campaign	be adaptable with new variables.
59	Y	Campaign execution: Execute campaign	Execute multi-stage and multi-channel campaigns for various channels with regional splits and support for direct mail and email, including customization and personalization capabilities across different media and channels.
60	Y	Campaign execution: Execute campaign	Provide out-of-the-box rich push templates, support rich media in iOS, default actions for Push Notifications in Android, and personalize notifications using user and event attributes.
61	Y	Campaign execution: Execute campaign	Throttle message delivery, send messages to App Inbox with expiry settings, customize the App Inbox, and personalize Push Notifications based on business events and preferred language.
62	Y	Campaign execution: Execute campaign	Support in-app messaging with customizable templates, animations, placement control, and targeting/exporting users based on interaction, including AB testing and personalization of messages.
63		Campaign execution: Execute campaign	Support setup of Newsfeed with qualification criteria, rich templates, categories, display controls, and customization for rendering in your own UI elements.
64	Y	Campaign execution: Execute campaign	Integrate with any SMS vendor, provide URL shortening service, AB test message variations, send time-sensitive updates via SMS, and manage SMS subscription.
65	Y	Campaign execution: Execute campaign	Trigger interactive WhatsApp conversations with quick replies or CTAs, view real-time campaign analytics, manage WhatsApp communication with DND and frequency capping, and engage website visitors with on-site messaging and personalization.
66	Y	Campaign execution: Execute campaign	Define user journey entry points, message delivery across various channels, link multiple journey stages, add wait times, set exiting conditions for entry into another journey, create conditional branches, and use event attributes for personalized journey conditions.
67		Campaign execution: Fulfil campaign	Generate and automatically send a control file per transmission, detailing the campaign names and volumes for those campaigns, to the fulfillment partner for data validation.
68	Y	Campaign execution: Fulfil campaign	Send execution confirmation emails to a specified distribution list, detailing the total number of people in the campaign, when it was executed, and to which fulfillment channel.
69	Y	Campaign execution: Fulfil campaign	Broadcast email campaigns based on defined broadcast rules that have been configured in the system, such as the volume of emails per hour per campaign(s), broadcast sequence

S. No.	MC	Category	Requirement
			across multiple campaigns, simultaneous campaign broadcasts, or ISP volumes.
70	Y	Campaign execution: Campaign testing & optimization	AB Test multiple variations of a message using manual & AI-based distribution.
71	Y	Campaign execution: Campaign testing & optimization	Add either a campaign level control group or a global control group to measure uplift in engagement rates and conversions.
72	Y	Campaign execution: Campaign testing & optimization	Select multiple conversion goal events for each campaign.
73	Y	Campaign execution: Campaign testing & optimization	Define an attribution window for conversion attribution (maximum number of days configurable).
74		Campaign execution: Campaign testing & optimization	Offer dynamic content based on targeting options, such as inserting different content into a single email based on customer attributes.
75	Y	Campaign execution: Campaign testing & optimization	Personalize content by derived/inferred customer preferences/interests and known behavior.
76		Campaign execution: Campaign testing & optimization	Have configurable rules used to identify the best next action for interacting with customers.
77		Insight and analytics: Data access/manipulation	Provide a view of all derivations within the analytical data models and other derived variables.
78	Y	Insight and analytics: Data access/manipulation	Allow analysts to access, view, and interrogate any raw data published from any system or third-party data staged in the Data Management Solution.
79	Y	Insight and analytics: Data Building	Schedule/automatically run repeat analysis in batches when required, utilizing macros and scripting techniques, with no restrictions on the time of day.
80	Y	Insight and analytics: Modelling	Support segmentation modeling/propensity modeling for use in forecasting, campaigning, and analytics.
81		Insight and analytics: Modelling	Use the outputs from segmentation/propensity modeling to score customers, policies, and households, with updates

S. No.	MC	Category	Requirement
			occurring automatically due to changes in data record attributes, model refreshes, or on a given schedule (e.g., daily).
82		Insight and analytics: Modelling	Apply analytical output (e.g., predictive modeling, scores, segmentation, derived variables, etc.) against any entity in the database for use in campaigning, reporting, and operation.
83		Insight and analytics: Modelling	Apply other statistical methods developed inside or outside the system against any entity in the database for use in campaigning, reporting, and operation.
84		Insight and analytics: Data analysis	Analyze user preferences on different devices using device types and conversion rates.
85		Insight and analytics: Data analysis	Analyze the number of unique users who have abandoned checkout grouped by platform or device.
86	Y	Insight and analytics: Data analysis	Analyze the effectiveness of targeted marketing campaigns by combining user interests and Click-Through Rate (CTR).
87	Y	Insight and analytics: Data analysis	Support for user analysis options such as total count, unique count, aggregation, distribution, email domain analysis, and the option to visualize in pie chart, line chart, bar chart, column chart, and choropleth chart.
88		Insight and analytics: Data analysis	Perform funnel analysis by adding unlimited events, enforce a strict order of events, and make the analysis actionable by creating segments or launching campaigns.
89		Insight and analytics: Data analysis	Perform user path analysis to analyze events or users performing after or before a specific event, with options to set user path windows, analyze for a specific number of steps, select the timeframe for analysis, and perform analysis for a group of users or segment.
90	Y	Insight and analytics: Data analysis	Consume UTM parameters data automatically for session and source analysis, analyze key metrics split by a combination of UTM parameters, compare current trends with past trends, and pin the session and source analysis report on custom dashboards.
91	Y	Reporting: Data Queries	Include a 'kill switch' functionality to remove any queries from database processing that are running.
92		Reporting: Data Queries	Automatically produce scheduled queries and pre-built reports in line with the calendar.
93	Y	Reporting: Pre-built reports and dashboards	Support the build of ad-hoc reports and visualization dashboards using available data attributes and variables, including the saving of these reports/visualizations for reuse.

S. No.	MC	Category	Requirement
94		Reporting: Pre-built reports and dashboards	Support a process for approving reports and making them available to authorized viewers.
95	Y	Reporting: Pre-built reports and dashboards	Provide a self-service reporting framework that allows users to specify parameters and run a saved report, displaying an immediately rendered dashboard.
96	Y	Reporting: Pre-built reports and dashboards	Drill down into a report based on pre-defined hierarchies.
97	Y	Reporting: Pre-built reports and dashboards	Allow multiple reports to be brought together onto a single visualization dashboard, updated dynamically with changes in data.
98		Reporting: Pre-built reports and dashboards	Save executed reports and dashboard views in the system to capture data at a moment in time.
99	Y	Reporting: Pre-built reports and dashboards	Trigger notifications to inform a specified distribution list when a report is available.
100	Y	Reporting: Pre-built reports and dashboards	Feature a Key Metrics Dashboard displaying overall metrics such as Average DAU, Average MAU, Total New Users, and Total Uninstalled Users.
101	Y	Reporting: Pre-built reports and dashboards	Provide campaign performance reports across all fulfillment channels using all data available at the time.
102		Reporting: Pre-built reports and dashboards	Upload data from other systems or files (e.g., Excel) to incorporate into campaign reporting.
103	Y	Reporting: Pre-built reports and dashboards	Group campaigns for performance reporting based on their cohort aggregated across all steps in the contact strategy, including a summary of all campaign instances selected for a given reminder step (e.g., month and year, Jan 24) across different channels in a defined time period. Additionally, aggregate cohorts across different contact strategies for Management Information (MI) purposes, such as reporting on overall renewal rate at set intervals (e.g., +1-month post-expiry) for a particular counterfoil month of expiry, regardless of the campaign type.
104	Y	Reporting: Report distribution	Distribute reports to groups of recipients, including those who are not direct system users, and to export reports in various formats (e.g., PDF, Excel, HTML, PowerPoint).
105		Reporting: Report distribution	Enable the monitoring of campaign (response and outcomes) and operational (campaign execution) performance in real-time and when data becomes available.

S. No.	MC	Category	Requirement
106	Y	Data Management	Support existing data model and relationships, including customer-centric and non-customer centric data.
107		Data Management	Specify/create the unique identifier of the customer entity (for instance, email address cannot be used as the unique identifier).
108	Y	Data Management	Users to see fields and data objects with business-relevant names when using product functionality (separate from any technical reference name used in the data layer).
109	Y	Data Management	Set field validation on data input.
110	Y	Data Management	Extend and update the relationships and structure of data entities and attributes in both a governable and user-friendly, configurable way, through a flexible data model.
111	Y	Data Management	Create and maintain hierarchical address relationships.
112	Y	Data Management	Master customers and their relationship with Policy, and be able to infer and maintain a relationship between multiple customers (e.g., fuzzy logic across customer attributes to identify duplicate customers).
113	Y	Data Management	Remove data automatically when it has reached its defined retention period. This includes supporting LIC's data retention policies on data as well as to comply with agreements with 3rd parties on the length of time their data can be utilised.
114	Y	Data Management	Apply data retention rules at the field/attribute level of records, to discard data of a certain age in line with the LIC's data retention policy or 3rd party data provider's terms and conditions.
115	Y	Data Management	Maintain data integrity and relationships when removing data in line with data retention rules.
116	Y	Data Management	Classify data with a retention policy and track the data throughout its lifecycle and through any aggregation, in order to allow the data retention policy to be invoked.
117		Data Management	Manage user database campaigns to reach the maximum number of targeted audiences, ensuring bounces or duplicates are eliminated.
118	Y	Data Management	Ensure database security, encrypting uploaded databases to prevent extraction or download from the front end.
119		Data Management	Provide delivery assurance of emails within a period of 24 hours for promotional emails from the receipt of go-ahead from LIC.
120		Data Management	Provide periodic broadcast reports like email delivery success/failure status report/statistic report to the LIC for every batch of emails sent, including a management console

S. No.	MC	Category	Requirement
			to the bank.
121		Data Management	Ensure that emails sent do not get classified as junk mail or spam mail by leading email service providers like Gmail, Yahoo, Hotmail, etc.
122		Data Management	Handle promotional and transactional email broadcasting simultaneously.
123	Y	Data Management	Pause/resume an ongoing activity to initiate another urgent activity.
124	Y	Data Management	Provide separate unsubscribe options for both promotional and transactional emails, with the option to suppress individual emails based on email or other credentials available in the imported email list.
125		Data Management	Incorporate existing suppression list/unsubscribe list for both promotional and transactional emails given by the LIC in the application provided by the bidder.
126		Data Management	Support the creation of derived variables without needing software development resources.
127		Data Management	Use campaign history generated from campaigns executed from other systems for attribution.
128	Y	Data Management	Support easy export of reports to a CSV or same list or another list.
129	Y	Delivery and Reputation Management	Ensure all emails are delivered directly to the recipient's inbox and not filtered into spam by continuously managing and enhancing the reputation of the client's email ID and associated IPs.
130	Y	Delivery and Reputation Management	Regularly perform Return Path Analysis and monitor Blacklists to maintain a good reputation. Provide comprehensive reports on these activities.
131		Delivery and Reputation Management	Develop and maintain an analytical dashboard that displays metrics such as delivery rates, inbox placement, read status, bounce rates, and undelivered emails.
132	Y	Delivery and Reputation Management	Establish and maintain associations with major ISPs to participate in their Feedback Loop (FBL) programs.
133	Y	Delivery and Reputation Management	Implement robust email security measures in the proposed solution to safeguard against threats and comply with relevant statutory and regulatory requirements.
134	Y	Delivery and Reputation Management	Incorporate a virus checking mechanism on the bidder's email relay setup to prevent the spread of viruses from the customer's premises.
135	Y	Delivery and Reputation	Implement a policy for retrying the delivery of queued emails up to a predetermined expiry date. If unable to

S. No.	MC	Category	Requirement
		Management	deliver within this period, the email campaign should be discontinued.
136		Delivery and Reputation Management	Assign a dedicated team to monitor and report on email campaign performance, including managing bounce rates and maintaining IP reputation to optimize email delivery to final destinations
137	Y	Creatives & comms design	Design visuals/HTML for all campaign management communication channels (web/app push, notifications, WhatsApp, eMail...)
138	Y	Creatives & comms design	Create multi-lingual content/copy for all campaign management communication channels (SMS, web/app push, notifications, WhatsApp, eMail...)
139		Creatives & comms design	Monitor the performance of creatives/copy (at channel, cohort, geo...) level, and refresh creatives in-case of non-performance
140	Y	Creatives & comms design	Generation of personalized creatives at scale - basis segment, product, occasion...
141		Creatives & comms design	Utilize prevalent, best-in-class creative principles in mind to design creatives /content/copy
142		GenAI capabilities	Generate tailored communication content for target audiences, including personalized email templates and subject lines, customized WhatsApp content based on demographics and profiles, and SMS texts in appropriate languages based on location
143		GenAI capabilities	Offer creative design assistance by generating tailored visual content (images, graphics, videos) and providing customizable templates for landing pages, ads, and emails.
144		GenAI capabilities	Design and automate customer journey flows to ensure a seamless and personalized experience across channels.
145		GenAI capabilities	Support multilingual campaigns by automatically translating and localizing content for different regions, ensuring relevance and cultural appropriateness
146		GenAI capabilities	Monitoring and analyzing user sentiment to manage brand reputation effectively.

3.2.2. Audience Management

Table 3: Audience Management – Functional Requirements

S. No.	MC	Category	Requirement
1	Y	Data Ingestion	Ingest and integrate transactional & master data from internal operational systems (native connectors for

S. No.	MC	Category	Requirement
			Enterprise Data Warehouses, Data Lakes and other big data systems)
2	Y	Data Ingestion	Ingest and integrate customer behaviour data such as click stream data from website and mobile apps, as well as mobile SDKs (native connectors)
3	Y	Data Ingestion	Ingest and integrate external data sources such as social media data and external third-party data (native connectors)
4	Y	Data Ingestion	Transform data upon ingestion or manipulate the data once it's been loaded into your platform (e.g., data cleansing, de-duplication, address normalization, etc.)
5	Y	Data Ingestion	Integrations are available to allow the CDP to ingest performance data back from the channel (e.g., opens, views and clicks from an ESP)
6	Y	Data Ingestion	Ingest semi-structured and unstructured customer data
7		Data Ingestion	Query data from external systems
8	Y	Data Ingestion	Integrate new data sources post implementation without the need of IT/technical support (e.g., could be done by a non-technical user in the marketing department)
9	Y	Data Ingestion	Create custom connectors/APIs
10		Data Ingestion	Detect and report on ingestion related events (errors) and provide logging/auditing information on all imported data
11	Y	Data Ingestion	Automated ingestion and mapping of data objects built into the platform (e.g., automatically create a product catalog out of the website)
12		Data Ingestion	Solution offers a SQL like interface for verifying data quality/comparing with data in other systems
13	Y	Segmentation/Audience creation	Create audiences or segments within the user interface (by technical/analytical users as well as non-technical/analytical user via self-service) through selection rules that can be applied to any attribute available in the platform
14	Y	Segmentation/Audience creation	Create custom rules for segmentation/audience creation
15	Y	Segmentation/Audience creation	Export audiences/segments to other systems/tools
16	Y	Segmentation/Audience creation	Create ad hoc new audiences or programmatically refresh existing audiences with new data
17	Y	Segmentation/Audience creation	Employ audiences/segments for targeting purposes and next-best action recommendations
18	Y	Segmentation/Audience creation	View audience size trends over time and compare audiences against one another
19	Y	Segmentation/Audience creation	Ingest scores from data science models to power segmentation

S. No.	MC	Category	Requirement
20		Segmentation/Audience creation	Get real-time insights (incl. non-technical stakeholders) on audience size, profile and overlap with other audiences
21	Y	Behaviour Predictions	Availability of in-built algorithms and models that are configurable by programmers as well as non-programmers
22		Behaviour Predictions	Models native to the platform provide a description on output (not black-box)
23	Y	Behaviour Predictions	Ongoing algorithm optimization to ensure best fit when used in real time
24		Behaviour Predictions	Export customer data within platform for feature engineering in an external platform such as R or SAS
25		Behaviour Predictions	Platform enable personalization for an anonymous visitor
26	Y	Activation: General	Activate data to all major ESPs, Marketing Clouds, DSPs, DMPs, Web Personalization engines, etc. (Note: please provide list of available out of the box connectors)
27		Activation: General	Customer preferences management (at individual, segment or group level)
28		Activation: General	Contact rules and opt-down management available
29		Activation: General	Campaign scheduling (e.g., to run during certain day/hour timeframes or configurable triggers)
30	Y	Activation: General	Link owned channel interactions and paid media interactions
31		Activation: General	Supports reusable blocks that can be referenced again by different campaign modules
32		Activation: Audience Orchestration	Create/design automated programs/multi-stage campaigns using standard functionality of segmentation, assets, channels and forms
33		Activation: Audience Orchestration	Design multi-stage programs which can be activated through triggers and automate execution across steps based on customer behavior (e.g., open email) or scheduled (e.g., after 3 days)
34		Activation: Audience Orchestration	Execute multi-channel programs using digital means with email, mobile in-app delivery, search engine marketing, social, webinars, ad retargeting, chat, text, direct mail, phone with customer service
35		Activation: Audience Orchestration	Measure program, tactic and delivery mechanism performance (e.g., response rates, best-performing path and asset utilization metrics by program, tactic and delivery mechanism, website visitor activity, pages viewed, time spent on site, emails opened, content downloaded, and campaign responses)
36	Y	Activation: Audience	Select and activate audiences for specific programs based on attributes and model scores down to the segment of one

S. No.	MC	Category	Requirement
		Orchestration	
37	Y	Activation: Audience Orchestration	Suppress segments, products, categories, promotions, etc. from being recommended
38	Y	Activation: Audience Orchestration	Automate all segment and data operations required for campaign deployment
39	Y	Activation: Audience Orchestration	Export CSV or raw data to a designated location such as S3 or an SFTP destination, as well as to BI tools (e.g., Tableau, PowerBI)
40	Y	Activation: Audience Orchestration	Availability of a non-technical user interface to conduct consumer-journey based orchestration
41		Activation: Audience Orchestration	Schedule exports at a future date or on a regular basis
42	Y	Lifecycle Management	Segment customers based on their digital behaviour, customize campaigns to address the specific needs and associated behaviour
43	Y	Lifecycle Management	Implement targeted communication strategies to nurture prospects, enhance customer satisfaction, and encourage policy renewals
44		Churn Prediction and Retention Campaigns	Predict churn risk among policyholders using factors such as changes in behaviour, life events, or customer interactions can signal potential churn.
45	Y	Cross-Selling and Up-Selling	Identify cross-selling and up-selling opportunities by analysing customer data for additional insurance needs or coverage gaps
46	Y	Audience Segmentation and Targeting	Segment audiences based on various criteria such as demographics, interests, online behaviours, and life events.
47	Y	Audience Segmentation and Targeting	Target specific audience segments with tailored performance marketing campaigns
48	Y	Lookalike Modelling	Identify high-value customer segments within the CDP based on lifetime value, policy preferences, or other key attributes.
49	Y	Lookalike Modelling	Lookalike modelling to find similar audiences who are likely to exhibit similar characteristics and behaviours as the high-value segments, and target them with performance marketing campaigns
50	Y	Behavioural Retargeting	Leverage behavioural data captured by the CDP to implement retargeting campaigns aimed at re-engaging

S. No.	MC	Category	Requirement
			drop-offs
51	Y	Behavioural Retargeting	Serve personalized ads based on the specific actions or interactions of the audience, such as visiting product pages, initiating a quote
52	Y	Attribution Modelling and Optimization	Track and analyse the customer journey across multiple touchpoints and channels
53		Attribution Modelling and Optimization	Attribution modelling insights to optimize performance marketing campaigns, allocate budget effectively across channels
54		GenAI capabilities	Predictive analytics to identify audience segments most likely to respond to specific campaigns.

3.2.3. AB/Multi-variate Testing

Table 4: AB/Multi-variate Testing – Functional Requirements

S. No.	MC	Category	Requirement
1	Y	Audience Segmentation	Analyze audience segments in real-time directly through the user interface, without the delay of generating reports, accompanied by a screenshot of audience segmentation UI.
2		Audience Segmentation	Compare audience segments in real-time, enhancing dynamic marketing strategies.
3	Y	Audience Segmentation	Segment on a variety of native data points within the platform, without the need for extra integrations, including a description of the different native data points available.
4	Y	Audience Segmentation	Resegment users in real-time based on behavioral changes during a session, such as moving from one segment to another within the same session.
5	Y	Audience Segmentation	Segment users based on granular interaction data with products, like identifying “users who looked at type of policies and did not complete the application”
6	Y	Audience Segmentation	Natively track contextual user data including referrer, device, browser, and geographical location, enriching segmentation and targeting efforts.
7	Y	Audience Segmentation	Offer a segmentation UI that provides out-of-the-box capabilities to compare different segments against each other, facilitating deeper insights into audience behavior.
8	Y	Audience Segmentation	Enable users to identify and label their most important audience segments for easier targeting, personalization, and analysis of overall site performance according to these focused segments.

S. No.	MC	Category	Requirement
9	Y	Audience Segmentation	Create segments that combine all purchase and engagement history across offline and online channels, offering a comprehensive view of customer interactions.
10		Audience Segmentation	Utilize audience segments created or ingested by the system across all execution channels without significant limitations or the need for customizations.
11	Y	Audience Segmentation	Offer proactive predictive analytics for segmenting audiences, enhancing targeted marketing strategies.
12	Y	Audience Segmentation	Edit segments and audiences' post-creation, allowing for flexible adjustments to targeting strategies as needed.
13		Audience Segmentation	Select key elements and attributes from the product catalog to create affinities and audience segments for targeting with personalized content and menu personalization experiences.
14	Y	Audience Segmentation	Manage audiences and campaigns across all channels from a unified user interface, avoiding the need for navigating through significantly different visual contexts.
15	Y	Behavior Tracking	Natively track data for all users anonymously across multiple channels of interaction without requiring authentication, including a description of the anonymous tracking methodology.
16		Behavior Tracking	Reconcile user identities across browsers, devices, and channels, requiring a detailed description of the identification methodology.
17	Y	Behavior Tracking	Support the usage of multiple IDs for user identification, including synchronization capabilities with various types of unique customer IDs.
18		Behavior Tracking	Automatically reconcile any previously tracked or imported data to a user's current session upon identification, ideally in real-time, and personalize the experience based on all known data about the user immediately.
19	Y	Behavior Tracking	Track a single user's interactions across multiple owned properties.
20	Y	Behavior Tracking	Track individual user campaign performance within our systems, including a standard integration approach for this use case.
21		Behavior Tracking	Offer a timestamped log of all API-based activities within the system, aiding in monitoring and troubleshooting API interactions.
22	Y	Content Targeting	Deliver personalized and relevant experiences to audiences from external media campaigns on their first visit, enhancing customer engagement and satisfaction.
23	Y	Data Import &	Support the import of any user data attributes, including a

S. No.	MC	Category	Requirement
		Export	description of the import methodology and any specific limits on the volume of user data that can be imported, such as the number of users or attributes.
24	Y	Data Import & Export	Import/export data (structured & unstructured) either as a batch or in near real-time through APIs, with a detailed explanation of these mechanisms for near real-time data availability.
25	Y	Data Import & Export	Support a client-defined attribute schema for user data imports, allowing specification of attribute formats such as numerical for purchases, Boolean for subscriber status, and dropdown for tier levels (e.g., bronze, silver, gold).
26	Y	Data Import & Export	Import offline user interaction data, such as offline purchases, into the system, including a description of the import methodology.
27		Data Import & Export	Define multiple user data feed import schemas to accommodate user data spread across different systems, without relying on a single master schema.
28	Y	Data Import & Export	Use imported user data in segmentation and targeting within a friendly WYSIWYG UI, eliminating the need for writing special targeting code, with a provision of a screenshot demonstrating the use of custom-imported user data in the targeting UI.
29	Y	Data Import & Export	Combine imported user data with natively tracked system data in audience segmentation reports, enhancing the depth of analysis.
30		Data Import & Export	Integrate imported user data as a first-class targeting option across the system, ensuring that imported data is accessible via a native UI dropdown/selection interface across all targeting areas and campaign types within the platform.
31	Y	Data Import & Export	Export user data from the system at the granular event level, detailing every interaction event taken by a user, including a description of the export methodology.
32	Y	Data Import & Export	Export user data from the system at the segment level, specifying all users within a certain segment, including a description of the export methodology.
33	Y	Data Import & Export	Export user data from the system at the profile level, providing the affinity profile for all users, including a description of the export methodology.
34		Data Import & Export	Export a comprehensive log of the previous day's recommendations and their outcomes, facilitating detailed analysis and optimization.
35	Y	Reporting	Offer a custom report builder with drag-and-drop functionality, simplifying the report creation process.

S. No.	MC	Category	Requirement
36	Y	Reporting	Provide predefined report templates to meet common analysis requirements, along with export functionality in PDF, Excel, and CSV formats, facilitating data analysis and sharing.
37	Y	Reporting	Generate comparison reports for various test campaigns, conduct statistical significance and confidence interval calculations, and carry out cohort analysis complemented by user journey mapping.
38	Y	Reporting	Integrate anomaly detection into insights reporting, enabling the identification and analysis of deviations from expected patterns.
39		Test Analysis	Segment results by variable combinations and provide users with analytical tools for a detailed examination of the impact of each variable on test results, facilitating deeper insights.
40	Y	Test Analysis	Offer statistical significance calculations for each variation in an ongoing test, facilitating informed decision-making.
41	Y	Test Analysis	Exclude outliers in test results, providing the cap refine data analysis for more accurate outcomes.
42	Y	Test Analysis	Run custom audience segmentation breakdown reports both during and after a test, including statistical significance calculations for each segment-variation combination, enhancing the depth of analysis.
43	Y	Test Analysis	Automate the analysis and identification of sub-segments within a test that show better performance for specific variations, optimizing targeting strategies.
44	Y	Test Analysis	Enable the export of complete A/B test history data for use in Business Intelligence platforms, enhancing data analysis and decision-making processes.
45	Y	Test Design & Creation	Facilitate the creation and execution of AB tests across different content types (text, images, videos) with no need for IT involvement, including features for automatic traffic allocation and customizable confidence levels.
46	Y	Test Design & Creation	Allow users to seamlessly create a single test that spans multiple placements, pages, and elements, simplifying the testing process.
47	Y	Test Design & Creation	Support the development of complex multivariate tests that incorporate multiple variables and nested testing structures, ensuring efficient management of a large number of variations.
48	Y	Test Design & Creation	Offer an intuitive campaign creation wizard that assists users through the setup process, making campaign creation straightforward and user-friendly.
49		Test Design &	Provide a comprehensive template library for common test

S. No.	MC	Category	Requirement
		Creation	scenarios, streamlining the process of test creation.
50		Test Design & Creation	Facilitate bulk management operations for tests, encompassing actions such as starting, pausing, and archiving, to efficiently manage multiple tests.
51	Y	Test Design & Creation	Provide capability to support client side, server side and hybrid deployment of the testing campaigns
52	Y	Test Design & Creation	Enable users to tailor test parameters, including duration, goals, and segments, according to specific requirements.
53	Y	Test Design & Creation	Support configuration of variation stickiness/exposure for any test, ensuring consistent user experiences.
54	Y	Test Design & Creation	Apply variations across different levels of content, from broad categories such as product groups and categories to specific items, enhancing test flexibility.
55	Y	Test Design & Creation	Configure experiments based on various criteria including channel, audience, geographical location, designated market area, and more; with a request to list all available configuration options, enabling precise targeting and experimentation.
56	Y	Test Design & Creation	Offer a broad range of testing parameters, encompassing unknown vs. known users, statistical models, deep learning models, and beyond, to accommodate diverse experimentation needs.
57	Y	Test Design & Creation	Provide a Global Control Group that aggregates multiple experiments for comparison against a control group to assess their collective performance impact and calculate the overall ROI of the optimization program.
58		Test Design & Creation	Personalize experiences, conduct experiments, and adapt business rules and recommendation strategies based on dayparts, including a detailed description of the extent of daypart personalization capabilities.
59	Y	Test Design & Creation	Enable users to create comprehensive content personalization campaigns for desktop and mobile websites within the system, encompassing targeting definition, content creation, test/optimization parameter setup, and execution across the last mile.
60	Y	Test Design & Creation	Allow users to develop end-to-end content personalization campaigns for mobile apps, including all aspects from targeting definition to last-mile channel execution.
61		Test Design & Creation	Include ready-to-use campaign templates and offer the capability for users to develop their own templates, accommodating a wide range of marketing strategies and preferences.
62	Y	Test Design &	Offer mechanisms for reusing campaigns, eliminating the

S. No.	MC	Category	Requirement
		Creation	need to start from scratch for each new campaign and streamlining the campaign creation process.
63	Y	Test Design & Creation	Conduct a live preview of any test or campaign within the system across various channels, enabling real-time adjustments and refinements.
64		Test Design & Creation	Execute a live preview of API tests or campaigns within the system, ensuring seamless integration and functionality.
65	Y	Test Optimization	Employ statistical models designed to predict interactions between variables and dynamically allocate traffic to the most successful combinations, further enhanced by the integration of machine learning algorithms for ongoing optimization.
66	Y	Test Optimization	Utilize a fully implemented statistical engine for testing and validating results, ensuring the accuracy and reliability of test outcomes.
67	Y	Test Optimization	Automate winner decisions within tests, removing the need for manual selection, while also offering the flexibility for users to opt for a manual approach if preferred.
68	Y	Test Optimization	Configure campaign optimization KPIs, allowing customization to specific metrics that best suit our objectives.
69	Y	Test Optimization	Allow for the configuration of attribution windows tailored to any test, accommodating different evaluation periods.
70	Y	Test Scheduling	Provide a calendar view for efficient test planning and scheduling, aiding in the organization and time management of tests.
71		Test Scheduling	Automatically detect and prevent scheduling conflicts for tests targeting the same resource, ensuring efficient use of system resources.
72	Y	Test Scheduling	Offer scheduling options that adapt to user behavior patterns or specific time zones, enhancing the relevancy and effectiveness of tests.
73		Test Scheduling	Automate the initiation and conclusion of tests based on predefined criteria, including timely reminders and notifications for upcoming schedules, to streamline test management.
74	Y	Test Scheduling	Enable dynamically adjustable schedules in response to real-time performance data, support ad-hoc testing, provide API access for external scheduling, generate time-based performance reports, and maintain historical test data for enhanced planning accuracy.
75		Testing Operation	Implement version control for documenting changes and iterations of tests, enhancing the track and manage

S. No.	MC	Category	Requirement
			modifications effectively.
76	Y	Testing Operation	Enable dependency tracking for related tests, aiding in the understanding and management of how tests influence one another.
77	Y	Testing Operation	Provide automated alerts for significant test milestones or issues, ensuring stakeholders remain well-informed.
78		Testing Operation	Allow for the efficient archiving and retrieval of past campaigns, facilitating thorough analysis and review of historical data.
79	Y	Testing Operation	Facilitate comparative testing, enabling the A/B testing of different algorithms, including those based on custom logic, to determine the most effective approach.
80		Testing Operation	Present a streamlined method for classifying campaigns, such as through the use of folders or labels, simplifying campaign organization for users.
81	Y	Testing Operation	Offer conflict resolution features to prevent simultaneous edits to the same campaign by multiple users, ensuring data integrity and coordination.
82		Targeting/ Personalization	Enable customization of every element on a website or any digital channel to display the most relevant content to each user based on real-time affinity, without the necessity for creating separate audiences for each affinity type.
83		Targeting/ Personalization	Enable the creation of in-depth product recommendations campaigns for mobile apps/web/push notifications, covering targeting, widget design, optimization settings and last mile execution.
84		Targeting/ Personalization	Personalize any digital selling channel to reflect individual customer loyalty status, known attributes, preferences, relevant limited-time offers, and other significant factors.
85	Y	Targeting/ Personalization	Support the population of content or templates using an API or data feed, facilitating dynamic content updates and personalization.
86	Y	Targeting/ Personalization	Detect a user's exit intent behavior on websites and respond with overlays, enhancing engagement and conversion opportunities.
87		Targeting/ Personalization	Support the prioritization of personalization campaigns and experiences, ensuring optimal engagement and effectiveness.
88		Targeting/ Personalization	Deep learning models, learning from previously encountered data and making predictions for unseen data, respectively, to enhance model performance.
89		Targeting/ Personalization	Offer a diverse selection of recommendation algorithms,

S. No.	MC	Category	Requirement
		Personalization	providing users with multiple options to best match their specific needs.
90	Y	Targeting/ Personalization	Incorporate sophisticated, non-rule-based algorithms that integrate personalization directly, offering advanced targeting capabilities.
91		Targeting/ Personalization	Allow users to tune and/or customize recommendation algorithms, ensuring transparency and flexibility rather than a “black box” approach.
92	Y	Targeting/ Personalization	Enable the combination of different recommendation algorithms within a single placement, offering enhanced personalization and optimization capabilities.
93	Y	Targeting/ Personalization	Ensure that recommendations remain consistent across all delivery points, maintaining a unified customer experience.
94		Targeting/ Personalization	Allow for comprehensive testing and personalization of the entire recommendations widget, encompassing design, widget title, and displayed attributes, not limited to product assortment.
95	Y	Targeting/ Personalization	Support both feed and API-based methods, ensuring flexibility in data integration.
96	Y	Targeting/ Personalization	Implement controls that prevent the display of duplicate product recommendations within multiple widgets on a single page, enhancing user experience.
97		Targeting/ Personalization	Offer support for real-time dynamic filters, enabling requests for filtered products based on any attribute within the product catalog, increasing the specificity of recommendations.
98	Y	Targeting/ Personalization	Set custom filtering rules to tailor recommendations according to specific audience segments or contextual data points, enhancing personalization.
99	Y	Test Design & Creation	Dynamically change elements on the website and mobile app, including text, images, banners, and application forms (sequence of fields, names of fields) to perform conversion rate optimization (CRO).
100		GenAI capabilities	Create multiple variations of ads and content for A/B testing to identify the most effective versions
101		GenAI capabilities	Continuously optimize campaigns by analyzing performance data and adjusting content and targeting in real-time.

3.2.4. Integrations

Table 3: Integrations – Functional Requirements

S. No.	MC	Category	Requirement
1	Y	Data Ingestion	Create service/job for reading data from Enterprise Data Warehouses (CADW), Data Lakes and other big data systems)
2	Y	Data Services	<p>APIs to be exposed for internal/external systems to fetch the data basis:</p> <ul style="list-style-type: none"> • Campaign ID: for a particular campaign • Token ID: User data for sending communications (synchronous) • Token IDs: Users data for sending communications (bulk/batch) • Batch Job/Service to pull data from CADW • Tokenize and mask the data fetched in above step. • Store the tokens in the data vault along with the relevant information.
3	Y	Tokenization & Masking Services	<p>Create a service which integrates with Tokenization and Data Vault in the LIC platform for getting authorization for external systems which are querying for data like AB/MVT, Audience Management, Campaign Management etc.</p> <p>Create a service which authorizes using above service and passes a public key to the downstream system to decrypt data sent over the wire. The tokenization and data vault will also generate and house masked data which can be queried via APIs by external and internal systems.</p> <p>Service/job to generate a unique token for each user's data stored in the interim DB and System of Engagement Database once it is live, for feeding to MarTech systems. This is a bulk request but provisioning should also be done for near-real time tokenization and masking for ongoing customers which get onboarded.</p>
4		CMS/DAM	<p>Create service to pull templates for email, text etc. for external communications.</p> <p>Service to pull templates from CMS/DAM and pass them forward (querying)</p>
5	Y	DataBase	Setup, design the schema and maintain a DB for storing the user data, maintain campaign status and meta information, store persona and profile information locally for use etc.
6	Y	Encryption/Decryption	<p>Create a service to encrypt the data (key to be fetched from Tokenization and Data vault system)</p> <p>Create a service which passes the decryption key to a querying system post authorization.</p>

S. No.	MC	Category	Requirement
7	Y	Queues/Topics integration	Create services to push data on queue for asynchronous processing (e.g.; sending emails out, sending messages) and also consumers for the topics wherever required.

3.2.5. Non-functional Requirements

CM – Campaign Management

AM – Audience Management

AB – AB/MVT Testing

MC – Mission Critical

Table 5: Non-functional Requirements

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
1	Y	Ease of use	Provide a user-friendly system with intuitive navigation and layout, including customizable dashboards, visual test editors, responsive design, tooltips, guided tours, quick loading times, consistent design language, accessibility features, drag-and-drop functionality, and keyboard shortcuts to enhance usability and efficiency.	Y	Y	Y
2		Ease of use	Include responsive design for access across multiple devices, intuitive drag-and-drop interfaces, visual editors for easy configuration and test management, customizable UIs with helpful tooltips, guided tours, and in-app support, all while ensuring rapid performance and accessibility for individuals with disabilities.	Y	Y	Y
3	Y	Access & Authentication	Manage the registration, de-registration, and approval of users, along with setting security permissions within the solution	Y	Y	Y
4		Access & Authentication	Restrict access to individual users' working areas or sandboxes, and to enable data sharing and access collaboration among users	Y	Y	Y
5	Y	Access & Authentication	Set permissions for reading, editing, and creating reports based on user, role, and organization.	Y	Y	Y
6	Y	Access & Authentication	Restrict access to data objects or schemas based on user, role, and organization.	Y	Y	Y
7	Y	Access &	Offer self-service password resets for users,	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
		Authentication	including configuring reset frequency and password strength requirements.			
8	Y	Access & Authentication	Provide password-based access control to the solution for each user.	Y	Y	Y
9	Y	Access & Authentication	Restrict access to the solution by location, such as specific IP or MAC address ranges.	Y	Y	Y
10		Access & Authentication	Restrict permissions for performing data exports based on user or role.	Y	Y	Y
11	Y	Access & Authentication	Restrict access to specific areas of the solution's functionality based on user, role, and organization, integrating with existing Identity Access Management (IAM) or Active Directory (AD) based authentications.	Y	Y	Y
12	Y	Access & Authentication	Set a layered permissions structure to give users varying levels of read/write permissions to specific data objects, records, or attributes (e.g., through masking of data fields with personally identifiable information, or through configuring the UI to show or hide fields) by user, role, and organisation	Y	Y	Y
13		Audit & Logging control	Log specific processing operations at the record level, such as collection, alteration, consultation, disclosure (including transfers), combination, and erasure of personal data, ensuring compliance with applicable rules and regulations as may be prescribed/ recommended by RBI, IRDAI, SEBI and other applicable regulators, Cert-In, NCIIPC, IT Rule 2018, DPDP Act 2023, etc.	Y	Y	Y
14	Y	Audit & Logging control	Log both failed and successful user login attempts, including details such as times and user information	Y	Y	Y
15	Y	Audit & Logging control	Audit user access and changes to data objects and records, including the date, time, and user that created or last modified a data object or record	Y	Y	Y
16		Audit & Logging control	Track the data source, start date, and expiry date of data within the solution	Y	Y	Y
17	Y	Audit & Logging control	Maintain an audit trail of all data sets exported from the solution, including details of the output files and whether the export was scheduled or ad-hoc, for a period of three months before automatic deletion	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
18		Audit & Logging control	Audit ETL batches processed into and out of the solution, including records of data sets, batch times, errors, and records that failed	Y	Y	Y
19	Y	Audit & Logging control	Audit database activities by user or role, such as system administrators, and provide error logs and relevant information for failed jobs, including ETL processes, analytics queries, or campaign selection jobs	Y	Y	Y
20	Y	Audit & Logging control	Audit all product license-affecting characteristics of the solution	Y	Y	Y
21		Audit & Logging control	Use consistent and unique identifiers for each element in the campaign hierarchy to support traceability, such as Program, Stage, Campaign, and Offer	Y	Y	Y
22	Y	Data privacy & compliance	Support Single Sign-On (SSO) methods and enhance security measures with multi-factor authentication, captcha, and lockout mechanisms	Y	Y	Y
23		Data privacy & compliance	Ensure compliance with the Rights of Persons with Disabilities Act (RPWD Act).	Y	Y	Y
24		Data privacy & compliance	Manage user preferences for opting in, opting out, and deleting information, including handling requests from third parties, and seamlessly transmitting data to both internal and external systems.	Y	Y	Y
25	Y	Data privacy & compliance	Secure all service calls and backend systems to prevent unauthorized access or data breaches	Y	Y	Y
26	Y	Data privacy & compliance	Maintain and provide comprehensive audit logs that record all data usage and interactions, ensuring transparency and accountability	Y	Y	Y
27	Y	Data privacy & compliance	Isolate a customer's data from that of other customers using dedicated instances within the cloud environment	Y	Y	Y
28	Y	Data privacy & compliance	Provide proof of third-party security measures verification, such as SOC2 compliance, demonstrating adherence to robust security practices	Y	Y	Y
29	Y	Data privacy & compliance	Confirm that no information obtained from the customer or its clients is distributed or reused, upholding strict confidentiality and integrity standards	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
30	Y	Integration / ETL	Integrate with Tokenization and Data Vault for tokenization, secrets management, data decryption and key exchange, using both real-time messaging and batch file transfer integration patterns.	Y	Y	Y
31	Y	Integration / ETL	Platform must ensure interoperability by seamlessly integrating with various applications and services (e.g., cloud providers, CI/CD pipelines, identity providers) and supporting plugins and custom integrations to adapt Vault to specific use cases and environments.	Y	Y	Y
32	Y	Integration / ETL	Platform must ensure usability by providing intuitive and well-documented API and CLI interfaces for developers and administrators, and, if applicable, a user-friendly web interface for managing secrets and policies.	Y	Y	Y
33	Y	Integration / ETL	Integration with existing MarTech tools such as CMS/DAM, Digital Analytics, CDP, AB-MVT, Mobile analytics, paid media...	Y	Y	Y
34	Y	Integration / ETL	Automatically refresh data sets in the solution based on specific triggers, such as the arrival of an inbound file, or at pre-scheduled times.	Y	Y	Y
35		Integration / ETL	Export data sets selected based on business logic for consumption by other systems, triggered by a schedule or specific campaign milestones, including functionalities like exporting campaign history or auto-cancelling policies.	Y	Y	Y
36	Y	Integration / ETL	Availability of standard methods/APIs to adapt to new hardware and ease of connectivity to external tools, such as downloading data to Excel or PowerPoint.	Y	Y	Y
37	Y	Ease of use	Solution to support the English, Hindi language (including use of the regional languages) in all channels (Letter/email/SMS, etc.) and to send multilingual communications to customers as part of executing campaigns.	Y	Y	Y
38	Y	Infrastructure & Capacity	Generate alerts for errors in batch jobs, such as those related to campaign management or analytics, and proactively monitor service availability, communicating any known issues to the support team.	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
39	Y	Infrastructure & Capacity	Set up and commission non-production environments that are representative of the production environment, capable of holding the same data volumes, complexity, diversity of data, and performance levels. This includes separate environments to support the product development lifecycle stages such as development, system testing, and user training	Y	Y	Y
40		Infrastructure & Capacity	Clone application settings, configurations (e.g., campaigns), and data from an existing environment into a new environment as required.	Y	Y	Y
41		Infrastructure & Capacity	Users to manage and manipulate data in a working area or sandbox within a controlled area that enables loading, joining datasets, and performing analysis without affecting live, production processes.	Y	Y	Y
42	Y	Data privacy & compliance	Encrypt all data as per established data protection standards, both in transit and at rest, including file formats and encryption at the database/hardware layer.	Y	Y	Y
43		Data privacy & compliance	Restrict the deletion of records, including campaigns and workflows, by user or user group.	Y	Y	Y
44	Y	Data privacy & compliance	Ensure compliance with applicable rules and regulations as prescribed/recommended by RBI, IRDAI, SEBI and other applicable regulators, DPDP 2023, Cert-in & NCIIPC & further LIC's compliance requirements	Y	Y	Y
45		Data privacy & compliance	Support the latest versions of internet browsers, including Internet Explorer 9 to 11, Microsoft Edge 12 to 14, Google Chrome 24 to 50, and Firefox 18 to 46.	Y	Y	Y
46	Y	Data privacy & compliance	Provide enhanced security for email deliverability, including DKIM (Domain Keys Identified Mail) and support the implementation of DMARC (Domain-based Message Authentication Reporting and Conformance) with LIC's cooperation	Y	Y	Y
47	Y	Data privacy & compliance	All LIC data storage, public cloud & data centers (including back-ups & disaster recovery) must in be in India	Y	Y	Y
48	Y	Data privacy &	Implement robust data governance and	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
		compliance	control mechanisms, along with custom platform permissions at the data, individual, role, and team levels, including the restrict access to specific data tables and columns carrying sensitive information.			
49		System Availability	Run analytics queries simultaneously with batch processing or record updating through other processes, such as materialized views for data snapshots, ensuring seamless operation without performance impact.	Y	Y	Y
50	Y	System Availability	Ensure a solution availability of at least 99.99%, excluding agreed downtime, and design the solution with a resilient architecture that has no single point of failure.			
51	Y	System Availability	Ensure a solution availability for systems of at least 99.99%, excluding agreed downtime, and design the solution with a resilient architecture that has no single point of failure.	Y	Y	Y
52	Y	System Availability	Individual users to run concurrent tasks, queries, or jobs, while simultaneously utilizing other functionalities of the system.	Y	Y	Y
53	Y	System Availability	System Administrator to manage and limit the number of concurrent queries each user can run, with customizable limits for different users.	Y	Y	Y
54		System Availability	Multiple users to concurrently access and execute analytics queries on the same, consistent data set, ensuring stable performance across operations.	Y	Y	Y
55	Y	System Availability	Protect system stability from user errors through controlled dumps with error analysis, rollback of changes, and automatic cancellation of long-running selections.	Y	Y	Y
56		System Availability	Provide an intuitive, configurable user interface that supports different hubs or operational modes tailored for roles like marketing experts and marketing managers.	Y	Y	Y
57	Y	System Availability	Render customer communications appropriately across various platforms, devices, or applications such as Outlook and Gmail.	Y	Y	Y
58	Y	Access &	Centrally set up or block users outside of the	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
		Authentication	AB Testing Tech platform using different tools and assign them to specific AB Testing Tech platform modules.			
59	Y	System Availability	Offer 24/7 monitoring and alerting for all components.	Y	Y	Y
60		System Availability	Run the system in a single global instance accommodating the full LIC data volume.	Y	Y	Y
61	Y	Product Maintenance & Support	Offer platform training to various internal or external users, including analysts and marketers.	Y	Y	Y
62	Y	Product Maintenance & Support	Offer a dedicated account team for ongoing support, including a description of roles, areas of expertise, and services included.	Y	Y	Y
63		Product Maintenance & Support	Offer multiple methods for importing and exporting data, with a detailed description of all general methods available for data transfer.	Y	Y	Y
64	Y	Product Maintenance & Support	Provide fully documented and self-serve API capabilities, enabling users to manage all API keys directly from the user interface without requiring assistance from the support team.	Y	Y	Y
65	Y	Product Maintenance & Support	Demonstrate continuous evolution of the platform, with a summary of recent releases over the last quarter and a roadmap for the upcoming 12 months.	Y	Y	Y
66		Product Maintenance & Support	Assure the company's good health, inquiring about any significant employee reductions or layoffs within the last 12 months to gauge stability.	Y	Y	Y
67	Y	Product Maintenance & Support	Provide fault tolerance through well-defined processes and a redundant environment, including details on whether the system uses mirroring, fail-over, or load balancing techniques.	Y	Y	Y
68		Product Maintenance & Support	Perform Root Cause Analysis (RCA) for any incidents to identify and address underlying issues effectively.	Y	Y	Y
69	Y	Product Maintenance & Support	Implement comprehensive backup, restore, and fail-over mechanisms to ensure data integrity and system availability.	Y	Y	Y
70	Y	Product Maintenance & Support	Provide a detailed and actionable disaster recovery plan to ensure rapid recovery and continuity in the event of a system disruption.	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
71		Product Maintenance & Support	Provide updated contact details for the Account Manager and maintain an updated Escalation Matrix for the technical support team, ensuring it is available to the customer each quarter and whenever changes occur.	Y	Y	Y
72	Y	Product Maintenance & Support	Manage secure infrastructure operations 24/7/365, including systems monitoring, fault management, backup, patch management, capacity planning, and support.	Y	Y	Y
73		Product Maintenance & Support	Support 24/7 fault reporting via phone and email by designated customer administrators, with escalation processes in place to reach principal vendors when necessary.	Y	Y	Y
74	Y	Product Maintenance & Support	Offer a reliable multi-channel system, ensuring zero downtime, immediate resolution of any failures, and provision of alternative services if required.	Y	Y	Y
75		Product Maintenance & Support	Conduct regular sessions to discuss and implement improvements in mailing performance.	Y	Y	Y
76	Y	Product Maintenance & Support	Perform planned system maintenance for service upgrades, system tuning, and security patch applications, while providing clear instructions and guidance on connectivity to the Bidder's Relay setup.	Y	Y	Y
77	Y	Product Maintenance & Support	Ensure that scheduled releases come with comprehensive release notes, perform backward compatibility checks, and provide beta testing opportunities, along with options for manual or automated updates to ensure retention of customizations.	Y	Y	Y
78	Y	Product Maintenance & Support	Implement automatic patching for security vulnerabilities, notify users of critical updates, support rollback capabilities, and provide resources for update impact assessments and planning.	Y	Y	Y
79	Y	Product Maintenance & Support	Offer multiple modes of customer support, including live chat and phone, to ensure comprehensive assistance.	Y	Y	Y
80	Y	Product Maintenance & Support	Provide formal Service Level Agreements (SLAs), demonstrating a mature and reliable service commitment.	Y	Y	Y
81		Product Maintenance &	Offer an online learning center dedicated to the product, complete with certification	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
		Support	options, and provide screenshots of the learning environment.			
82	Y	Product Maintenance & Support	Changes made to one module should not impact the others unless there is the intent to do so.	Y	Y	Y
83	Y	Product Maintenance & Support	Data modal extensibility - add new data objects for exchange, add new fields, new screens, new flows/processes, exchange components.	Y	Y	Y
84	Y	Product Maintenance & Support	Availability of load tests/performance/Security and penetration tests.	Y	Y	Y
85	Y	Product Maintenance & Support	Possibility to monitor resource utilization and kill long-running jobs if necessary.	Y	Y	Y
86		Audit & Logging control	Implement version control for campaigns and selection criteria, automatically saving details of the configuration of previous versions and maintaining the integrity of past versions and history	Y		Y
87	Y	Product Maintenance & Support	Regenerate output files when errors are detected and to purge any related campaign history records, superseding them with corrected campaign history records.	Y	Y	
88	Y	Infrastructure & Capacity	Support email sending through API in addition to SMTP/SMTPS relay, securing the consumption of the API by each application with a unique key/password.	Y		
89	Y	Infrastructure & Capacity	Provide a web-based mass mail solution that is compatible across various browsers, including Google Chrome, Internet Explorer, and Mozilla.	Y		
90	Y	Infrastructure & Capacity	Operate the proposed solution on a sufficient number of IPs, at least 1000, to prevent blacklisting and guarantee inbox delivery, ensuring that services are accessible from any location with internet connectivity.	Y		
91	Y	Infrastructure & Capacity	Provide an internet-based and internal web interface with AD-based authentication (excluding local user authentication) capable of delivering a minimum of 50 lakh emails per day for the entire contract period of 5 years.	Y		
92	Y	Infrastructure	Scale up or down infrastructure storage space	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
		& Capacity	and processing power as needed, ensuring minimal impact on business and IT operations.			
93	Y	Infrastructure & Capacity	Set up multiple data centers for disaster recovery and business continuity, enabling the DR site to become active in case of the main site's failure.	Y	Y	Y
94	Y	Infrastructure & Capacity	Provide the requisite hardware according to sizing specifications to support a 24x7 mass email service, including facilitating multiple public IPs and conducting service/patch upgrades during non-working hours.	Y	Y	Y
95		Infrastructure & Capacity	Perform daily scheduled backups of the email server.	Y	Y	Y
96	Y	Infrastructure & Capacity	Have arrangements or back-to-back tie-ups with OEMs to undertake all software upgrades/modifications necessary to meet any changes required by LIC, in compliance with the Insurance regulator/Information Security Audit, periodically, throughout the contract period.	Y	Y	Y
97		Ease of use	Ensure that different Customer Data Platform (CDP) modules follow the same design concept/principles, enabling a connected and seamless user experience across different tools.		Y	
98	Y	Access & Authentication	Role based tool access for upto 5,000 users, select users can execute campaigns, while select users can raise execution requests to the central team	Y		
99	Y	Access & Authentication	Role based access to contacts that a particular profile can send communication to	Y		
100	Y	Access & Authentication	Cap on volume of SMS/eMails that can be sent out by individual profiles	Y		
101	Y	Access & Authentication	Define rules (sending hours, frequency capping, DND list...) by master admin users to apply to all profiles	Y		
102	Y	Access & Authentication	Role based 'maker-checker' capability for campaign execution	Y		
103	Y	Access & Authentication	Users to raise request to 'higher' hierarchy level for campaign execution	Y		
104		GenAI capabilities	Utilizing AI to ensure that generated content complies with brand guidelines and	Y	Y	Y

S. No.	Mission Critical	Category	Requirement	CM	AM	AB
			regulatory standards.			

3.2.6. Tokenization and Data Vault

Table 6: Tokenization and Data Vault system – Functional & Non-functional Requirements

S. No.	Mission Critical	Category	Requirement
1	Y	Strong Cryptographic Key Management	Secure generation, storage, and management of cryptographic keys used for tokenization and detokenization.
2		Scalability	Ability to scale operations up or down based on the demand, without compromising security or performance.
3	Y	Compliance with Regulations	Meet requirements of data privacy regulations, and any specific to the life insurance industry, for handling personal and sensitive data. Features and functionalities that support compliance with data privacy laws relevant to the life insurance industry.
4	Y	Audit Trails, Tamper Detection and Response	Comprehensive logging of all operations, including key management actions and tokenization requests, for auditing and regulatory compliance. Physical and logical tamper detection mechanisms that render the Tokenization and Data Vault system and its cryptographic material inoperable upon tampering attempts.
5	Y	Data Encryption	Secure encryption algorithms to protect data at rest and in transit, ensuring that sensitive information is always encrypted.
6		Integration Capabilities	Compatibility with existing IT infrastructure and applications within the enterprise, including policy management systems and customer databases. Well-documented and secure APIs for integration with existing systems and applications in the life insurance infrastructure. This translates to the system exposing the functionalities of tokenization, de-tokenization, masking, unmasking of data and storage via APIs in real-time or batch mode.
7		Access Controls	Strict access control mechanisms to restrict who can operate the Tokenization and Data Vault system and manage cryptographic keys. Granular access control for Tokenization and Data Vault functions based on roles and responsibilities, ensuring that only authorized personnel can perform specific operations.

S. No.	Mission Critical	Category	Requirement
8		High Availability	Redundant systems and failover mechanisms to ensure continuous operation and availability, even in the event of hardware failure.
9	Y	Disaster Recovery	Capabilities for backup and recovery of cryptographic keys and Tokenization and Data Vault configurations in the event of a disaster.
10		Cost Efficiency	While ensuring high security and compliance, the solution should also be cost-effective in terms of both initial investment and ongoing operational costs.
11	Y	User Authentication	Strong authentication mechanisms for users who access the Tokenization and Data Vault, ensuring that only authorized personnel can perform sensitive operations.
12	Y	Tokenization and Detokenization Efficiency	Fast and secure processes for converting sensitive data into tokens and vice versa, without impacting user experience.
13	Y	Vendor Support and Maintenance	Reliable vendor support for troubleshooting, updates, and patches to address vulnerabilities and ensure the system remains secure against emerging threats.
14		Future-Proofing	The Tokenization and Data Vault and its associated systems should be adaptable to future technological advances and regulatory changes, supporting new encryption methods, increased performance requirements, and evolving compliance standards.
15	Y	Cryptographic Algorithms	Support for industry-standard cryptographic algorithms (AES, RSA, ECC, SHA-2) for encryption, decryption, and hashing.
16		Multi-Tenancy Support	Ability to securely segregate and manage data and cryptographic keys for multiple departments or products within a single Tokenization and Data Vault system.
17		Network Security	Secure network interfaces and protocols to protect data in transit to and from the Tokenization and Data Vault system.
18		Secure Administration	Secure interfaces for Tokenization and Data Vault system management, with strong authentication and role-based access control.
19	Y	Tokenization Capabilities	Native support for data tokenization processes, including format-preserving encryption if necessary.
20		Digital Signing and Verification	Support digital signing and verification operations to ensure data integrity and authenticity.
21		Interoperability and Compatibility	Ensure compatibility with various platforms, databases, and cryptographic libraries to facilitate seamless integration within the existing IT infrastructure.
22	Y	Key Storage and	Securely store and manage cryptographic keys within the Tokenization and Data Vault system, including key

S. No.	Mission Critical	Category	Requirement
		Management	rotation, archival, and destruction.
23	Y	Performance Metrics	Deliver the necessary performance metrics to ensure the system meets operational throughput requirements without bottlenecks.
24	Y	Secure Key Generation	The ability to generate strong cryptographic keys using true random number generation methods.
25		Session Security	Secure session management to protect data in transit between the Tokenization and Data Vault system and applications.
26		Data Masking	The system should be able to mask the data as per standard data masking guidelines in a configurable way (number of letters to mask e.g.) and provision for the storage and retrieval of the data via APIs.

All the requirements marked as Mission Critical need to be supported for the Tokenization Solution to be eligible for evaluation.

4. Technical Scope

4.1. Current State Architecture

The current state architecture is detailed out in Appendix D. The bidder is expected to go through in detail and understand LIC's current state architecture capabilities. Target State of Marketing Platform/ System of Marketing.

The envisioned high-level Target architecture to support the development of NextGen Marketing Technology Platform is detailed in Appendix E.

5. Detailed Non-Functional Scope of Work and Other conditions

The bidder's proposed solution will be required to conform to below indicative list of non-functional requirements:

5.1. Browser Supported

Refer below table for supported browser requirements to be provided as part of proposed solutions:

Table 7: Supported browser criteria

Browser supported with version	Versions Supported
Edge	88 & above
Chrome	75 & above
Android*	Android 10 & above
iOS*	iOS 13 and above

* With sufficient backward compatibility to support devices and versions being used by current and projected customer base, while adhering to our security requirements.

5.2. Volumetrics

The digital solutions envisaged as per the application use cases and indicative feature list is expected to service below targeted customers and agent/sales intermediary base in next 3 years:

Table 8: Performance and Scalability Metrics

	Metric	Number
Total Outbound Communication across channels	Total no. of SMS	2024 - 450,00,00,000 Average: 1.56 Crore per day (Including Campaigns) Peak: 2.58 Crore per day (Including Campaigns) 2026 (projected) - 545,00,00,000 Average: 1.89 Crore per day (Including Campaigns) Peak: 3.12 Crore per day (Including Campaigns)
	Total no. of emails	2024 - 17,00,00,000 Average: 19.6 lakh per day (Including Campaigns) Peak: 23.4 lakh per day (Including Campaigns) 2026 (projected) – 20,50,00,000 Average: 23.7 lakh per day (Including Campaigns) Peak: 28.3 lakh per day (Including Campaigns)
	Total no. WhatsApp messages	2024 190,00,00,000 Average: 99 lakh per day (Including Campaigns) Peak: 1.42 crore per day (Including Campaigns) 2026 (projected) - 240,00,00,000 Average: 1.2 crore per day (Including Campaigns) Peak: 1.72 crore per day (Including Campaigns)
TPS (Transactions per second)	TPS is the count of events that would lead to outbound communication across multiple channels	<ul style="list-style-type: none"> • Day to day average – 214 TPS • This will scale up to 557 TPS by 2026 • The surge on the busiest business day will go until 1100 TPS in 2026

5.3. Availability

1. The SaaS products should be highly available and should adhere to 99.99% uptime
2. The systems should be able to scale in peak load conditions.
3. There should be no service degradations in peak conditions e.g. unavailability, increased latency, time outs etc.
4. The SaaS products should be able to integrate with platform systems via APIs

- The SaaS solutions should maintain tenancy and logical separation of data of different customers.

5.4. Disaster Recovery

- The SaaS solution should provision for a DR (preferably in active – active mode) for business continuity.
- The DR switchover must be completed in the least amount of time possible (nearly real time).
- The SaaS products should be able to set replication between the Primary and Secondary sites and this should be possible in both directions.

5.5. BCP

The selected bidder must integrate with the **disaster recovery plan** for services deployed on-prem in LIC data center, for restoration of the system in the event of a disaster or major incident in line with the LIC’s DR Policy and BCP. The SaaS Products should provide the availability as mentioned in the non-functional requirements.

The Disaster Recovery (DR) Plan should be tested prior to the go-live and periodically verifying DR readiness in line with LIC’s policies.

Defined below is a non-exhaustive list of metrics that bidder must adhere to.

Category	Metric	Expectation
Service Availability (uptime) Uptime = Time since the system was deployed	Front-end applications (AB/MVT application frontend, Campaign Management System frontend, Audience Management Frontend)	99.99% (Monthly) – for Campaign Management – 4m 21s downtime per month 99% (Monthly) for rest of the systems
	AB/MVT application backend and APIs, Campaign Management System backend and APIs, Audience Management backend and APIs	99.99% (Monthly) – for Campaign Management – 4m 21s downtime per month 99% (Monthly) for rest of the systems
	Integration and Internal APIs, Tokenization and Data Vault Module for tokenization, secrets management and encryption/decryption	99.99% (Monthly) – 4m 21s Downtime per month
Disaster Recovery	RPO - Recovery Point Objective	Up to 15 minutes
	RTO - Recovery Time Objective	Up to 4 hours

5.6. Performance

Projections are based on current estimations. These may need to be fulfilled earlier in case of faster-than-expected growth. In such a case, bidder must ensure they can scale the app/infra

appropriately and in a timely manner. Each technology proposed by the bidder should sustain requirements as defined below for storage, processing, and delivering the outcomes.

Defined below is a non-exhaustive list of metrics that bidder must adhere to.

Category	Key Metrics	Requirements
System performance	Page load: Time to fully load a page after a request is initiated from the browser.	High-priority and frequently used journeys <ul style="list-style-type: none"> • Login – Less than 5 seconds • All other page loads – Less than 3 second
	Screen response time per refresh including data and information load	Less than 3 second
Volumetrics	Campaign Management System and Tokenization and Data vault: meeting the required volumetrics criteria	The systems should meet the desired criteria of handling volumes as specified in Section 5.2 table-8 for volumetrics. If not possible directly by the tool, then the SI needs to come up with an engineering approach(s) and solution to meet the required needs of throughput.
Service Performance	Campaign Management System: Communications module	The system should meet the desired volumes in a stipulated amount of time e.g. the communications (email/SMS/WhatsApp) should be sent in the same calendar day and within stipulated amount of time.
Latency/Lag	AB/MVT System: System performance	AB/MVT system should handle page and components switchovers with minimal lag and delay. Ideally the additional lag should not exceed 500 milliseconds
Audit Trail	Audit and reporting: Measuring pass through volumes	The systems are expected to record accurate metering of communications sent/processed and impressions presented to users with high accuracy for reporting and tallying purposes.
Masking/Unmasking	Time to execute	The time taken to mask and unmask data should be sub second and not impact the overall performance of the system. For bulk operations, it is advised to think of strategies (engineering solutions) to handle the volume of data/events in the stipulated amount of time e.g. sending masked user information in

Category	Key Metrics	Requirements
		a batch should not result in timeouts, requesting masking of a batch of user information should not timeout etc.
Tokenization	Anonymizing/de-anonymizing	The operation for a single record should be sub-second (less than 500 milliseconds) and for batch/bulk operations should not impact the stipulated times of overall system e.g. anonymizing a new set of users in asynchronous should not impact the system performance or timeline milestones of the operation like sending campaigns data to external system.
Encryption/decryption	Adding encryption to data at rest and in transit	Adding encryption to the data in rest and transit should not deteriorate the system performance. The operations for a user record should be sub-second (less than 500 milliseconds)

5.7. Scalability

All components of the solution (COTS or indigenously developed) must be built to scale horizontally to handle changing workloads by adding additional compute without any noticeable degradation of performance or SLA breaches.

Dynamic adaptation to workload changes should be done through elastic provisioning and de-provisioning of resources.

The solution should scale in a linear fashion and behave consistently with growth in data, number of concurrent users, etc.

5.8. Security Requirements

LIC requires the bidder's proposed solution to conform with below mentioned security requirements to ensure best in class data and platform security protocols:

Table 9: Security Requirements

Criteria	Description
Application Security	<ul style="list-style-type: none"> Secure authentication and authorization (Mobile and email-based login, two-factor authentication, MPIN, Face Touch) Role based authorization for access to specific modules RASP (Runtime Application Self-Protection) to monitor applications in runtime for vulnerabilities and active threats. The bidder is expected to procure and implement a RASP for the digital solutions.

Criteria	Description
	<ul style="list-style-type: none"> • Adopt secure coding guidelines using suitable SAST and DAST tools. To be re-used if available with LIC.
Platform Security	<ul style="list-style-type: none"> • Transport and Data encryption at all levels and integration layers. • Network and web portal firewalls for data center. • Security and audit logs corresponding to sessions to be maintained
Data Security	<ul style="list-style-type: none"> • Strong Data model allowing for isolation of sensitive Agent, customer personal and financial data. • Data at rest – enterprise level secure access for Admins, encryption/tokenization of data depending on sensitivity and business needs. • Data on the move – transport and payload encryption • Data masking in case of specific data extracts pertaining to Agents and customers PII data such as Aadhar • Suitable data classification and data loss prevention tools. • Post using the PII data for sending the comms the system (public cloud-based SaaS) must purge the PII data.
VAPT (Vulnerability Assessment and Penetration Testing)	<ul style="list-style-type: none"> • Support LIC teams in testing the security vulnerabilities, provide remediation and preventive actions. • Proactive notification to LIC IT team about existing and potential issues/flaws • The bidder must carry out Vulnerability Assessment and Penetration testing every 6 months by an empaneled auditor
Security Operations Center (SOC)	<ul style="list-style-type: none"> • LIC currently has a SOC and SIEM for monitoring, detecting, analyzing and responding to cybersecurity incidents and threats. • The bidder shall integrate with the existing SOC/SIEM at LIC.
Privilege Identity Management (PIM)	<ul style="list-style-type: none"> • LIC currently has a PIM solution to managing and controlling access to privileged accounts. • The bidder shall integrate the systems (SaaS or on-prem) with the existing PIM solution at LIC.
Server Security	<ul style="list-style-type: none"> • These are anti-malware tools implemented at the server level. The bidder will need to harden the servers as per LIC's requirements
Network Security	<ul style="list-style-type: none"> • The bidder shall re-uses LIC existing network security components to meet security and compliance requirements as and when required. This will include tools such as: <ul style="list-style-type: none"> ○ Firewall, WAF, Anti-DDoS, etc. ○ Data Loss Prevention (DLP) ○ Anti-Advanced Persistent Threat (Anti-APT) ○ Endpoint Detection and Response (EDR)
Regulatory	<ul style="list-style-type: none"> • Data centers on which the cloud-based SaaS solutions (application instances, caches, databases, load-balancers etc.) are hosted/running; should be located within the sovereign international boundary of India. • The cloud service provider for the cloud-based SaaS solutions, should be MeitY empaneled/compliant.

Criteria	Description
	<ul style="list-style-type: none"> • The data provided by LIC to the SaaS products should not be sent electronically outside the sovereign international borders of India for any purpose (backup, compute, copy etc.) • The bidder shall comply with all applicable rules and regulations as prescribed/recommended by RBI, IRDAI, SEBI and other applicable regulators

The bidder is responsible for the implementation and validations of the security services needed for on-prem components of the solution and for the on the cloud SaaS Components of the solution.

Below is an indicative list (wherever applicable):

1. Security hardened environments
2. Security unit test cases
3. Secure coding standards
4. Secure coding peer-review
5. Static source code analysis installing the tools needed
6. Dynamic application security testing. This testing process must be carried out using automated tools
7. Software composition analysis. This analysis is performed to evaluate security, license compliance, and code quality
8. Interactive application security testing
9. Open-Source Library scan
10. Certificates storage
11. Integration with the LIC security components including SIEM/SOC/NOC/Firewall.
12. In case of Cloud Environment
 - a. Cloud data security
 - b. Cloud platform and infra security
 - c. Cloud application security
 - d. Legal, Risk and Compliance

The bidder must ensure that zero trust framework and zero incident policy is adhered to for all the security services provided.

5.9. Coding standards

All software code and scripts produced by the bidder must follow LIC coding standards. The bidder is expected to show case coding best practices and periodically review with LIC appointed committee. LIC team will do the code review as part of the sprints, wherein the bidder is expected to support throughout the review process.

Some of these best practices would include (but not be limited to):

1. Dev IDE plugins to static code checks and integrating with central server such as SonarQube.
2. Git flow/trunk-based model for code branching
3. 70% unit test coverage for new code changes that are coming in.
4. Code review and merging strategy.
5. Vulnerability scans for all code written as well as external dependencies being used.
6. Standard code linters and static checks for readability, maintainability and security scanning (e.g.; Checkstyle, PMD, black, SAST and DAST)
7. Quality gates defined with following variables (NOTE: the grading is provided by tools like SonarQube as industry standard):
 - a. Security – A
 - b. Unit Test coverage >70%
 - c. All code to have standardized logging practices automated using common libraries.
 - d. Microservices:
 - i. Centralized caching and service level caching where needed.
 - ii. Event driven architecture.

5.10. API Documentation Guidelines

For the APIs to be created, currently available, a centralized repository of API documentation including but not limited to signature, version, owners, how-to, etc. must be defined. This catalog needs to be made centrally available to teams through a live portal (e.g., developer portal). The APIs must follow OpenAPI principles of documentation, so that they can be later ported onto the LIC developer portal.

5.10.1. Expected impact for LIC

Through these standardized guidelines, LIC expects to have tangible business benefits, including but not limited to:

1. Improved code and documentation quality.
2. Increased efficiency in design, development, reviews, etc.
3. Reduction in time taken to debug/fix issues.
4. Ensure security posture as per LIC's defined guidelines and industry best practices.

The selected bidder is expected to adhere to the target state KPIs defined by LIC, and ensure tracking and monitoring against these, and jointly debottleneck any roadblocks.

5.11. Cloud Guidelines

While the components (Campaign Management system, AB/MVT Testing solution and Audience management) are expected to be on public cloud, the selected bidder needs to adhere to the guidelines defined by LIC regarding workloads, security, data-privacy and access controls (e.g., the data must be encrypted in transit, the data must be encrypted at rest, the PII data must be purged immediately post use).

5.12. DevOps practices

The solutions build, test, and deployment to follow fully automated DevOps pipelines.

5.12.1. Plan

5.12.1.1. Demand Management

Tools to enable the requirements gathering and business approval process that involves researching, documenting, and managing the project's exact requirements from start to finish.

LIC currently uses Jira to manage demand and requirement documents. The bidder is expected to leverage the existing EPM tool which is Jira (*additional licenses to be procured by the bidder based on project requirements*) for managing the requirements. The bidder may choose to explore deploying additional tools to enhance this capability further.

Further, the bidder shall deploy robust effort estimation techniques in agreement with LIC.

5.12.1.2. Backlog Management

Tools to enable the backlog management process through which product owners add, adjust, groom, and prioritize the backlog and provide a prioritized list of work for the development team.

The bidder is expected to leverage LIC's existing EPM tool which is Jira to manage the backlog for the development team.

5.12.1.3. Solution Architecture

Solution architecture design tools are needed to create architecture diagrams, process flows and designing the solution for guiding the development approach.

The bidder shall deploy and leverage modern solution architecture design tools to develop solution architecture artefacts that will need to be shared with the development team.

5.12.2. Build

The bidder is expected to take into the account the following:

1. Tools for Code development and version control
2. Tools to enable automated code review and inspection process for source code to detect bugs or security issues and ensure compliance with a predefined set of rules or best practices.

3. Unit testing tool ensures automated unit testing of the code developed.
4. Tools to perform Static application security testing and analyze the source code to find security vulnerabilities and make the applications resilient to cybersecurity threats.

5.12.3. Verify

Tools to automate the software testing process using testing software tools to build and execute a test case suite.

1. Tools to perform performance testing.
2. Tools to perform A/B test in a randomized experiment which helps to optimize and determine the better performing variant of a website, mobile application.
3. Tools to automate the process of creating and managing the test data required by the development and testing team for executing test cases.

5.12.4. Package

1. Automated Build: Tools to automate the process to create and manage the executable packages of the code.
2. Artifacts Repository: Tools that provide a repository to store and manage the executable packages of code.
3. Automated Smoke Tests: Tools to automate the smoke testing process
4. Automated Smoke Tests: Tools to automate the smoke testing process. Smoke testing, also called build verification testing or build acceptance testing.

5.12.5. Release

1. Automated deployment: Tools and activities that include scheduling, orchestration, provisioning and deploying software into production and targeted environment.
2. Configuration Management: Tools to automate the activities that include configuration of IT and resources post software deployment.

5.12.6. Operate

The bidder needs to ensure that key metrics are being monitored e.g., No. of transactions, load times, service response, availability etc. An exhaustive list of key metrics to be monitored needs to be created by the bidder and LIC.

5.12.7. Additional Considerations

5.12.7.1. Environments:

1. Containerized environments for all services to allow for dev test locally wherever applicable.
2. Single click environment provisioning for dev environments wherever applicable
3. Production & non-production environment setup, including (but not limited to)

- a. Connection with respective COTS system instances
 - b. Single click deployments and rollback
 - c. Data seeding and management automation as needed.
4. DB sharding as needed with auto-provisioned read replicas.

5.12.7.2. CICD:

1. CICD pipelines with quality gates integrated; with single click onboarding for all projects.
2. All pull requests to get checked before merge and qualify via quality gates and test execution results.
3. Ticket system with mandatory linkage to all pull requests; CICD pipeline to report status in ticket as well via email.
4. DB schema change management as code.
5. Infrastructure as code (in Terraform).
6. A/B testing and canary deployment capabilities.

5.12.7.3. Testing:

1. All test cases to be managed in Test Management tool and updated post each run with results.
2. Performance testing (stress, spike, load, longevity)
3. Test data management for easy population and management of data across these environments.

5.12.7.4. Monitoring/Alerting:

1. Reporting around environment utilization, releases, test execution status, etc.
2. Alerting/Monitoring around all services in integration environment onwards
 - a. P95 measurements (monitoring the 95-percentile latency)
 - b. Application monitoring showing uptime, total requests, success rate, failure rate, error rate, latency, response time, resource utilization. The bidder shall include in their proposed solution any other metrics that can aid in better monitoring and alerting.
3. Service traces to track end to end lineage and exception cases/journeys.

5.12.7.5. Infrastructure:

1. AAA (Authentication, Authorization & Accounting) DR/HA strategy for SaaS services and integration modules and services.
2. Secure communication with all external systems

5.12.7.6. Security:

Environment specific firewalls, DDOS protection, secrets management etc. wherever applicable.

5.12.7.7. Access Control

Multi factor authentication, role-based access control and Single Sign On to be enabled to manage users and access to corresponding modules/services.

5.12.8. Network Requirements

Ability to work in low coverage network area as the Agents are also located in Tier 2 & 3 cities.

5.13. Governance

Meeting	Objective	Participants	Frequency
Tech Governance board	<ul style="list-style-type: none"> Align on current progress, proposed architecture, and implementation approach. Solve implementation roadblocks. Supervise implementation of proposed architecture by the bidder. Facilitate collaboration in key technical areas. 	<ul style="list-style-type: none"> LIC Tech stakeholders Key Bidder stakeholders Stakeholders of existing vendors 	Bi-weekly
Tech & Business Steering Committee	<ul style="list-style-type: none"> Align strategic decisions and resolve potential roadblocks. Enable change management processes. 	<ul style="list-style-type: none"> LIC Business & Tech stakeholders Key Bidder stakeholders Stakeholders of existing vendors 	Monthly
Executive Board	Update on project progress and align on next steps.	<ul style="list-style-type: none"> LIC Board members, LIC Tech and Business leaders Key representatives of Bidder and existing vendors 	Quarterly
Dispute Resolution Committee	<ul style="list-style-type: none"> Resolve any critical bottlenecks/grievances on the SLA terms and conditions 	<ul style="list-style-type: none"> LIC Tech and Business leaders, Key representatives of Bidder 	On-Demand

5.14. Compliance

1. It is imperative that the highest standards applicable are adhered to. In this context, the bidder will ensure that all solution components in this project are certified and follow the applicable standards. The following table depicts the minimum number of standards on which LIC intends to get certified on along with the timelines:

Table 10: Certifications

Area	Standard/Certification	Timelines
Security	CERT-IN and ISO 27001	Within 6 months of Go-Live
BCP	ISO 22301 ITSM	Within 6 months of Go-Live
Development & Service Delivery	CMMI Level 3	
Testing & Quality	STQC (as mentioned below)	Within 3 months of Go-Live
Payments & Financial data	PCI-DSS compliant	

Table 11: STQC Audit requirements

Component	Testing & Audit to be conducted
Campaign Management System, AB/MVT Testing system, Audience Management System	<ul style="list-style-type: none"> • Functional Testing • Performance Testing • Web Application Security Testing
Hosting Infrastructure	<ul style="list-style-type: none"> • System Architecture Review & Deployment Architecture • Process Audit (CVC, IT requirements) • Vulnerability Assessment • Penetration Testing
Data	<ul style="list-style-type: none"> • Audit of Data Security in Storage • Audit of Data Security in Communication
Security Processes	<ul style="list-style-type: none"> • ISO 27001 Process Audit
Service Levels	<ul style="list-style-type: none"> • SLA audit

2. The Standard/Certification will be the latest version at the time of implementation. In case any standard/certification is withdrawn or replaced with a new standard/certification, the bidder must ensure that the new standard/certification is taken within defined timelines or within 6 months of the declaration of such change. The cost required for such certifications will be borne by LIC. The Cost relating to compliance with the above standards/certifications including documentation etc. will be the responsibility of LIC.
3. Apart from the above, the bidder need to ensure compliance of the project with
 - a. Government of India IT security guidelines and other guidelines/ notifications applicable to intermediaries/ e-commerce platforms including provisions of:
 - i. Guidelines and advisories for information security by MeitY (Government of India) issued till the date of publishing of tender notice. Periodic changes in these guidelines during project duration need to be complied with.
 - ii. Guidelines published by UIDAI issued till the date of publishing of tender notice. Periodic changes in these guidelines during project duration need to be complied with.

- iii. E-SAFE Guidelines for Information Security by MeitY (Government of India) issued till date of publishing of tender notice. till the date of publishing of tender notice. Periodic changes in these guidelines during project duration need to be complied with.
 - iv. E-Governance Standards for Preservation Information Documentation of e-Records by MeitY (Government of India) till the date of publishing of tender notice. Periodic changes in these guidelines during project duration need to be complied with.
 - v. Framework and guidelines for use of social media for government organizations by MeitY (Government of India) till the date of publishing of tender notice. Periodic changes in these guidelines during project duration need to be complied with.
 - vi. Guidelines for Indian Government Websites by MeitY (Government of India) till the date of publishing of tender notice. Periodic changes in these guidelines during project duration need to be complied with.
4. LIC or its nominated agency have the right to conduct audits to ensure compliance of LIC setup to all relevant standards/certifications/rules & regulations as per the Insurance Act as prescribed/recommended by IRDAI and other applicable regulators. In such cases, bidder shall provide LIC or its nominated agency access to or a copy of any information, document, data, etc. promptly on a request made by LIC or its nominated agency.
 5. In case of any additional standards/certifications apart from the above list, compliance timelines will be decided based on mutual agreement between LIC and bidder.

5.15. Change Control Procedure

5.15.1. Purpose and Objective

The purpose of the Change Control procedure is to control changes in the LIC System environment throughout the tenure of the Agreement.

1. To protect the LIC System environment from uncontrolled changes.
2. To minimize the occurrence of unintended effects during the implementation of necessary changes.
3. To avoid implementation of any changes which is not reviewed, approved, or analyzed.
4. To control the impact of changes and minimize the effect on effective as well as efficient service delivery.
5. Help address issues pertaining to:
 - a. What is considered a change request?
 - b. Need for a change request – business case/justification.
 - c. What is the nature/type of change request?
 - d. What is the possible impact due to change request?

- e. What is the effort estimation to execute the change request?
- f. Whether there is a requirement for additional payment to the bidder for the change?

5.15.2. What constitutes a Change Request?

Any internal stakeholder nominated by LIC (Originator) can submit the following types of issues to the change control system:

1. Requests for requirements changes (additions, deletions, modifications) to the Scope of work (including development and enhancements)
2. Requests for enhancements in current production systems with functional requirements beyond the scope of this RFP and as defined during the business signoffs by the bidder, e.g., additional process steps to be introduced in a currently defined process flow

This change control process applies to baseline work products created or managed by the members of LIC project, including but not limited to:

1. Software that has been released to production
2. Requirements specifications for LIC project
3. Group procedures and processes
4. User roles and technical documentation

Baseline work products are work products which have been formally reviewed and approved by LIC and deviations/changes to the same can only be made via formal change control procedure – BRD document acts as a baselined work product w.r.t system design. Interim or temporary work products created during the course of the project are not considered as baseline work products.

Change control procedure shall be applicable to changes being requested after the completion of the Go-Live of the NextGen Marketing Technology Platform as mentioned in the Section 3.6.4 of this RFP. The following categories of changes (indicative) shall not be considered as a change request and shall be exempted from the Change Control Procedure:

1. Any work arising in order to fix root causes behind Critical Service Levels or KPI defaults, as mentioned in Service Level Agreements – any software or hardware related changes for these should be done as per normal troubleshooting scope under O&M (Operations & Maintenance) by the bidder.
2. Any software changes required due to problems/bugs in the developed software/ application/ hardware will not be considered as part of change control and will have to be completed by the bidder at no additional cost (even if it requires any enhancements/ customizations) (e.g., changes required to fix abnormal functioning of modules such as Reverse Auction due to software bugs)
3. Any activity pertaining to day-to- day operations & maintenance of LIC platform and services such as uploading of a policy/ circular/ other document on LIC platform, masking of company name on the marketplace, label changes, external firewall

upgrade implementation of changes as per latest policies such as re-configuring transaction charge limits & rules, etc.

4. Any changes undertaken by bidder on its own to improve processes and applications (e.g., any changes undertaken for simplification of business processes under bidder)
5. Any request pertaining to data assistance, system access, server access, etc. by LIC or any nominated authority on behalf of LIC from bidder, which doesn't require any modifications in the portal or back-end systems.

5.15.3. Institutional Framework for Change requests

Role	Description
Change Advisory Board (CAB) Chairperson	Executive Director (IT & Digital Transformation)
Change Advisory Board	<ol style="list-style-type: none"> 1. Members of Change Advisory Board (CAB) (indicative) <ol style="list-style-type: none"> a. CAB Chairman b. Nominee 1 (Member as nominated by LIC MD - can be internal/ external stakeholder) c. Nominee 2 (Member as nominated by LIC MD - can be internal/ external stakeholder) d. Chief Digital Officer, LIC e. Project Director, Bidder f. LIC Nominee from Digital Marketing vertical 2. Authorized to evaluate final effort estimates and cost sheets submitted by bidder and recommendations from CDO/ nominated authority (internal/ external) by LIC CEO/ CDO, and give approval for the same 3. Authorized to review, approve, and schedule all changes to the computing environment including software 4. Authorized to review and support in handling escalations if required - nominated authority by LIC MD/ LIC CDO 5. CAB decision to be considered final and binding on all parties involved 6. In case CAB does not reach an agreement, final decision-making authority is the chairperson of CAB and his decision in this case would be considered as final and binding
Change Request Management Committee (CRMC)	Members of Change Request Management Committee (CRMC) – <ol style="list-style-type: none"> 1. Chairperson of CRMC (Nominated by LIC MD) 2. Nominee 1 (Member as nominated by LIC MD - can be internal/ external stakeholder) 3. LIC Nominee 1 (Member as nominated by LIC MD) 4. LIC Nominee 2 (Member as nominated by LIC MD)

Role	Description
	<p>5. Bidder Representative</p> <p>CRMC to evaluate principal acceptance of “Change from Scope of work as per RFP” along with demarcation whether it is “Revenue Generating Change Request” or “Non-Revenue Generating Change Request”, as defined below:</p> <p>Revenue generating change request: Any change which results in incremental revenue for LIC as well as bidder from either the LIC platform or new offerings/functionalities/features enabled for LIC customers will be considered as a revenue generating change request. No payment would be made to bidder for development and deployment of such requests.</p> <p>Non-revenue generating change request: Any other change request, that does not qualify as a revenue generating change request, will be classified as a non-revenue generating change request. For example, development of Push button procurement functionality on LIC will be a revenue generating change request, whereas any process related to change in the Customer Service process will be a non-revenue generating change request.</p>
Change request application	The Originator submits a valid issue or change requirement with all necessary information on the Change Management Tool, referred to as Change Request Application.
Change request	Once the reviewer approves the change request application submitted by the originator on whether it should be implemented or not, it would be regarded as a change request.
Originator	Any nominated person from LIC (basis role assigned) can be designated as originator by LIC. Originator shall submit a change request application, whenever required, via the change management portal. There can be multiple originators.
Reviewer	Any nominated person(s) from LIC (basis role assigned) who is responsible for the approval of change request application submitted by the originator on whether it should be implemented or not. There can be multiple reviewers.
Modifier	The person from the bidder team who is assigned responsibility for making changes in a work product in response to an approved change request; Modifier shall deploy the change and update the status of the request over time
Verifier	The person from LIC team who determines whether a change was made correctly. This can be an individual, group or a committee as required which will be nominated by the reviewer who approves the change request application. Upon successful verification of deployment of the change the status changes to “Verified”. In case further modifications are required, the status changes to “Verified and resent for modification” on the tool. In certain cases, the verifier may be the same as originator, in which case, originator shall inspect and verify the change deployed. In case of originator being separate from the verifier, approvals of both originator and verifier would be required for confirmation of change

Role	Description
	request as verified.

5.15.4. Change Control procedure general Guidelines

1. Parties, while evaluating and finalizing the change request, shall consider the change in the context of the following parameter, namely whether the change is beyond the Scope of Services including ancillary and concomitant services required and as detailed in the sign-off version of all required documents.
2. Implementation status of all approved change requests will be reported quarterly to LIC who will review progress and prioritize as needed. The bidder shall be required to implement any proposed changes once approved with effect from the date agreed for implementation.
3. The bidder may also submit any queries/clarifications that it may have with respect to the implementation of the change requested. If the bidder fails to implement any approved CR within the prescribed time duration, appropriate SLA and Liquidated Damages will be levied on the bidder. The bidder must not deny the implementation of any change requested by CAB under any circumstances unless technical feasibility is in question. In all such matters, LIC's decision will be final and binding on all parties.
4. All change requests shall be submitted with all required information duly filled by the bidder. If required, relevant authorities managing the Change Control Procedure (CAB, other nominated authorities, etc.) may seek any additional information from the bidder at any stage of the process
5. The acceptance criteria for any such change request should be mentioned in the BRD and mutually agreed between LIC and bidder.
6. The bidder must take all necessary steps to implement the change as per the project plan submitted without compromising on quality and performance standards. If LIC alters the requirement in between or post approval of BRD & efforts of bidder, then such delay, bidder will not be held responsible. If the bidder fails to comply with the acceptable standards & requirements of implementing the change requested or denies implementation of the change requested at any stage during the Agreement period, CAB will have complete authority to get the change implemented from any of the third-party/nominated government agency independently. In all such cases, the entire cost of change implementation will be recovered completely from the bidder, along with applicable interest. Also, CAB reserves the right to impose any other kind of deductions depending upon the gravity of impact on the service delivery due to non-implementation of the change requested. In all such matters, the decision of CAB will be final and binding on all parties.
7. If LIC provides additional changes/ new requirements for a change request under implementation, the changes will be considered a part of the same change request. Bidder shall update the BRD, and effort and cost estimates as per mutual agreement between LIC and bidder. The requirements for the required infrastructure to

implement the change should be specified by the bidder so that CAB can make necessary provisions.

8. In case any deficiency is identified in a change request implemented by bidder at a later stage, bidder shall rectify the deficiencies without any additional change request and cost to LIC.
9. In case it is identified at a later stage that multiple change requests have been raised for the implementation of a particular change/ feature, LIC shall reserve the right to re-estimate costs and adjust any double payments made previously against the pay-out to bidder.
10. The resources working on approved change requests shall be separate from the resources that were deployed under the original Scope of Work as per this RFP. Bidder shall notify LIC about the details of the resources working on each change request. The deployment schedule of these resources shall be mutually aligned between LIC & the bidder. Any changes being implemented by the resources deployed under the original Scope of Work as per this RFP shall not be treated as change requests.

5.16. Transition and Knowledge Transfer Plan

5.16.1. Transfer of Assets

1. 6 (six) months prior to expiry or within 2 (two) weeks of notice of termination of the Agreement, the bidder shall deliver to LIC the Asset Register comprising:
a list of all Assets eligible for transfer to LIC; and a list identifying all other Assets, (including human resources, skillset requirement and know-how), that are ineligible for transfer but which are essential to the delivery of the Services. The purpose of each component and the reason for ineligibility for transfer shall be included in the list.
2. Within 1 (one) month of receiving the Asset Register as described above, LIC shall notify bidder of the Assets it requires to be transferred, (the “Required Assets”), and LIC and bidder shall provide for the approval of LIC a draft plan for the Asset transfer.
3. In the event that the Required Assets are not located on LIC premises:
 - a. Bidder shall be responsible for the dismantling and packing of the Required Assets and to ensure their availability for collection by LIC or its authorised representative by the date agreed for this; any charges levied by Bidder for the Required Assets not owned by LIC shall be fair and reasonable in relation to the condition of the Assets and the then fair market value; and for the avoidance of doubt, LIC will not be responsible for the Assets.
4. Bidder warrants that the Required Assets and any components thereof transferred to LIC benefit from any remaining manufacturer’s warranty relating to the Required Assets at that time, always provided such warranties are transferable to a third party.

5.16.2. Transfer of Software Licenses

1. 6 (six) months prior to expiry or within 2 (two) weeks of notice of termination of this Agreement, the bidder shall deliver to LIC all licenses for Software used in the provision of Services which were purchased by LIC.
2. On notice of termination of this Agreement, the bidder shall, within 2 (two) weeks of such notice, deliver to LIC details of all licenses for bidder software and bidder third-party software used in the provision of the Services, including the terms of the software license agreements. For the avoidance of doubt, LIC shall be responsible for any costs incurred in the transfer of licenses from bidder to LIC provided such costs shall be agreed in advance. Where transfer is not possible or not economically viable the Parties will discuss alternative licensing arrangements.
3. Within 1 (one) month of receiving the software license information as described above, LIC shall notify bidder of the licenses it wishes to be transferred, and bidder shall provide for the approval of LIC a draft plan for license transfer, covering novation of agreements with relevant software providers, as required. Where novation is not possible or not economically viable the Parties will discuss alternative licensing arrangements.

5.16.3. Transfer of Documentation

6 (six) months prior to expiry or within 2 (two) weeks of notice of termination of this Agreement, the bidder shall deliver to LIC a full, accurate and up-to date set of Documentation that relates to any element of the Services

5.16.4. Transfer of Service Management Process

1. 6 (six) months prior to expiry or within 2 (two) weeks of notice of termination of this Agreement, the bidder shall deliver to LIC:
 - a. A plan for the handover and continuous delivery of the Service Desk function and allocate the required resources;

Full and up to date, both historical and outstanding Service Desk ticket data including, but not limited to:

1. Incidents;
2. Problems;
3. Service Requests;
4. Changes;
5. Service Level reporting data;

A list and topology of all tools and products associated with the provision of the Software and the Services;

Full content of software builds and server configuration details for software deployment and management; and

Monitoring software tools and configuration.

5.16.5. Transfer of Knowledge Base

1. 6 (six) months prior to expiry or within 2 (two) weeks of notice of termination of this Agreement, the bidder shall deliver to LIC a full, accurate and up to date cut of content from the knowledge base (or equivalent) used to troubleshoot issues arising with the Services but shall not be required to provide information or material which Bidder may not disclose as a matter of law.

5.16.6. Transfer of Service Structure

1. 6 (six) months prior to expiry or within 2 (two) weeks of notice of termination of this Agreement, the bidder shall deliver to LIC a full, accurate and up to date version of the following, as a minimum:
 - a. Archive of records including:
 - i. Questionnaire Packs;
 - ii. project plans and sign off;
 - iii. Acceptance Criteria; and
 - iv. Post Implementation Reviews.

Program plan of all work in progress currently accepted and those in progress;

Latest version of documentation set;

Source code (if appropriate) and all documentation to support the services build tool with any documentation for 'workarounds' that have taken place;

Source code, application architecture documentation/diagram and other documentation;

Source code, application architecture documentation/diagram and other documentation for helpdesk; and

Project plan and resource required to hand service structure capability over to the new team.

5.16.7. Transfer of Data

1. In the event of expiry or termination of this Agreement, the bidder shall cease to use LIC's Data and, at the request of LIC, shall destroy all such copies of LIC's Data then in its possession to the extent specified by LIC.
2. Except where, pursuant to paragraph 14.1 above, LIC has instructed Service Provider to destroy such LIC's Data as is held and controlled by the bidder, 1 (one) month prior to expiry or within 1 (one) month of termination of this Agreement, the bidder shall deliver to LIC:
 - a. An inventory of LIC's Data held and controlled by Bidder, plus any other data required to support the Services; and/or
 - b. a draft plan for the transfer of LIC's Data held and controlled by the bidder and any other available data to be transferred.

5.16.8. Transfer Support Activities

1. 6 (six) months prior to expiry or within 10 (ten) Working Days of issue of notice of termination, the bidder shall assist LIC to develop a viable exit transition plan which shall contain details of the tasks and responsibilities required to enable the transition from the Services provided under this Agreement to or LIC, as the case may be.
2. The exit transition plan shall be in a format to be agreed with LIC and shall include, but not be limited to:
 - a. A timetable of events;
 - b. Resources;
 - c. Assumptions;
 - d. Activities;
 - e. Responsibilities; and
 - f. Risks.
3. Bidder shall supply to LIC specific materials including but not limited to:
 - a. Change Request log;
 - b. Entire back-up history; and
 - c. Dump of database contents including the Asset Register, problem management system and operating procedures. For the avoidance of doubt this shall not include proprietary software tools of Bidder which are used for project management purposes generally within the bidder's business.
4. Bidder shall supply to LIC proposals for the retention of Key Personnel for the duration of the transition period.
5. On the date of expiry, the bidder shall provide to LIC refreshed versions of the materials required under paragraph 3 above which shall reflect the position as at the date of expiry.
6. Bidder shall provide to LIC within 14 (fourteen) Working Days of expiry or termination a full and complete copy of the Incident log book and all associated documentation recorded by the bidder till the date of expiry or termination.
7. Bidder shall provide for the approval of LIC a draft plan to transfer or complete work-in-progress at the date of expiry or termination.

5.16.9. Use of LIC Premises

1. Prior to expiry or on notice of termination of this Agreement, the bidder shall provide for the approval of LIC a draft plan specifying the necessary steps to be taken by both Bidder and LIC to ensure that LIC's Premises are vacated by Bidder.
2. Unless otherwise agreed, the bidder shall be responsible for all costs associated with Service Provider's vacation of LIC's Premises, removal of equipment and furnishings, redeployment of Bidder's Personnel, termination of arrangements with Subcontractors and service contractors and restoration of LIC Premises to their original condition (subject to a reasonable allowance for wear and tear).

5.17. Guidelines for Bidders on Responsible AI Use and Copyright in Art

1. Responsible AI Use in Art

- a. Transparency: Bidder must indicate when art is created or significantly altered by AI.
- b. Attribution: Bidder must credit original creators and acknowledge datasets or models used.
- c. Consent: Bidder must obtain permission from original creators if their work is used in AI training datasets.
- d. Quality and Bias: Bidder must ensure AI-generated art does not perpetuate harmful stereotypes or biases by auditing datasets and models regularly.
- e. Intellectual Property Rights: Bidder must respect copyrights and avoid using copyrighted material without proper authorization.
- f. Data Privacy: Bidder must protect the privacy of individuals whose data is used in training AI models.

2. Copyrighting Guidelines for AI-Generated Art

- a. Ownership: Bidder must clearly define the ownership of AI-generated art.
- b. Licensing: Bidder must use appropriate licensing agreements to clarify rights and responsibilities.
- c. Registration: Bidder must register AI-generated works with relevant copyright authorities if seeking formal protection.
- d. Derivative Works: Bidder must clearly define and properly license derivative works.
- e. Moral Rights: Bidder must consider the moral rights of creators, such as the right to be credited and to object to derogatory treatments.

By following these guidelines, bidders should ensure ethical practices and respect for intellectual property rights in AI-generated art.

Other conditions:

The bidder will provide services for implementation/rolling-out/support/maintenance of proposed Solutions for a **minimum Subscription period of 5 years**. LIC will provide SIGN-OFF certificate after complete implementation, LIC may further extend the contract, for another two terms of 1 year each, as per mutually agreed terms and conditions, provided services of the bidder are found satisfactory. LIC reserves right to cancel the Contract at any time in case Solution fails to meet any of the requirements as mentioned in the RFP.

6. Other Terms and Penalties

Successful Bidder(s) will have to agree to SLA and penalty clauses as given below. It will form part of the contract.

1. The bidder warrants that the products supplied under the Contract are new, unused, of the most recent or current model and they incorporate all recent improvements in design and/or features. The bidder further warrants that all the products supplied under this Contract shall have no defect, arising from design or from any act of omission of the bidder that may develop under normal use of the supplied products in the conditions prevailing in India.
2. Warranty for Hardware Components: Onsite comprehensive warranty for all the hardware components including free replacement of spares, parts, kits as and when necessary, will be 36 months from date of installation or 39 months from date of delivery, whichever is later.
3. On-site comprehensive warranty and AMC: The warranty and AMC would be on-site and comprehensive in nature and back-to-back support from the OEM. Bidder will warrant all the hardware and software against defects arising out of faulty design, materials, and media workmanship etc. for a specified warranty period. Bidder will provide support for operating systems and other preinstalled software components during the warranty period of the hardware on which this software & operating system will be installed. Bidder shall repair or replace worn out or defective parts including all plastic parts of the equipment at his own cost including the cost of transport.
4. During the term of the Contract, Bidder will maintain the equipment in perfect working order and condition and for this purpose will provide the following repairs and maintenance services:
 - a. Free maintenance services during the period of warranty and AMC. Professionally qualified personnel who have expertise in the hardware and system software supplied by Bidder will provide these services.
 - b. Bidder shall rectify any defects, faults and failures in the equipment and shall repair/replace worn out or defective parts of the equipment 24 x 7 x 365 basis on all days. In case any defects, faults and failures in the equipment could not be repaired or rectified during the said period, the engineers of the bidder are required to accomplish their duties beyond the said schedules in case of any situation if it warrants. In cases where unserviceable parts of the equipment need replacement, the bidder shall replace such parts, at no extra cost to LIC, with brand new parts or those equivalent to new parts in performance. For this purpose, the bidder shall keep sufficient stock of spares at its premises.
 - c. The maximum response time for a maintenance complaint from the site of installation (i.e., time required for Bidder's maintenance engineers to report to the installations after a request call/fax /e-mail is made or letter is written) shall not exceed 30 minutes.
 - d. Bidder shall ensure that faults and failures intimated by LIC as above are set right

within 2 hours of being informed of the same. In any case the equipment should be made workable and available not later than the next day from the faults and failures intimated by LIC.

- e. Bidder shall ensure that the full configuration of the equipment is available to LIC in proper working condition viz. uptime of 99.99% of the time on a 24 x 7 x 365 basis.
- f. For purpose of calculating penalty, uptime is calculated as under:

$$\text{Uptime (\%)} = \frac{(\text{Total hours during month} - \text{Sum of downtime hours during month}) \times 100}{\text{Total hours during the month}}$$

Total hours during the month = No. of days in the month x 24 hours

- g. Penalties for SLA uptime shall be as under:

S. No.	Uptime Range	Penalty
1	99.90% to below 99.99%	1% of operational quarterly invoice amount for every defaulting month
2	99.80% to below 99.90%	2% of operational quarterly invoice amount for every defaulting month
3	99.70% to below 99.80%	3% of operational quarterly invoice amount for every defaulting month
4	99.60% to below 99.70%	4% of operational quarterly invoice amount for every defaulting month
5	99.50% to below 99.60%	5% of operational quarterly invoice amount for every defaulting month

- h. Bidder shall ensure that the Mean Time between Failures (MTBF) (including any malfunctioning, breakdown or fault) in the equipment or any part thereof, during Contract period, not more than four occasions in preceding 90 days, it shall be replaced by equivalent/ superior new equipment or part thereof by Bidder immediately at free of cost during warranty and AMC period.
- i. Preventive maintenance: Bidder shall conduct preventive maintenance (including but not limited to inspection, testing, satisfactory execution of all diagnostics, cleaning and removal of dust and dirt from the interior and exterior of the equipment, and necessary repair of the equipment) once within first 15 days of the installation once within the first 15 days of every alternate month during the currency of the Contract on a day and time to be mutually agreed upon. Notwithstanding the foregoing Bidder recognizes LIC’s operational needs and agrees that LIC shall have the right to require Bidder to adjourn preventive maintenance from any scheduled time to a date and time not later than 15 working days thereafter.
- j. All engineering changes generally adopted hereafter by Bidder for equipment similar to that covered by the Contract, shall be made to the equipment at no cost

to LIC.

- k. Qualified maintenance engineers totally familiar with the equipment shall perform all repairs and maintenance service described herein.
 - l. LIC shall maintain a register at its site in which, LIC's operator/ supervisor shall record each event of failure and /or malfunction of the equipment. Bidder's engineer shall enter the details of the action taken in such register. Additionally, every time a preventive or corrective maintenance is carried out, the bidder's engineer shall make, effect in duplicate, a field call report which shall be signed by him and thereafter countersigned by LIC's official. The original of the field call report shall be handed over to LIC's official.
 - m. The bidder shall provide replacement equipment if any equipment is out of the premises for repairs.
5. Any worn or defective parts withdrawn from the equipment and replaced by Bidder shall become the property of Bidder and the parts replacing the withdrawn parts shall become the property of LIC. Notwithstanding anything contained contrary, if any hard disk or storage device is required to be replaced, the same shall not be handed over to bidder and same will continue to remain in possession of LIC.
 6. Subject to the security requirement, Bidder's maintenance personnel shall, be given access to the equipment, when necessary, for purpose of performing the repair and maintenance services indicated in this RFP.
 7. If LIC desires to shift the equipment to a new site and install it thereof, the bidder shall be informed of the same. LIC shall bear the reasonable mutually agreed charges for such shifting and Bidder shall provide necessary arrangement to LIC in doing so. The terms of this RFP, after such shifting to the alternate site and reinstallation thereof would continue to apply and binding on Bidder.
 8. LIC shall arrange to maintain appropriate environmental conditions, such as those relating to space, temperature, power supply, dust within the acceptable limits required for Equipment similar to that covered by this RFP.
 9. If, in any month, Bidder does not fulfill the provisions of clauses 4 (b), (c), (d), (e) and (h) only the proportionate maintenance charges for that period during the month will be considered payable by LIC without prejudice to the right of LIC to terminate the contract. In such event Bidder was credited without deducting the proportionate maintenance charges for that month, LIC can deduct the same from future payments payable or Bidder shall refund the amount forthwith to LIC on demand by LIC.
10. Future additions of Hardware/Software:
- LIC would have the right to:
- i. Shift supplied systems to an alternative site of its choice.
 - ii. Disconnect/connect/substitute peripherals such as printers, etc. or devices or any equipment/software acquired from another bidder.
 - iii. Expand the capacity/enhance the features/upgrade the hardware/software supplied, either from Bidder, or third party, or developed in- house.

Provided such changes or attachments do not prevent proper maintenance, from being performed or unreasonably increase Bidder cost of performing repair and maintenance service.

The warranty terms would not be considered as violated if any of 10(a) above takes place. Should there be a fault in the operations of the system, Bidder, would not unreasonably assume that the causes lie with that components/software not acquired from them.

Penalty for Non-Performance:

The availability of Digital Platform & Solutions will form the basis of the Service Level Agreement. Any deviation from the standards as mentioned below will attract penalty.

6.1.1. Penalties for delay in GO-Live of solution:

In case bidder is not able to implement the proposed solution within stipulated period, a penalty of 0.5% of the total contract value of the relevant service will be levied for each week of delay from the timelines as defined in the signed agreement with the vendor subject to maximum 10% of applicable service. If the delay is attributable to LIC's side, no penalty will be levied, for that period.

6.1.2. Product delivery:

Sr No	Metrics	Threshold	Penalty
1	Percentage of milestones delivered on time	100% of milestones should be delivered by stated bidder deadline proposal	Delay of > 1 week – 1% of the milestone cost for each week till 4 weeks, beyond 4 weeks of delay – 10% of the milestone cost.

6.1.3. Customer Support:

Sr No	Metrics	Threshold	Penalty
1	Setup of support team	Prod – 4 week(s) before deployment in Production Non-prod (DEV, SIT, UAT, PERF) – 2 week(s) before first deployment in environment	Delay of > 1 week – Rs. 25 Lakh for each environment
2	Generated tickets – action, resolution	Action: Severity P1: 0.5h Severity P2: 1h Severity P3: 8h Severity P4: 8h Resolution: Severity P1: 4h Severity P2: 8h Severity P3: 24h	Non-resolution of tickets within threshold > 10% of total tickets in a month: Rs 25 Lakh per month

Sr No	Metrics	Threshold	Penalty
		Severity P4: 40h	
4	% Average tickets resolved in a month	Severity P1: 100% Severity P2: 95% Severity P3: 90% Severity P4: 90%	Non-resolution of tickets within threshold > 10% of total tickets in a month: Rs 25 Lakh per month

6.1.4. Availability:

Sr No	Metrics	Threshold	Penalty for shortfall
1	Uptime of Production environment	99.99%	Rs. 50 Lakh per month
2	Uptime of Non-Prod environments	95%	Rs. 25 Lakh per month
3	Uptime of the monitoring tools for Prod environments	99.99%	Rs 25 Lakh per month
4	RTO (Recovery Time Objective)	Up to 4 hours	Delay beyond 5 minutes to 10 minutes: Rs 25 Lakh Delay beyond 10 minutes: Rs 100 Lakh
5	RPO (Recovery Point Objective)	Up to 15 minutes	Rs. 100 Lakh per instance

If the downtime is attributable to LIC's side, no penalty will be levied, for that period.

6.1.5. Environment Setup:

Sr No	Metrics	Threshold	Penalty
1	Time to environment set-up Prod, Pre-Prod, Non-Prod	Milestone date	Delay of > 1 week – 1% of the milestone cost for each week till 4 weeks, beyond 4 weeks of delay – 10% of the milestone cost
2	DevSecOps and design tools setup	Milestone date	Delay of > 1 week – 1% of the milestone cost for each week till 4 weeks, beyond 4 weeks of delay – 10% of the milestone cost
3	Monitoring setup across environment Prod Non-Prod	Milestone date	Delay of > 1 week – 1% of the milestone cost for each week till 4 weeks, beyond 4 weeks of delay – 10% of the milestone cost

6.1.6. Security and Compliance:

Sr No	Metrics	Threshold	Penalty for deviation/breach
1	Time to resolve vulnerabilities detected on code analysis	High severity: 1h Medium severity: 2h Low severity: 24h	Rs. 25 Lakh per instance per vulnerability
2	Level of compliance with regulatory/legal requirements	100% compliance with requirements (e.g., encryption, etc.)	Rs. 25 Lakh per instance

The penalty so calculated will either be adjusted with the payments or will be separately realized from the bidder.

SLA Monitoring Tool: Bidder should provide SLA Monitoring tool. The SLA Monitoring tool should be capable of providing all the SLA Reports and monitoring, as required in the RFP. It should be capable of providing SLA measurement for all the components being delivered by the bidder.

7. Responsibility Matrix, Documentation and Training

7.1. Responsibility Matrix

The responsibility of different activities (indicative list and not exhaustive) anticipated for building the NextGen Marketing Technology Platform for LIC among the bidder and LIC is as below:

Table 11: Responsibility Matrix

Sr.	Activity	Activity Owner
1	Business requirements gathering	LIC/Consultant
2	Data model design	Bidder
3	Architecture of integration services and components	Bidder
5	Setup and provisioning	Bidder
6	User Access and Security	Bidder
7	Integration and Data management	Bidder
8	Continuous monitoring and optimization	Bidder
9	Marketing activity planning	Bidder
10	Campaign design	Bidder
11	Campaign setup, launch and management	Bidder
12	Reporting	Bidder
13	Experimentation and Optimization	Bidder
14	Future-proofing	Bidder
15	Management, Maintenance and support of all supplied hardware	Bidder

Sr.	Activity	Activity Owner
	equipment(s) and software components	
16	Periodic patch, script, release etc. update of firmware, Operating System, Application Server, Webserver, Database, software for hardware management etc.	Bidder
17	Periodic audit including IS audit, security review & Cyber Security audit of the proposed infrastructure including hardware, software and other applicable components. Bidder to submit the report for the same at LIC desired interval	Bidder
18	Audit conformity/compliance	Bidder
19	SLA report generation and submission	Bidder
20	SLA dispute identification and resolution	LIC
21	Supply, implementation, customization, parameterization, maintenance, management, and support	Bidder

* The bidder should have strong experience and know-how in hardware design of systems that are distributed, load balanced, need high performance computing and clustering.

7.2. Documentation

Following is the indicative list of documentation that the bidder should prepare, take LIC's sign-off and submit it as a deliverable:

1. Detailed project plan
2. User Stories with acceptance criteria and other design documents
3. Documentation of technical requirements
4. Documentation of architecture requirements
5. Mapping of Functionality and specifications document
6. Development of low level and high-level design documents
7. Documentation of testing plan, test cases, test scenarios, test scripts, gaps, bugs, fixes, etc. as a part of quality assurance
8. All documentation including technical, operations, like release notes, license terms, user manuals, training manual, technical manual, standard operating procedures, solution architecture and design, system flow document, data dictionary and other necessary documents etc.
9. Statement of Work (SOW), Quality Plan, Test Plan, Requirement traceability Matrix, Design Document, Report Design, Delivery Notes documents, etc.
10. System configuration documents
11. System/debugging/diagnostics documents
12. Test procedures.

13. Any level/version changes and/or clarification or corrections or modifications in the documentation should be supplied by the bidder to LIC free of cost in timely manner.
14. The bidder shall also provide the MIS reports as per requirements of LIC. Any level/version changes and/or clarification or corrections or modifications in the above-mentioned documentation should be supplied by the bidder to LIC, free of cost in timely manner.

7.3. Training

1. The bidder needs to provide free training and educational material for all items supplied to LIC staff on system/application administration, configuration, and entire operations of proposed solution.
2. Training must be provided in all functional areas and should be of sufficient duration-to the User's satisfaction.
3. Bidder will be responsible to develop training reference material for all the functionality of the software. Training material should comprehensively cover all graphs, process flow, screen shots of actual system functionality etc.
4. All trainings must be conducted at LIC's offices, unless with prior approval given by LIC. All training sessions must be conducted before production launch.

8. MarTech solution build

The bidder is expected to build the solution as per requirements stated in this RFP. To that end, the scope of work for platform build includes below indicative list of activities with assigned responsibility matrix wherein R, A, C, I refer to Responsible, Accountable, Consulted and Informed respectively:

Table 12: RACI Matrix

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
Business requirements validation				
1	Conduct interviews with stakeholders across different departments to gather a wide range of business requirements	R	A	C, I
2	Document the specific functional and non-functional requirements, including scalability, reliability, and compliance needs.	R, A	C, I	C, I
3	Prioritize requirements based on business objectives, resource availability, and potential impact.	R, A	C	C
Data model design				
4	Design the data schema to ensure that the platform can handle the data effectively, with scalability in mind for future growth	R, A	C	I

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
5	Map out the flow of data across systems, identifying key touchpoints and potential bottlenecks	R, A	C	I
6	Compile an inventory of all available data sources that will be integrated with the platform	R, A	C	I
System design				
7	Plan the overall architecture of the solution, ensuring it aligns with the business requirements and can integrate seamlessly with existing, new & external systems.	R, A	C	I
8	The integration system should follow the principals of interface based, loosely coupled services to ensure future-proofing.	R, A	C	I
9	Incorporate security measures into the services and component design to protect data and comply with relevant data protection regulations, including but not limited to encryption and tokenization.	R, A	C	I
Infrastructure and deployment				
10	Determine the necessary infrastructure requirements, whether on-premises or cloud-based, to support the overall solution.	R, A	C	I
11	Set up the infrastructure, wherever required; ensuring it's configured correctly for performance, reliability, and scalability.	R, A	C	I
12	Implement disaster recovery or ensure DR enabled/provisioned in the SaaS tools for business continuity and safeguard against data loss and ensure uptime or the DR.	R, A	C	I
User access & security				
13	Establish roles and permissions to control access to different parts of the platform based on user roles and responsibilities.	R, A	C	I
14	Implement secure authentication and authorization mechanisms to protect sensitive data and ensure compliance.	R, A	C	I
15	Set up audit trails to log user actions for security monitoring and compliance purposes.	R, A	C	I
Integration and Data Management				
16	Setup and maintain the local on-prem data	R	A	I

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
	source for housing data for feeding Campaigns.			
17	Create APIs and Jobs for purposes of data pull, addressing the requirements of external systems like data request based on multiple parameters.	R	A	I
18	Implement encryption of data in transit and at rest. Implement data masking of PII if being displayed or logged.	R	A	I
19	Ensure all data management practices comply with relevant data protection laws and regulations, such as DPDP.	R	A	I
Training and change management				
20	Develop comprehensive training programs for users to ensure they are proficient in using the new platform.	R, A	C	I
21	Implement change management practices to facilitate the transition to the new platform, addressing any resistance and ensuring buy-in from all stakeholders.	A	R	I
Continuous monitoring and optimization				
22	Regularly monitor the system's performance, user engagement, and campaign effectiveness.	R, A	C	I
23	Actively collect feedback from users to identify areas for improvement.	R, A	C	I
24	Continuously refine and optimize the platform, campaigns, and data models based on feedback and performance data.	R, A	C	I
Marketing activity planning				
25	Conduct research to understand market trends, customer behavior, and competitor strategies.		C	R, A
26	Develop a comprehensive campaign strategy that aligns with business objectives and customer insights.	R, A	C	C
27	Allocate resources, including budget, personnel, and technology, based on the planned activities.	R, A	C	I
Campaign design, setup and execution				
28	Develop creative concepts that align with	R, A	C	C

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
	the marketing strategy and resonate with the target audience.			
29	Produce engaging and relevant content for different channels and audience segments.	R, A	C	C
30	Approval of creatives and concepts developed for different channels		I	R
31	Plan the use of various channels (email, social, web, etc.) to ensure a cohesive customer experience.	R, A	C	I
32	Configure the campaign management platform to support the specific requirements of each campaign, including segmentation, personalization, automation rules and required integrations with existing and new systems.	R, A	C	I
33	Conduct thorough testing of the campaign setup, including technical functionalities, content accuracy, and user experience across devices and platforms.	R, A	C	I
34	Schedule the campaigns for optimal engagement based on analytics and customer insights.	R, A	C	I
35	Continuously monitor campaign performance for any issues or opportunities for immediate adjustments.	R, A	C	I
Reporting				
36	Collect and analyze data on campaign performance, including engagement metrics, conversion rates, and ROI.	R, A	C	I
37	Generate insights from campaign data to inform future strategies and decision-making.	R, A	C	I
Experimentation and optimization				
38	Design and execute A/B tests or multivariate tests on various campaign elements to identify the most effective strategies.	R, A	C	I
39	Use the insights gained from testing and reporting to make iterative improvements to campaigns, targeting, and content.	A	C	R, I
Experimentation and optimization				
40	Regularly assess the platform's capabilities	R, A	C	I

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
	against emerging marketing needs and technology trends.			
41	Customize and enhance the platform through development to add new features or improve existing functionalities based on evolving business requirements.	R, A	C	I
42	Integrate with new tools, data sources, or platforms as needed to expand marketing capabilities, improve data accuracy, or enhance customer experiences.	R, A	C	I
43	Provide ongoing training for marketing and IT teams on new features, integrations, or marketing best practices to ensure effective utilization of the platform.	R, A	C	I
44	Establish a feedback loop with users and stakeholders to continuously identify areas for improvement, enhancement, or innovation in the platform and marketing activities.	R, A	C	I
System Integration Test				
45	Perform Integration Testing for end to end scenarios.	R, A	C	C
46	Create and Load Test Data	R, A	C	C
47	Document Integration Test Results	R, A	C	C
48	Test Regression Scenarios and run full regressions at the end of a major release	R, A	C	C
49	Update bi-directional traceability	R, A	C	C
50	Review and signoff Work Products/Deliverables	C, A	C	R
User Acceptance Test				
51	Create UAT CUG Scenarios/Test cases	R, A	C	C
52	Test UAT CUG Scenarios/Test cases	C	I	R, A
53	Bug fixes during UAT/CUG testing	R, A	C	C
54	Document UAT CUG Test Results	R, A	C	C
55	UAT CUG sign-off from BU users	C	C	R, A
Performance/Load Test				
56	Create/Update Performance Test Scenarios	R, A	C	C
57	Conduct Performance Test	R, A	C	C
58	Validate Performance Test Results	R, A	C	C
Go Live/Deployment				

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
59	Develop go-live Approach	R, A	C	C
60	Create Pre and Post Implementation Checklist	R, A	C	C
61	Conduct Beta Testing	C	R	R, A
62	Readiness for End User Support – manuals, training, L1/L2/L3 support	R, A	C	C
63	Review and sign-off on materials	C	R	A
64	Create IT Operations Manual	R, A	C	C
65	Provide Post-Production IT Operations, Security Operations, network operations	R, A	C	C
66	Provide training and knowledge transfer	R, A	C	C
67	Create training contents and materials	R, A	C	C
68	Review and sign-off training and KT materials	C	R	A
69	Provide detailed walk thorough of source code and other technical artefacts	R, A	C	C
Application Support & Maintenance				
70	Compliance to SLA	R, A	I	I
71	Annual Technology Support (ATS (Hardware), AMC (OEM))	R, A	I	I
72	Application Software Maintenance/AMS (All patches and upgrades from OEMs, version upgrades of the software/tool/application etc.)	R, A	I	I
Security				
73	Application Security (Authentication, Authorization, PIM, RASP, SAST, DAST)	R, A	C	C
74	Network Security (WAF, Firewall, DDoS, IDS/IPS, APT, Threat Intelligence, etc.)			R, A
75	Server Security (Anti-malware, patch management, etc.)	R, A	C	C
76	API Security (API Gateway)	R, A	C	C
77	Data Security (Strong Data model, encryption/tokenization of data, transport and payload encryption, Data masking)	R, A	C	C
78	Vulnerability Assessment and Penetration testing every 6 months	R, A	C	C
89	SOC & SIEM integration	R, A	C	C

Sr. No	Description	Selected Bidder	LIC appointed Project Management Consultant	LIC team
80	Device Endpoint Security			R, A
81	Data Center Physical Security			R, A
Systems Administration				
82	Administration, Configuration, Maintenance, Performance Tuning, Performance Monitoring, Observability, Troubleshooting, and fixing issues with Hardware Infra/Operating Environment/Databases/ Tokenization and Data Vault Module for tokenization, secrets management and encryption/decryption	R, A	C	C
83	Capacity management and planning	R, A	C	C
84	Clusters/Containers/Storage Management, Continuous monitoring	R, A	C	C
Compliance to Industry Standards				
85	Security - CERT-IN and ISO 27001	R, A	C	C
86	BCP - ISO 22301 ITSM	R, A	C	C
87	Development & Service Delivery CMMI Level 3	R, A	C	C
88	Testing & Quality – STQC	R, A	C	C
89	Payments & Financial data - PCI-DSS compliant	R, A	C	C
90	Meeting the security standards or desired security aspects of all the ICT resources as per LIC's IT/Information Security/Cyber Security Policy/BCP Policy	R, A	C	C
91	Compliance with Rules & regulations as per the Insurance Act as prescribed/recommended by IRDAI, RBI, SEBI and other applicable regulators	R, A	C	C

During application development and maintenance, the bidder is expected to follow and comply with the processes as per CMMI Level 3 standards, using agile delivery methodologies.

9. List of Deliverables

The following list of key deliverables will be required to be provided by the bidder:

Milestone	Deliverables	Sub Activities	Campaign Mgmt.	Audience Mgmt.	AB/MVT Testing	Tokenization
1. Project Kickoff	Project plan	Define project objectives	Y	Y	Y	Y
	Roles and responsibilities defined	Identify project team	Y	Y	Y	Y
	Timeline and key milestones	Establish communication plan	Y	Y	Y	Y
		Set up a project management tool	Y	Y	Y	Y
		Schedule initial and recurring meetings	Y	Y	Y	Y
2. Solution Design	Business requirements gathered	Conduct workshops to gather business requirements	Y	Y	Y	Y
	Data model requirements	Define the data model based on business needs	Y	Y	Y	Y
	Critical integrations identified	Identify critical system integrations	Y	Y	Y	Y
	High-level System & Data Model Design	High level solution, Application, Integration, and data architecture design & its approval	Y	Y	Y	Y
	Low level System & Data Model Design	Low level solution, Application, Integration, and data architecture design & its approval	Y	Y	Y	Y
	Interim data repository plan	Plan for interim data repositories for data transit. Extraction from source systems and storage in destination systems.	Y	N	N	Y
	Interim Data model design	Finalize the data model design (for Tokenization, encryption and masking systems and the destination data repository setup)	Y	Y	Y	Y
3 (A). Interim Technical Setup	Data landing area to feed customers data to launch initial campaigns (e.g., reminders, Transaction emails, etc.)	Quick assessment of data sources to acquire critical data (table and fields level mapping) and Its approval to extract for Marketing Automation	Y	N	N	Y
		Infra procurement and setup for the data repositories, hosting of secure APIs and the Tokenization and Data Vault system	Y	N	N	Y
		Daily data extraction, aggregation and processing (incl encryption, masking, validation, tokenization etc.), and push to Marketing	Y	N	N	Y

Milestone	Deliverables	Sub Activities	Campaign Mgmt.	Audience Mgmt.	AB/MVT Testing	Tokenization
		Automation tool				
		Data cleanup per data retention/archival policy	Y	N	N	N
		Data extract from marketing automation tools to support Reporting and Analytics outside Marketing Automation tool	Y	N	N	N
3 (B). Technical Setup	Infrastructure Provisioning & Approvals	Infrastructure provisioning	Y	Y	Y	Y
		Infrastructure configuration (per LIC standards)	Y	Y	Y	Y
		Infrastructure certification (per LIC standards)	Y	Y	Y	Y
	Platform provision (setup of various environments)	Setup of Dev environment	Y	Y	Y	Y
		Setup of UAT environment	Y	Y	Y	N
		Setup of Prod environment	Y	Y	Y	Y
	Platform setup review & approval	Approval for all data & security related compliance & approval to use the tech	Y	Y	Y	Y
	Platform initial configuration (Ready to use by LIC)	Initial LIC related configurations to enable use of platform for LIC users	Y	N	Y	Y
	Integration with Customer Channels (web, apps)	Integration with Web channels	Y	Y	Y	Y
		Integration with Apps (Customer, Agents)	Y	Y	Y	Y
	Integration with System of customer Engagement	Integration with all systems of engagement to ensure required data flows in place	Y	Y	Y	Y
	Integration with MarTech Solutions APIs/SDKs/Tags	Integration with CMS & DAM	Y	N	Y	N
		Integration with Digital Analytics (Web & Mobile)	Y	Y	Y	N
		Integration with Campaign Management solution	N	Y	N	Y
		Integration with Audience Management Platform	Y	N	Y	Y
	Integration With Data Lake	Integration with data Lake (Batch, API and Realtime data streaming)	Y	Y	Y	Y
	Domain setup for email sending	Configure DNS for email deliverability	Y	N	N	N
	Data synchronization mechanisms	Establish data flow and sync frequency between platforms	Y	Y	Y	Y
		Set up user accounts and access	Y	Y	Y	Y

Milestone	Deliverables	Sub Activities	Campaign Mgmt.	Audience Mgmt.	AB/MVT Testing	Tokenization
	between techs and system of engagement	across platforms (for direct and API integrations)				
		Set up user accounts and access	Y	Y	Y	Y
		Validate integration and data sync	Y	Y	Y	Y
4. Data Migration & System Configuration	Import of existing contacts, leads, etc.	Cleanse and prepare data for migration	Y	Y	N	N
	Custom fields and tags setup	Define custom fields and tags	Y	Y	Y	N
	Customer segmentation rules	Develop customer segmentation and Analytical score	Y	Y	Y	N
		Configure segmentation rules	Y	Y	Y	N
		Import data into the marketing automation system	N	Y	N	N
	Setup Campaigns and communication lib	Setup initial campaign and various templates (specific to platform)	Y	N	Y	N
5. Template and Workflow Design	Specific campaign configuration for initial launch	Campaign configuration into the platform per the business brief	Y	N	Y	N
	Campaign QA & Approval	Campaign end to end testing and approval	Y	N	Y	N
	Initial Campaign launch & reporting	Campaign launch, its monitoring and reporting	Y	N	Y	N
	Setup of workflows and Journeys	Configuration of the workflow	Y	Y	Y	N
		Testing & Approval of workflows	Y	Y	Y	N
	Training sessions for marketing team	Develop training materials	Y	Y	Y	N
	Documentation and best practices guide	Schedule and conduct training sessions	Y	Y	Y	N
	Access rights and permissions set up	Create a centralized repository for documentation	Y	Y	Y	N
6. Training and User Adoption	Training sessions for marketing team	Define user roles and permissions	Y	Y	Y	N
	Documentation and best practices guide	Gather feedback and adjust training as necessary	Y	Y	Y	N
	Campaign Specific research	Develop test plans for campaigns	Y	N	Y	N
		Execute tests and collect data	Y	N	Y	N

Milestone	Deliverables	Sub Activities	Campaign Mgmt.	Audience Mgmt.	AB/MVT Testing	Tokenization
	Campaign Planning Campaign prioritizations and approvals	Campaign qualification & prioritization	Y	N	Y	N
7. Campaign Planning & Strategy	New campaign design & setup	Campaign Design	Y	N	Y	N
		Campaign Setup	Y	N	Y	N
		Campaign QA	Y	N	Y	N
8. Ongoing Campaign Setup to Launch	Campaign Execution & optimization Performance dashboards setup	Campaign launch, its monitoring and reporting	Y	N	Y	N
		Campaign experimentation & optimization	Y	Y	Y	N
		Configure dashboards for key metrics	Y	Y	Y	N
	Regular reporting schedule established KPIs and metrics for ongoing evaluation	Establish a reporting schedule	Y	Y	Y	N
		Train team on interpreting reports	Y	Y	Y	N
9. Monitoring and Reporting	Performance dashboards setup	Set up alerts for performance anomalies	Y	Y	Y	N
	Regular reporting schedule established	Regularly review campaign effectiveness	Y	Y	Y	N
	Feedback collection mechanism Monthly review meetings Plan for incremental enhancements	Implement a feedback system for stakeholders	Y	Y	Y	N
		Schedule and conduct monthly review meetings	Y	Y	Y	N
		Analyse performance trends	Y	Y	Y	N
10. Continuous Improvement	Feedback collection mechanism	Identify areas for improvement	Y	Y	Y	N
	Monthly review meetings	Plan and prioritize enhancements (including added configuration, customization, and integrations, etc.)	Y	Y	Y	Y

10. Product Support Requirements

10.1. Application Operations support

Dedicated support to manage the solution including integrations with internal and external systems. A monitoring tool to provide proactive alerts on anomalies in infrastructure, microservices and API integrations internal and external.

10.2. Support

1. L1 - Monday - Sunday | 24 X 7 IST
2. L2 – Monday - Sunday | 12 X 7 IST
3. L3 – Regular shift
4. Bidder should ensure mutually agreed TAT/SLA for tickets as prescribed.

10.3. Proactive app and integration monitoring (L1 support)

1. Shall monitor the health of app and integration and proactively identifies issues that may impact performance.
2. All monitored items are assigned alert levels, based on specific thresholds.
3. Shall proactively seek to remediate any issues before failure.
4. Remediation shall be managed using change control process.

10.4. Build management

1. Shall provide the appropriate process for new build requests and management of existing environment.
2. Process for provisioning for naming conventions, patching schedules, anti-malware, backup and monitoring requirements as well as maintenance window definitions, aligned to the automated maintenance plan appropriate to the workloads.

10.5. Anti-Malware/Anti-Virus Management

1. The bidder shall use the anti-malware solution provided by LIC and manage actively, monitor, and update anti-malware deployed across all managed Operating System Environments (OSE's). Managed Anti-Malware shall include:
 - a. Anti-Malware, Anti-Spyware
 - b. On Access & Weekly Scheduled scans
 - c. Status & Threat monitoring & reporting
 - d. Remediation of issues preventing the installation or performance of Anti-Virus
 - e. Email Alerts & Notification for Scan Reports and identified vulnerabilities.
 - f. Mobile upgrades in tune with OS upgrades & framework upgrades

10.6. Ticket Management

1. Bidder shall provide L1/L2/L3 support for any issues on the developed solution and integrations.
2. The bidder shall ensure availability of the development team to resolve P1 issues.
3. SLA requirements are mentioned below:

Severity	Description	First response time	Resolution time	Frequency of Update	RCA time
P1 Critical	Extremely Critical – Preventing multiple customers from performing tasks critical to the normal operation of application	30 business minutes	4 business hours	Every 15 minutes	4 business hours
P2 High	Significant – Preventing customer from performing tasks essential to the normal operation of application	1 business hour	5 business hours	Every 60 minutes	16 business hours
P3 Medium	Moderate – One of the functions is disrupted or impaired, with little or no impact on application	8 business hours	24 business hours	Every 4 hours	48 business hours
P4 Low	Negligible – Incident of a non-critical nature	8 business hours	40 business hours	Every day	60 business hours

Appendix D: Current State

1. Marketing Platform/ System of Marketing: High Level Current State of Marketing platform’s capabilities

The current architecture landscape of LIC has been enabled over the years through a series of implementations that has resulted in multiple applications and stacks required to operate LIC’s insurance business.



2. Key observations from current state of Marketing Platform:

Tech capabilities	BIC capability	LIC Maturity	Rationale
Digital media activation	Manage multiple publishers, incl. programmatic	■ □ □	<ul style="list-style-type: none"> • Paid media execution happens using external systems, hence lacking transparency (agency MCC being used) • Limited in-house capabilities to manage media activities, complete reliance on agencies
	Centralized platform for ad serving	■ ■ ■	<ul style="list-style-type: none"> • Capability absent
	Ad verification for digital campaigns	■ ■ ■	<ul style="list-style-type: none"> • Capability absent
Digital experience	Centralized, automated content publishing	■ ■ ■	<ul style="list-style-type: none"> • Current open-source CMS doesn't enable scaled content development, publishing and management • Major gap in expected capabilities (e.g., business led/non-tech solution to manager content)

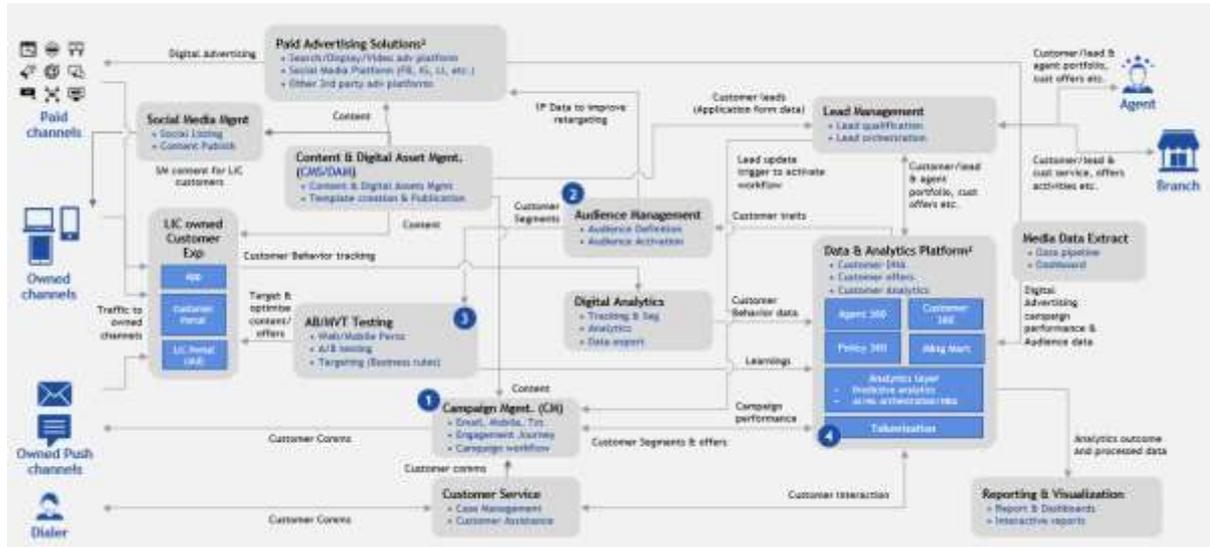
Tech capabilities	BIC capability	LIC Maturity	Rationale
	Personalization of digital assets	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • Capability absent
	Seamless purchase Journeys	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • No option to continue journeys, no de dupe to identify existing policy holders • Minimal use of 3rd party APIs to pre-populate form fields
Customer engagement	Robust CRM & up/cross/re-sell	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • Current in-house build CRM solution lack critical features (customer contact, lead mgmt., etc.) to manage customer relationship at scale across channels • Hard dependencies on tech resources for CRM operation
	Marketing automation for customer comm.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • Nascent capability, minimal automation of marketing communication. • Changes to existing system need tech resources
	Assisted channels to drive conversions	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • No/Limited cross channel assistance capabilities (i.e., dialer, chat, etc.) • Supported through inhouse build tech solution
Enterprise asset management	Centralized, assets storage	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • No central place for keeping and managing different types of digital files and their versions • Using local folders/emails to share and use files, making reuse difficult
	Assets tagging, searchability and Integration with techs	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • No ability to tag digital assets • No easy-to-use interface for non-tech users to search and use digital assets • No integration of assets repository with other tech capabilities
Audience management	1, 2 & 3PD audience integration & selection	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • No capabilities to define and deploy 1PD audiences.
	Audience activation across campaigns	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • Capability absent
Measurement, insights & analytics	Measurement & tracking	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • Limited tracking and measurement of customer interactions & behavior • Sub-optimal use of google analytics (e.g., no funnel views) • No use of media pixel to track media interaction
	Media Perf.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> • Limited performance analytics capabilities

Tech capabilities	BIC capability	LIC Maturity	Rationale
	Analytics (uniform definition KPIs)		(owned by agency), without standard definition of KPIs
	Advanced analytics (MMM, MTAs...)	■ ■ ■	<ul style="list-style-type: none"> No use of customer analytics (e.g., customer segmentation, modeling etc.) Limited agency owned nascent capabilities for channel attribution
	Reporting (real time dashboards, visualization)	■ □ □	<ul style="list-style-type: none"> Restricted Data & insight accessibility for business stakeholder Limited use of data to improve CX across channels. Nascent agency owned reporting & dashboard capabilities
Data Management	Enterprise data management	■ □ □	<ul style="list-style-type: none"> Inefficient data handling- manual processes for data collection, processing, and storage Leading to potential errors and inefficiencies, hindering timely access and analysis.
	Consumer profile & identity management	■ □ □	<ul style="list-style-type: none"> Absence of holistic customer profiling to empower personalisation of digital marketing and CX, Limited/no capabilities to manage customer profile/preference
	Data Integration & Governance capabilities	■ □ □	<ul style="list-style-type: none"> Lack of robust data governance capabilities, resulting in inconsistencies, potential breaches, and misaligned data usage
	Data Security & Compliance	■ ■ □	<ul style="list-style-type: none"> CADW: Industry standard AED 256 encryption; 2 factor authentication CO-MIS: Select fields encrypted with custom logic, roll based access

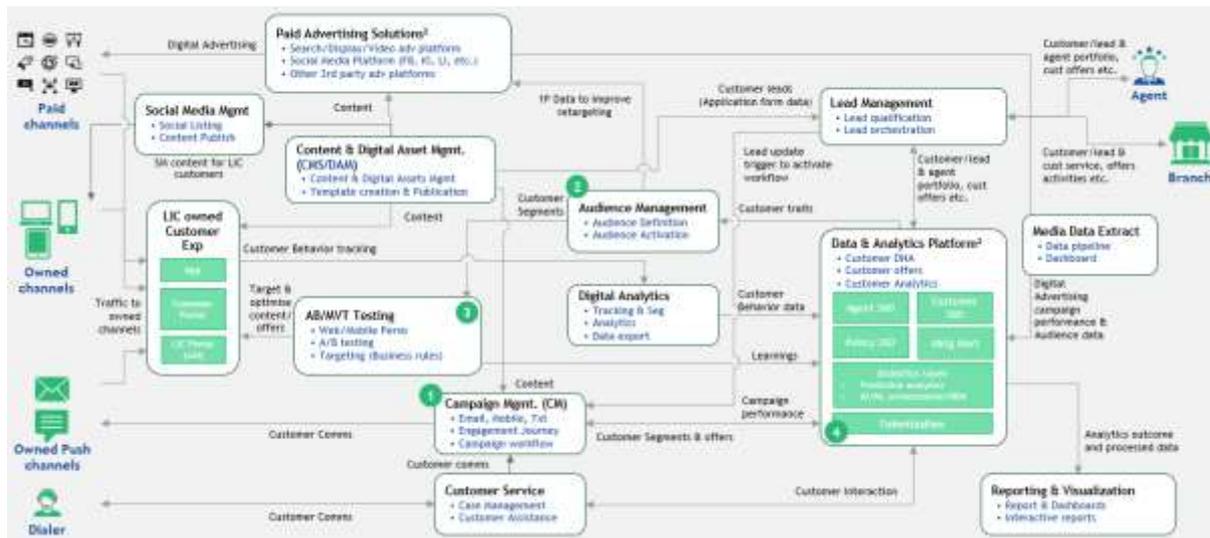
■ ■ ■ Missing Capacity
 ■ □ □ Low maturity of capability
 ■ ■ □ Moderate maturity of capability
 ■ ■ ■ High maturity of capability
 ■ ■ ■ Not relevant

Appendix E: Target State Illustrations

1. Target State of Marketing Platform/ System of Marketing

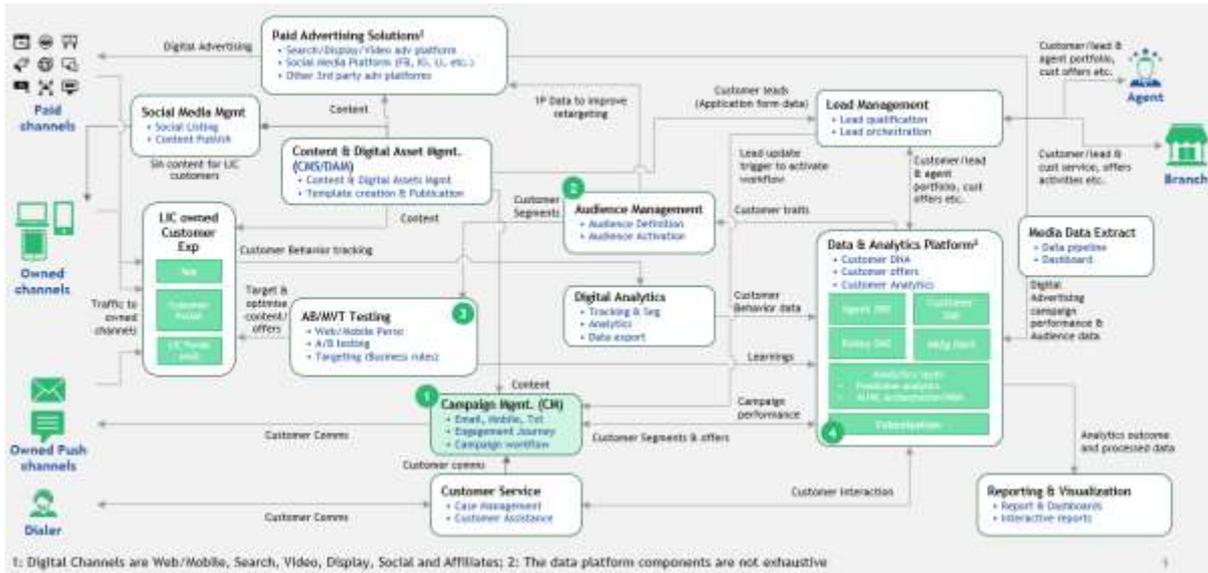


2. Various components of Marketing Platform/ System of Marketing to be addressed through this RFP



Campaign Management: This module will provide a robust solution for orchestrating marketing campaigns across diverse channels, including email, WhatsApp, mobile push, web push, in-app notifications, SMS, etc. Its goal is to deliver a cohesive and personalized customer experience by synchronizing messages and campaigns across these various mediums, ensuring consistency and relevance in communication.

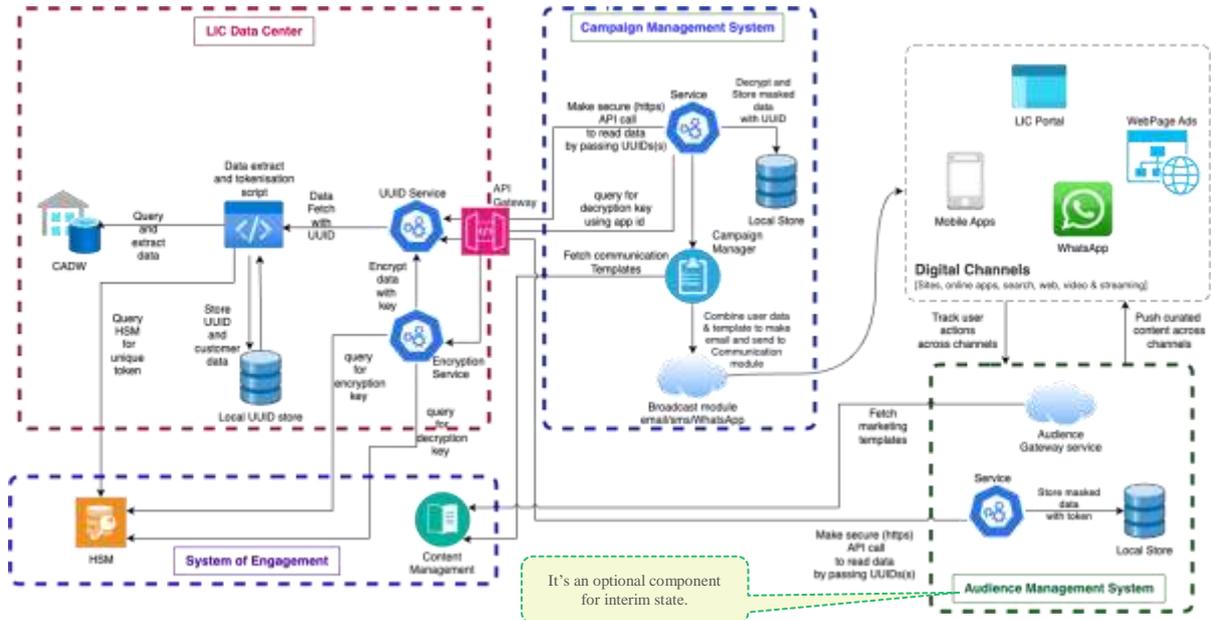
High-level positioning of **Campaign Management** including its integration



Critical Integrations and Data Flows

Below is the envisioned approach for sending PII to COTS systems (Campaign Management System, Audience Management system...) in the interim while Data Lake is not available.

Data Store (Interim)



The approach involves creating a few more components and services within the LIC data center.

1. Create a Tokenization system for managing UUIDs & mapping with CustID
2. Implement internal service to generate UUID for customers. Tokenization system would be the source of UUID (generated token), The CustID and token would be stored in the Data Vault system database.

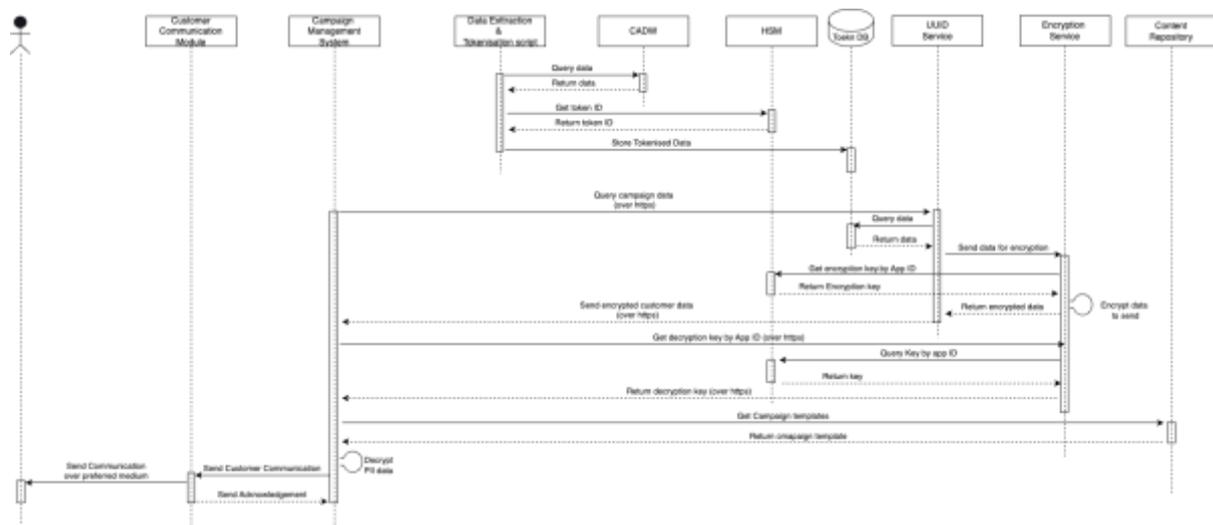
3. Implement an endpoint service for external MarTech systems to retrieve user PII using UUIDs in real-time and batch mode (for a single token and a batch of tokens)
4. Setup a script and scheduler in the LIC Data Center to periodically extract CADW data and prepare data for campaign by creating tokens and masked fields as configured.
5. Setup a MySQL DB to store data for campaign, that campaign management system will query for campaign execution.
6. The campaign mgmt. system accesses necessary PII with UUIDs for communication, then purges user data post-campaign while retaining UUID to maintain anonymized interaction histories.
7. All the data will be encrypted by the key obtained from Tokenization and Data Vault system and sent over via https Interim (and target state) solution to be implemented by the MarTech SI vendor.

All the Mar Tech systems will query endpoint service for fetching the user data in bulk or real-time as per the use-case. The service will then send the necessary communication (encrypted PII data and masked data if required) in response to token (UUID).

The Campaign mgmt. system will only retain the tokens as identifiers which they would use for further communication for user.

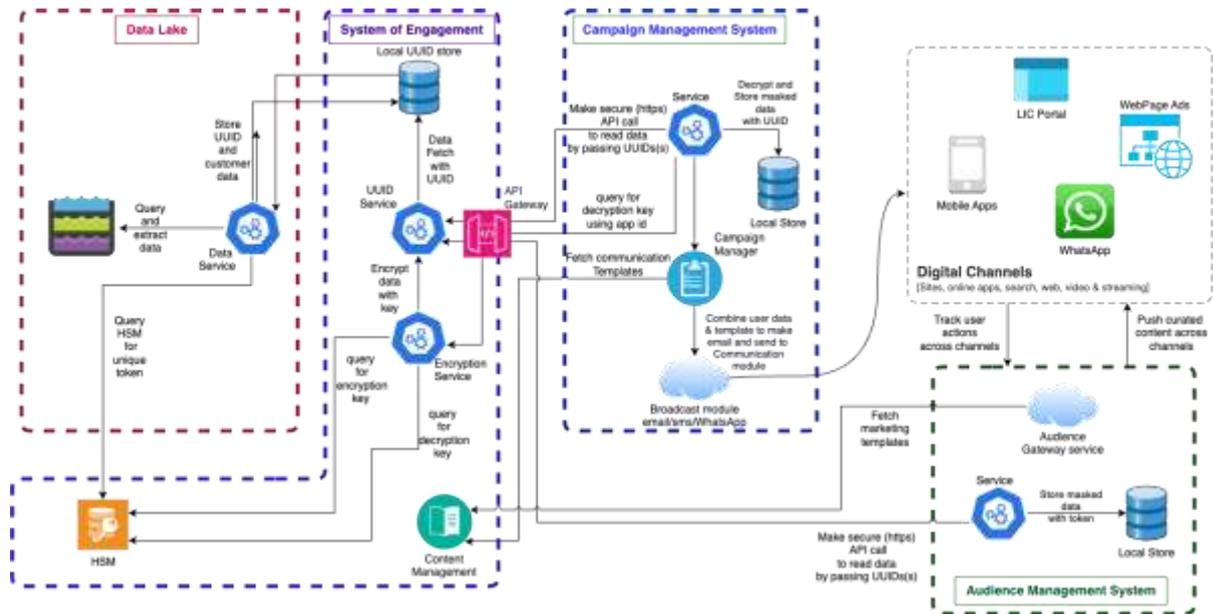
The MarTech systems will only keep the token and the data specific for their programs and lose all the user PII. Which they will get back again when they need to send out any communication using the LIC token service.

UUID sequence diagram (Interim)



Approaches for sending PII data to campaign management systems (The Target State):

Once the Data Lake is in place, we would then rely on the data lake for fetching the data and not LIC built services. Below is a diagrammatic representation of the interactions of various systems when Data Lake is live:



In this scenario instead of the services written behind the LIC firewall we would have Data Lake services and system of engagement services active.

The data services will be used by the MarTech Systems for:

1. Fetching the user data for campaign.
2. Updating the id graph for the identifiers from multiple sources.

The SoE services will be responsible for:

1. Querying the Tokenization and Data Vault system for a token/UUID for customer.
2. Encrypting the data to be sent to third party systems (campaign management system)
3. Providing interface for 3rd party systems to fetch the decryption key using app ID and secret.
4. The UUID/token store will now be moved to SoE.

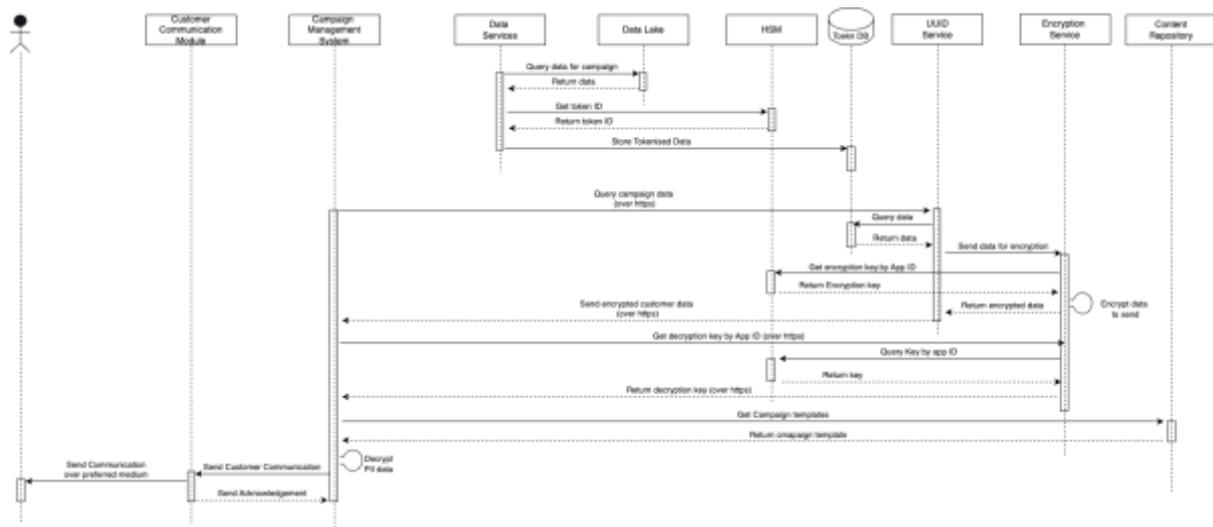
All the Mar Tech systems will query UUID service for fetching the user data, which in turn will query the Data service to fetch the required/campaign data. The external systems will make an API call to encryption service to get a decryption key so that they can decrypt the data sent.

The MarTech systems will only keep the token/UUID and the data specific for their programs and lose/delete/purge all the user PII. Which they will get back again when they need to send out any communication using the LIC UUID service.

The Data Service will also update any new identifiers received from the channels to update the user ID graph in the data lake.

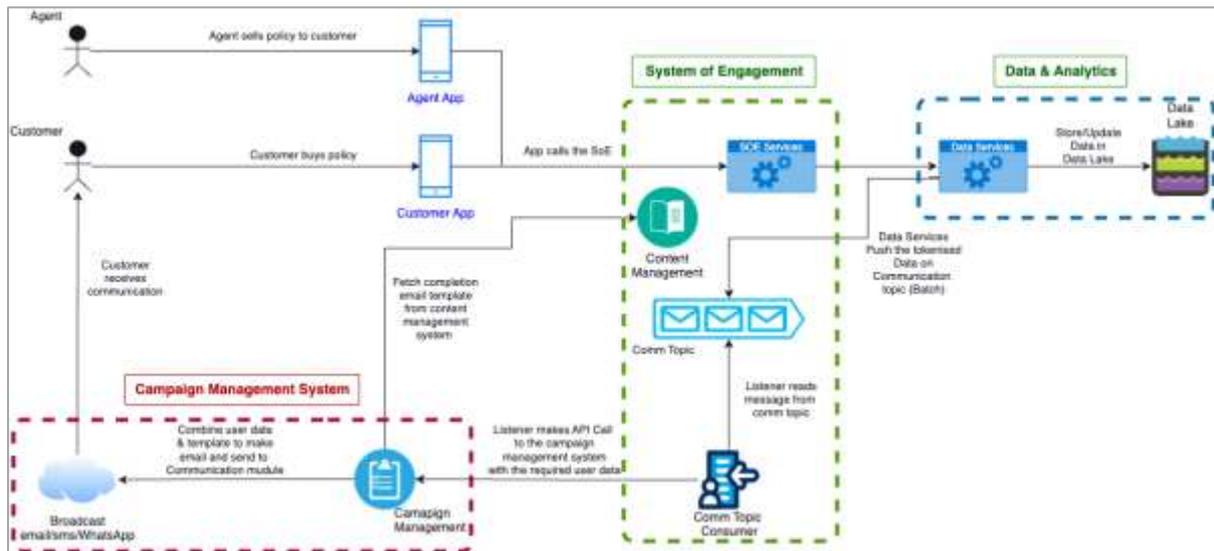
This Id graph will be used for quick resolution of user across the channels and user matching and identifications across disparate channels, since all the IDs will be tied up to the same UUID created earlier.

UUID sequence diagram (Target state)



Scenario: Wishes, Confirmations & Reminders

This use case deals with the confirmation, reminder and wishes communication for the existing customers and new customers (where we have their minimum data such as email, mobile number or any other ID that campaign mgmt. solution needs to send a communication). The diagram for new business confirmation is as below:

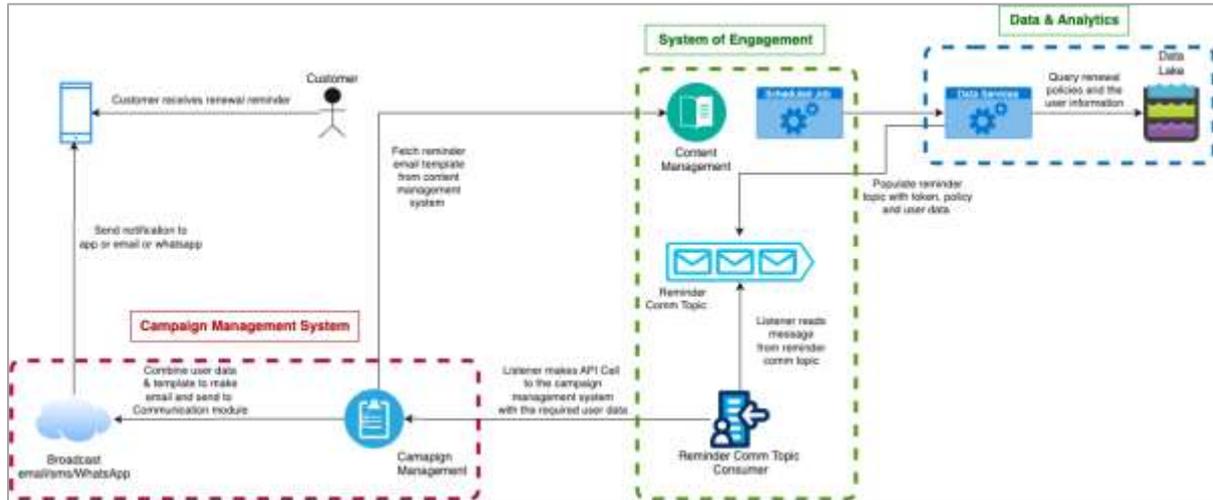


The above example shows the communication mechanism in the case of a new business. The above example is (near) real time communication and the customer will have the communication delivered to him/her within moments of buying the policy.

1. Kafka topics are populated by the system of engagement service.
2. The listener read the messages from the topic and makes API calls to the campaign management system (including PII details with the user UUID).
3. The campaign management system picks up the new business/welcome email template from its content management system.

4. The campaign management system then combines the user data and template and send the html to its communication module.
5. The communication module sends the welcome email to the new customer.
6. The system of engagement is responsible for syncing the data in the Data Lake

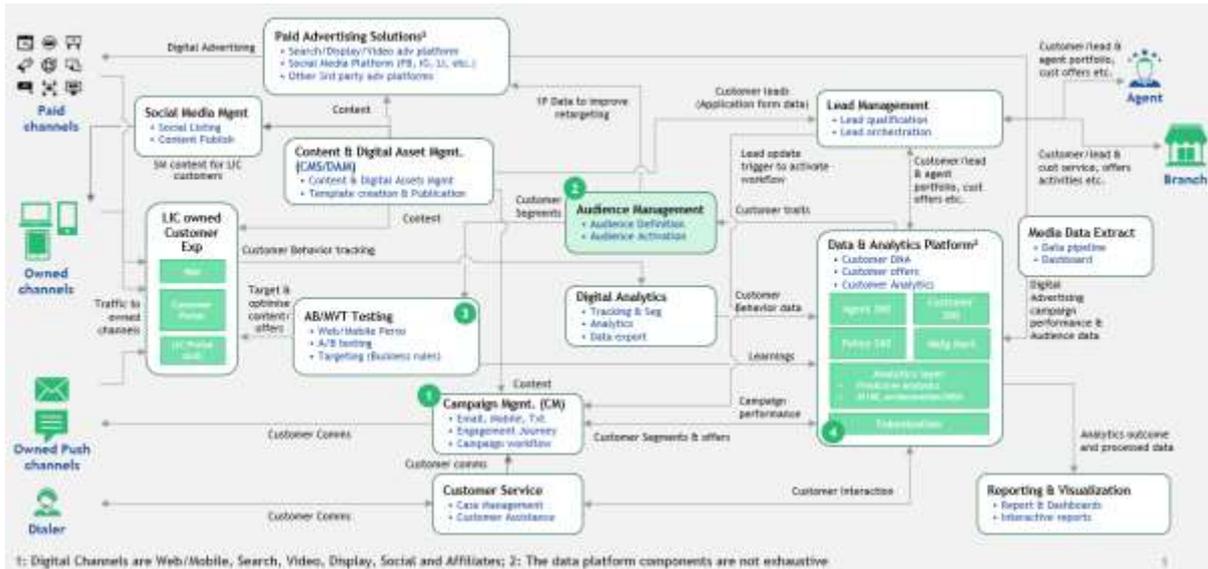
The diagram for renewal reminders is as below:



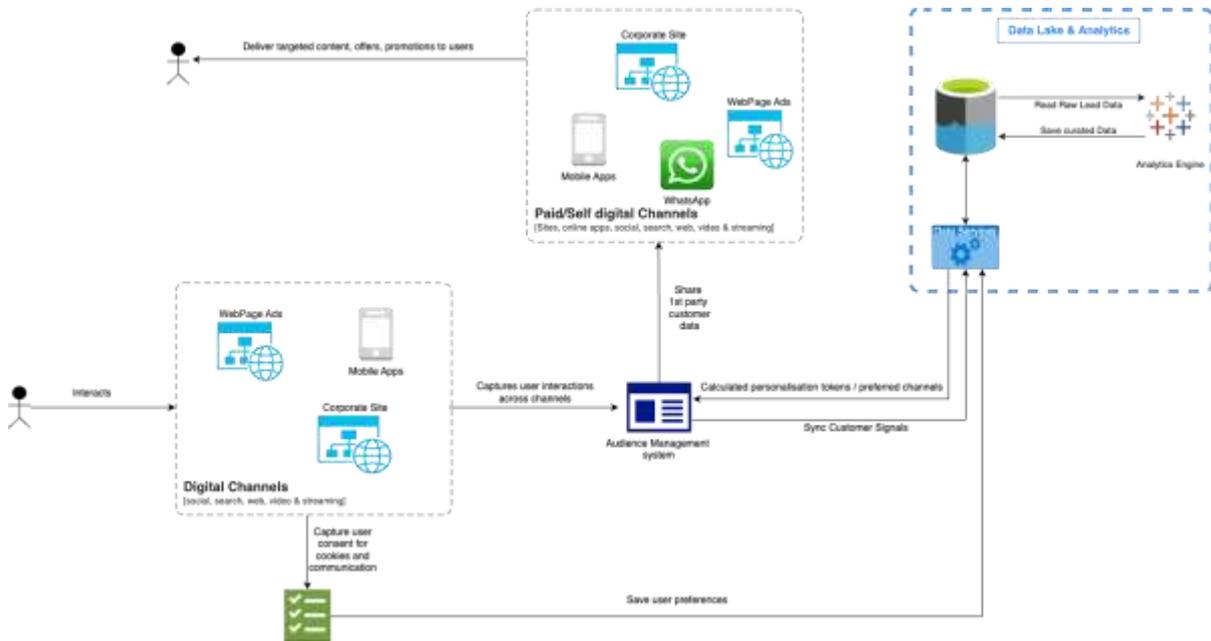
1. There are daemon schedulers (background processes) within the system of engagement which at a pre-defined and programmed interval query the Data Lake for policies due for renewal and the user information.
2. The daemon will then push the data on a Kafka topic.
3. A consumer of the topic will read the messages from the topic.
4. The consumer will make an API call (preferably bulk) where it will send the user data (this data will also include customer PII required to send the communication and a unique token which is required to maintain contact/campaign history within campaign management) and policy number and renewal premium amount to the campaign management system.
5. The campaign management system will fetch a reminder template from its content management system.
6. The campaign management system will then combine the template with the data received via API and send the html to the communication module.
7. The communication module will push the email/WhatsApp/SMS/in-app notification/mobile push/web push to the user.

Customer/Audience Management: This module This module with enable centralized management of customer/audience data. This component of the platform will serve as a centralized repository for gathering, organizing, and leveraging data from a variety of sources, including direct customer interactions and third-party data. By harnessing this information, marketers can gain insightful understanding of their audience, enabling the development of more targeted and impactful marketing strategies.

High-level positioning of **Audience Management** including its integration



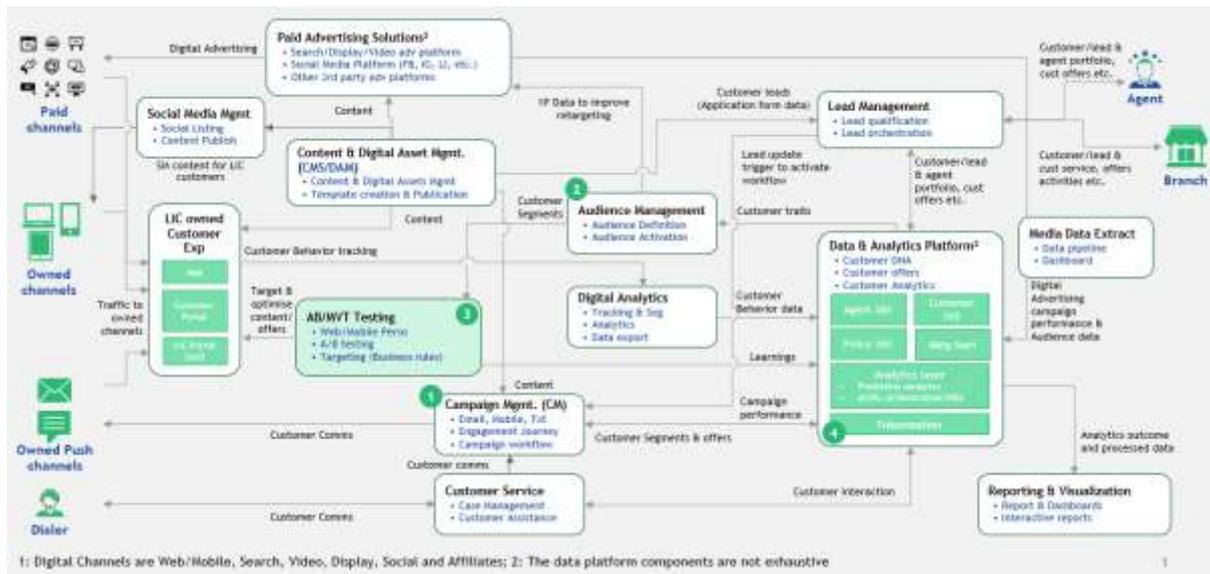
Critical Integrations and Data Flows:



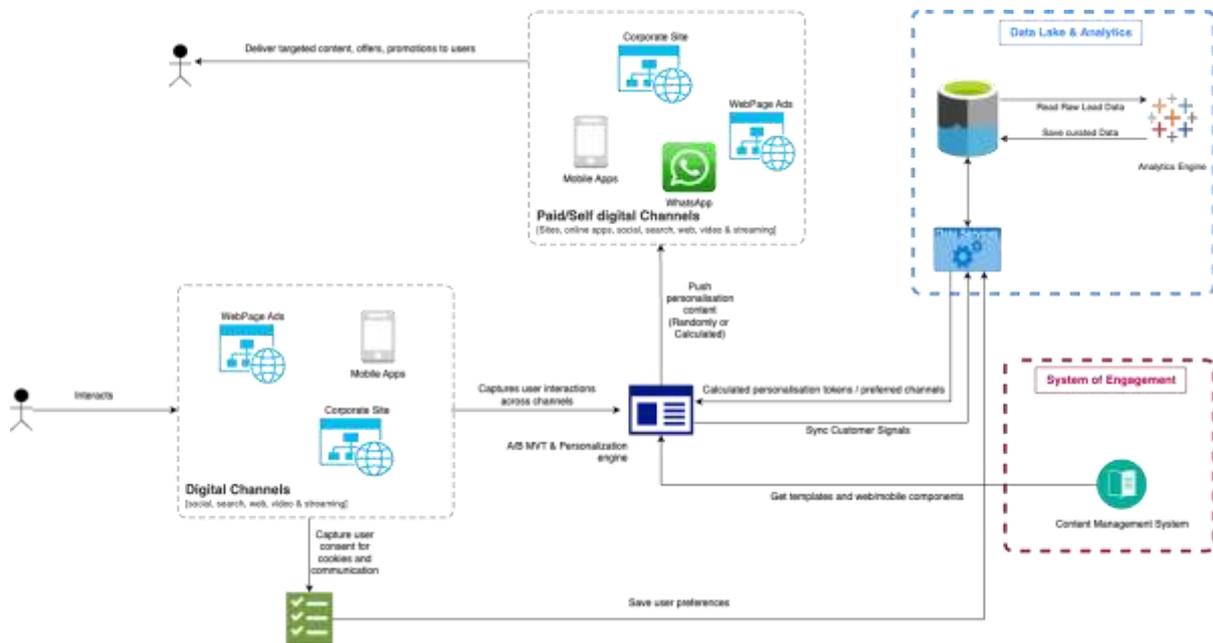
Note: Please refer to the latest section where we have described use of token to ensure the customer PII stays within LIC environments and Audience management solution store customer UUID (generated token from Tokenization and Data Vault system) as ID (instead of any of the PII data).

A/B Testing: This module empowers marketers to conduct A/B testing, comparing different versions of their webpages, mobile app experiences with various audience segments to determine which performs better. Moreover, it facilitates the personalization of marketing content, tailoring messages and offers to individual users based on their unique behaviors and preferences, thereby enhancing engagement and effectiveness.

High-level positioning of AB/MVT Testing including its integration



Critical Integrations and Data Flows:



Note: The AB testing solution should not capture any customer PII information on public cloud

1. The A/B testing tools will be added to the websites and mobile apps via an SDK provided by them.
2. The A/B testing tools will be configured to capture the user behavior and stream it across to the data lake for analytics.
3. The tool will also have access to customer 360 and agent 360 to create personalized content.
4. The personalized content will be shared basis the results of tests and input received.
5. The tool will send personalized audience data/pages/components based on analytic scores.

6. The tool will also have the capability to change pages and components on the fly in the mobile app and web interfaces for experimentation. The tool will also have a way of collecting feedback and passing it on to the Data Lake for further analytics.

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