



## Request for Proposal (RFP)

Procurement of Agentic AI and GenAI Platforms:  
Selection and Empanelment of Service Provider  
RFP No: LIC/CO/ITDT/RISE/RFP/2526-001/AI  
Date of Issue: 04th November 2025

**Issued by:**

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**Website:** <https://licindia.in/Bottom-Links/Tenders>

**Online Bid Submission on:** <https://www.tenderwizard.com/LIC>

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## DISCLAIMER

1. The information contained in this Request for Proposal document (RFP) or subsequently provided to the Bidders, whether verbally or in documentary or in any other form by or on behalf of the Purchaser or any of its employees or advisors, is provided to the Bidders on the terms and conditions set out in this RFP and all other terms and conditions subject to which such information is provided.
2. This RFP is not an Agreement and is neither an offer nor an invitation by the Purchaser to the Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals. The information is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law.
3. While reasonable care has been taken in providing information in this RFP, the Bidders are advised not to rely on this information only but also carry out their independent due diligence and risk assessments before submitting their response to this RFP. Further, the Bidders are advised to conduct their own analysis of the information contained in this RFP, carry out their own investigations about the project, the regulatory regime which applies thereto and all matters pertaining to the Purchaser and to seek their own professional advice on the legal, financial and regulatory consequences of entering into an agreement or arrangement relating to this RFP.
4. The information contained in this RFP is subject to update, expansion, revision and amendment prior to the last day of submission of the bids at the sole discretion of the Purchaser. In case any major revisions to this RFP are made by the Purchaser within seven days preceding the last date of submission of the Proposals, the Purchaser may, at its discretion, provide reasonable additional time to the Bidders to respond to this RFP. Neither the Purchaser nor any of its officers, employees nor any advisors nor consultants undertakes to provide any Bidder with access to any additional information or to update the information in this RFP.

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## Definitions

Throughout this RFP, unless inconsistent with the subject matter or context, the terminologies mentioned below would carry the following meaning:

- a. "Solution Provider /Bidder/Proponent/Vendor/Respondent/agency" – An entity submitting a response to this RFP. These words when used in the pre award period shall be synonymous with Bidder, and when used after award of the Contract shall mean the successful Bidder or Vendor or Solution Provider with whom LIC signs the agreement for rendering of services required in the RFP.
- b. "Corporation/LIC/LICI/LIC OF INDIA" - Reference to "LIC/LIC/LICI/LIC OF INDIA" and "Corporation LIC/LICI/LIC OF INDIA" shall be determined in context and may mean without limitation the "Life Insurance Corporation of India" (LIC), a statutory Corporation established under Life Insurance Corporation Act, 1956,(Act XXXI of 1956) having its Central Office at "Yogakshema", Jeevan Bima Marg, Mumbai 400 021, which expression shall, unless repugnant to the context and meaning thereof, shall mean its successors, permitted assignees;
- c. Successful Bidder/L1 Bidder: The Bidder found eligible as per eligibility and technical criteria set out in this RFP, whose technical Bid has been accepted and who has emerged with L1 quote after reverse auction.
- d. Timelines: Wherever Timelines have been defined as days, weeks, months; they will mean calendar days, calendar weeks and calendar months
- e. Date of acceptance: The solution shall be 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 the system will be the one stated in the Certificate issued in writing from LIC and duly signed by the authorized official of LIC.
- f. Authorized Signatory: The person authorized by the company's Board/ Managing Director/ Director for signing the bid documents on behalf of the company.
- g. Agreement/Contract 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, clarifications to the RFP, the Bid of the successful bidder and mutually agreed modifications thereto.
- h. Day: Calendar Day.
- i. L1 Quote: Lowest price discovered through the commercial evaluation / Online Reverse Auction held as per the conditions of the RFP.
- j. "Solution"/"Services"/ "Work"/"System"/"IT System" : Means all services, scope of work and deliverables to be provided by a Bidder as described in the RFP and include services

ancillary to the implementation/ development of the solution, such as installation, commissioning, integration with existing systems, provision of technical assistance, training and other obligation of the vendor/bidder covered under this RFP.

- k. Business Day/Working Day: Shall be construed as a day excluding Saturdays, Sundays and public holidays declared under the Negotiable Instruments Act, 1881 by concerned Local Bodies or State Governments or Central Government of India as applicable to the concerned LIC office.
- l. Terms of Reference Means the section which explains the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Bidder and expected results and deliverables of the assignment

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## 1. RFP Timelines

#	Particulars	Details
1	Start date of issuance	04.11.2025   16.30 Hrs. (IST)
2	Last date for Submission of Queries	10.11.2025
3	Online Pre-Bid Meeting Date and Time	10.11.2025   15.00 Hrs. (IST)
4	Last date and time for RFP Online Submission	25.11.2025   15.00 Hrs. (IST)
5	Date and time of Online opening of RFP	25.11.2025   15.30 Hrs. (IST)
6	Tentative Schedule for Solution Demonstration and Technical Presentation by Eligible Bidders:	27 <sup>th</sup> – 29 <sup>th</sup> November 2025

## 2. Pre-Bid Meeting and Clarifications

**Important:** Pre-registration by prospective bidder and confirmation by LIC for the attending the Pre-bid conference is mandatory. Firms can send email to get confirmation for attending the Pre-Bid Conference.

A Pre-Bid (Online –Video Conference –Webex) meeting will be held as per RFP Timelines.

Following are the details of the scheduled meeting:

**Meeting Link:**

<https://licindiasampark.webex.com/licindiasampark/j.php?MTID=m217de5660f19e0fa55d76f90620cec2b>

**Meeting number:** 2517 052 7560

**Password:** 1111

**Note:** In the Virtual Meeting, the participants must name themselves in the prescribed format i.e. (Name of the Organization – Participant's Name). For e.g., LIC-XYZ.

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**Name and contact details of the Contact Persons:**

Mr. Yashwant Sharma 022-67090422 9649928101	Mr. Saurav Ganguli 022-67090427 9831386250
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All the queries should be received on or before the prescribed date, through email only with subject line "[RFP for Agentic AI and GenAI Platforms]".

**Email:** [co\\_ittenders@licindia.com](mailto:co_ittenders@licindia.com)

**Language:** Proposals should be submitted in English.

### 3. Venue for Submission of Proposals:

#### Online (Refer e-Tender Annexure e-TS).

A Notice inviting RFP is published on <https://licindia.in> under tenders Section, Central Public Procurement Portal (CPPP) at [www.eprocure.gov.in/e-publish/app](http://www.eprocure.gov.in/e-publish/app) and e-Tendering System portal of LIC <https://www.tenderwizard.com/LIC>

Online bids are hereby invited for the requirement mentioned below through online e-Tendering System portal <https://www.tenderwizard.com/LIC> from the intending bidders.

The Corrigendum (if any) & clarifications to the queries from all bidders will be published on <https://licindia.in> under tenders Section, and e-Tendering System portal of LIC <https://www.tenderwizard.com/LIC>

### 4. Evaluation Stages

Evaluation Stage 1	Pre-Qualification/Eligibility Criteria
Evaluation Stage 2	Technical Proposal Evaluation and Solution Demonstration by Shortlisted Eligible Bidders, Reference Verification
Evaluation Stage 3	Compleitive Commercial Bid Opening and Commercial Evaluation.

### 5. Request for Proposal

#### RFP - Procurement of Agentic AI and GenAI Platforms: Selection and Empanelment of Service Provider

- LIFE INSURANCE CORPORATION OF INDIA (hereinafter referred to as LIC of India or LIC), a statutory Corporation established under section 3 of Life Insurance Corporation Act 1956 (Act 31 of 1956) is a major public sector enterprise having its Central Office at "Yogakshema", Jeevan Bima Marg, Nariman Point, and Mumbai – 400021.
- LIC invites Request for Proposal (RFP) from established, reputed and reliable and eligible technology service providers for Procurement of Agentic AI and GenAI Platforms and Empanelment of Service Provider.
- The Scope of work will have to be carried out in accordance with the specifications in a detailed Request for Proposal (RFP) document which will be brought out by the LIC shortly.
- Prospective Firms 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.
- The RFP document can be downloaded from the e-Tendering System portal of LIC <https://www.tenderwizard.com/LIC>



- f. Bidders meeting the prequalification criteria will be invited for the presentation, proof of solution and approach and demo of the solution capability proposed.
- g. LIC reserves the right to qualify or disqualify any or all RFP responses without assigning any reasons whatsoever.
- h. Respondents should furnish a concise company profile, proof of relevant experience, client references, indicative solution architecture, and any required non-disclosure agreement (NDA).
- i. Submission of an RFP does not constitute a commitment to procure and is intended to identify capable vendors for participation in a subsequent competitive procurement process. All information provided will be treated as confidential and will be used solely for the purpose of pre-qualification and shortlisting.
- j. This RFP is issued in accordance with the Government of India procurement framework and shall be governed by the Department of Expenditure, Ministry of Finance procurement guidelines. ([https://doe.gov.in/files/manuals\\_documents/MfPoNCS2025.pdf](https://doe.gov.in/files/manuals_documents/MfPoNCS2025.pdf) ) Two Stage Bidding - Request for Proposal Tenders – Market Exploration/ Shortlisting (Rule 164 of GFR 2017)
- k. LIC may award for any/or all Programs to a single or multiple bidders at its discretion or to not proceed with procurement for any program. LIC reserves the right to separately procure individual requirements that are subject to this RFP during the contract term, when deemed necessary by LIC to be in the LIC's best interest.
- l. In addition to the current procurement, LIC proposes to empanel qualified Solution Providers possessing proven expertise in Agentic AI and Generative AI Platforms, to address future use cases and emerging business requirements in this area.
- m. Award of the Purchase Order (PO) for the programs and continuity of engagement will be based on the outcome or progress of the program.
- n. LIC hereby invites responses (hereinafter referred to as "Bids") from all eligible bidders to meet the requirements set out in this document. Details of Bid related activities are given in the activity schedule.
- o. The formulation of the Evaluation criteria, the conduct of the evaluation of the responses to the RFP and the subsequent selection of the successful bidder(s) will be entirely at the discretion of LIC and its decision shall be final and no correspondence about the decision shall be entertained.
- p. Interested entities are advised to study this RFP document carefully before submitting their proposals in response to the Notice. Submission of a proposal in response to this

notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

- q. LIC reserves the right to negotiate, change, modify or alter any/all the terms and provisions of the RFP/agreement entered pursuant to the RFP and may request for additional information, if required, from the Bidder.
- r. LIC also reserves the right to withdraw this RFP without assigning any reason and without any liability to the Bidder or any other person or party. All actions taken by the Bidder or any other person or party in pursuance hereof are deemed to be so taken after taking into account the commercial acumen and LIC does not guarantee or warrant suitability hereof or success to Bidder/Bidders or any other person or party.
- s. LIC reserves the right, at its sole discretion, to:
  - i. **Select one or more solution providers** for development, and/or implementation of the proposed Agentic AI and Generative AI Platforms;
  - ii. **Procure or award different tracks or components of this engagement to separate Service Providers**, at its sole discretion, without assigning any reason thereof.
  - iii. **Reject any or all submissions** received in response to this RFP without assigning any reason;
  - iv. **Modify, cancel, or suspend** the procurement process at any stage, including after completion of the Stage 1 Pre-Qualification or Stage 2 Innovation Challenge / Techathon / Demonstration or at any RFP stage;
  - v. **Initiate procurement or engagement** with a single or multiple technology solution providers, or not proceed with the procurement at all.
- t. No bidder shall have any claim against LIC for rejection of its RFP submission or for any decision taken in this regard. The decision of LIC in this matter shall be final and binding.
- u. All costs and expenses associated with the development, deployment, demonstration, and presentation of the prototype or Proof of Concept (PoC) during RFP Stages including Innovation Challenge / Techathon shall be borne entirely by the participating bidder(s). This includes, but is not limited to, costs of hardware, software, cloud services, manpower, testing, travel, and any other expenses required to develop and demonstrate the working solution. LIC shall not be responsible for any costs incurred by bidders, irrespective of the outcome of the RFP and participation in the RFP, Techathon / prototype demonstration shall not entitle any bidder to reimbursement or compensation. Bidders acknowledge and accept that the prototype developed at this stage may be used as the basis for further procurement and final solution development, but LIC reserves the right to select one, multiple, or no solution providers without any obligation to cover the costs incurred.
- v. This RFP describes what is required of the Bidder in terms of services, deliverables, performance measures and outcomes, and unless otherwise noted in the RFP, places the responsibility for how they are accomplished on the bidder.

## 6. Objective and Scope

- a. The objective of this RFP is to identify qualified and experienced vendors who can demonstrate capability, capacity, and compliance to design, implement, and support an end-to-end solution for an enterprise-grade, **Agentic AI and GenAI Platforms** tailored for regulated BFSI operations.
- b. The RFP aims to gather market responses on technical approaches, deployment models (on-premise / cloud / hybrid), data residency, security & compliance controls, integration capabilities with existing CRM/telephony/core systems, and indicative commercial models.
- c. The process will also seek to validate bidder experience in meeting regulatory, auditability, and data-privacy requirements as per applicable Government of India rules.
- d. LIC also intends to **empanel competent and eligible vendors for future use cases in Agentic AI and Generative AI Platform initiatives.**

### Scope of Work

- e. The scope of this RFP encompasses the design, deployment, and demonstration of next-generation Agentic AI and Generative AI Platforms purpose-built for the Life Insurance domain to enhance operational efficiency, customer engagement, and knowledge access. The proposed engagement covers the following four solution tracks:
  - 1) **Agentic Voice AI Platform** – An advanced conversational AI solution capable of handling outbound and inbound voice interactions in multiple Indian languages. The platform shall support use cases such as customer servicing, renewal reminders, lead engagement, and grievance acknowledgment through natural, human-like dialogue, without dependency on external or foreign-hosted APIs.
  - 2) **Email Analytics Platform** – A Natural Language Processing (NLP)-based platform that analyses enterprise email communications to derive actionable insights. It shall identify sentiment, intent, and response quality to improve customer satisfaction, response efficiency, and communication standards.
  - 3) **Agentic GenAI Platform for Automated Expense Processing** – A GenAI-driven automation engine capable of reading travel expense submissions and supporting documents to validate, categorize, and process claims automatically. The platform shall perform policy compliance checks and enable transparent audit trails, significantly reducing manual verification effort.
  - 4) **Enterprise GenAI Knowledge Assistant (In-house ChatGPT-like Platform)** – A self-contained, interactive knowledge assistant that enables employees to query and reference internal circulars, manuals, and regulatory guidelines in a

conversational manner. The platform shall ensure secure, role-based access and provide explainable responses fine-tuned for Life Insurance operations.

- f. Each of the above solution tracks shall be evaluated and commercialized independently, and the Procuring Entity reserves the right to select separate solution providers for each track based on their respective technical and commercial merits.
- g. All proposed platforms must be self-hosted within the bidder's controlled infrastructure in India, leveraging open-source or indigenous Large Language Models (LLMs) and Speech Models, with no reliance on external API calls or foreign-hosted AI services. The bidders shall demonstrate capabilities to fine-tune and train models specifically for BFSI and Life Insurance domain use cases.

## 7. Evaluation Framework

- a. Only the bidders who meet all the qualification criteria mentioned are eligible to participate in the RFP.
- b. The evaluation process for this Request for Proposal (RFP) shall be conducted in two stages as detailed below. Only those applicants who qualify in both stages shall be considered for the commercial bid evaluation.

### 7.1 Stage I: Pre-Qualification Criteria

- a. At this stage, the participating entities will be evaluated for basic eligibility and compliance requirements. The objective is to ensure that only credible, technically capable, and financially sound entities participate in technical evaluation.
- b. The bidder shall meet all the pre-qualification criteria specified under Evaluation Stage 1 – Pre-Qualification/Eligibility Criteria as detailed in Annexure F.**
- c. The Bidding organizations must comply with the mentioned criteria in Annexure F. Non-compliance of any of the criteria will entail summary rejection of the offer.
- d. Pre-Contract Integrity Pact –This RFP is an offer made on the condition that the bidder will sign the Integrity Pact with LIC. Only those vendors/bidders who have entered into Pre-Contract Integrity Pact with LIC would be eligible to participate in the bidding.

### 7.2 Evaluation Stage II: Technical Evaluation and Demonstration/ Challenge / Techathon Evaluation

- a. Shortlisted bidders from Stage I shall participate in a competitive, time-bound Demonstration of Solution / Innovation Sprint / Techathon, as appropriate and required by LIC , where each participant will demonstrate a working prototype addressing the problem statement defined by LIC .

- b. At this stage, the objective is to identify and shortlist eligible capable technology partners who demonstrate the technical maturity, innovative capability, and readiness to provide and operationalize Agentic AI and GenAI Platform. Participating vendors shall be evaluated based on the stated technical evaluation criteria and their demonstrated experience in designing, developing, and deploying desired AI and GenAI solutions, conversational agents, or LLM-driven systems.

**c. Evaluation will focus on:**

- i. Technical Readiness and Innovation Maturity: Demonstrated ability to build and scale Agentic AI and GenAI platforms, including proof of prior prototypes, pilots, or deployments.
- ii. Human-like Capability: Evidence of solutions leveraging Large Language Models (LLMs), natural, contextual understanding, and adaptive response management for human-like interaction.
- iii. Solution Architecture & Integration Potential: Ability to integrate with APIs, enterprise systems, and data repositories using open standards and modular, cloud-native architectures.
- iv. Compliance and Ethical AI Practices: Adherence to responsible AI principles, data privacy, and security norms as per Government of India guidelines.
- v. Innovation Readiness for Techathon Stage: Demonstrated capacity to participate in an iterative environment (Innovation Sprint / Techathon), where the bidder will be required to present a functional prototype or working model (“show me” stage) to validate their approach.
- vi. Bidders will demonstrate their working prototypes and participate in evaluation.
- vii. This stage emphasizes ***“Show me, not only tell me”*** — evaluation will be based on demonstrable functionality rather than descriptive documentation. The bidder’s prototype shall represent a workable codebase forming the foundation for potential system development (not a throw-away prototype).

### 7.3 Evaluation Parameters for the Voice AI Agents

**7.3.1 The evaluation parameters shall include, but not be limited to:**

### 7.3.1.1 Conversational Intelligence & Human-Likeness:

- i. Ability of the Voice AI to engage in natural, coherent, and contextually aware multi-turn conversations.
- ii. Real-time speech synthesis, Empathy & Tone Modulation and emotional responsiveness. Real-time interaction quality, contextual understanding and coherence across multi-turn dialogues.

- iii. Emotion & Sentiment Awareness
- iv. Context Retention & Memory
- v. Dynamic Response Generation
- vi. Personalized Voice Personas

#### **7.3.1.2 Agentic Capabilities**

- i. Goal-Oriented Dialogue Management
- ii. Agentic Reasoning Engine
- iii. Voice Cloning & Natural Synthesis, Speech Recognition & Natural Understanding
- iv. Demonstration of autonomous reasoning, goal-directed behaviour, and ability to handle tasks dynamically without predefined scripts.
- v. Demonstration task execution, and dynamic decision-making capabilities (without pre-scripted flows).
- vi. Integration of LLM-based context retention and goal-oriented dialogue handling.
- vii. Multilingual Understanding

#### **7.3.1.3 Architecture, Scalability & Integration Readiness**

- i. Technical soundness, modularity, and interoperability with LIC's enterprise architecture (API-first, microservices-based, cloud-native, or hybrid). Solution architecture is Modular, microservices-based platform supporting independent scaling of AI, speech, and analytics layers.
- ii. Deployment Flexibility : On-premise, private cloud, or hybrid deployment options based on LIC's IT policy.
- iii. Auto-scaling architecture ,High Availability & Scalability
- iv. Architecture Diagram, Data Flow Diagram, Technology Stack (Bidders must make a submission covering these items also in the proposal.)

#### **7.3.1.4 Innovation, Adaptability & Use of Open Source**

- i. Novelty of approach, utilization of open-source LLMs or indigenous models (with no dependency on proprietary LLMs such as GPT-4o, Gemini, Claude, Llama, or DeepSeek), and support for Indian languages.
- ii. Voice personalization.
- iii. Innovative learning or fine-tuning mechanisms improving accuracy over time.

#### **7.3.1.5 Data Privacy, Security & Responsible AI**

- i. Adherence to Government of India Laws, regulations, guidelines and IRDAI data security and ethical AI principles; assurance that no organizational data is uploaded to external or public LLM platforms.
- ii. Compliance with data protection, privacy safeguards, and responsible AI use in line with GoI and IRDAI norms.
- iii. Security ISO, SOC2, and VA/PT by CERT-In empanelled vendors.
- iv. End-to-end encryption (in transit and at rest), role-based access, and consent-based interaction tracking.

#### 7.3.1.6 Usability & Domain Relevance

- i. Demonstrated relevance for life insurance sector use cases, including customer onboarding, servicing, and claims assistance.
- ii. User experience, latency, response quality, and business applicability for insurance sector use cases.

#### 7.3.1.7 Functional Capability Set

- i. Autonomous Voice AI Agents :Inbound / outbound Voice Agents
- ii. Proactive & Event-Driven Agents
- iii. Task-Oriented Agents

#### 7.3.1.8 Agentic Reasoning & Autonomy

- i. Goal Planning & Execution
- ii. Multi-Agent Collaboration
- iii. Adaptive Behavior
- iv. Autonomous Problem Solving

#### 7.3.1.9 Learning, Training & Knowledge Management

- i. Continuous Learning Loop. AI learns from past conversations, user feedback, and resolution outcomes.
- ii. Knowledge Base Integration - Real-time access to enterprise knowledge repositories. Can summarize, retrieve, and contextualize product or process information during interactions.

#### 7.3.1.10 Analytics, Reporting & Governance

- i. Interaction Analytics: Dashboards for call volumes, resolution outcomes, average handling time, and customer emotion trends. Insights into drop-offs, repeat calls, and self-resolution rates.
- ii. AI Behaviour Analytics Tracks decision paths, reasoning logs, and action success rates. Provides transparency into why the AI took certain actions (explainability layer).
- iii. Operational Metrics: Monitors AI agent productivity, uptime, and SLA compliance. Tracks completion and escalation ratios by product or customer type.
- iv. Governance & Compliance: Audit-ready logs for every action and conversation. Fully aligned with IRDAI and DPDPA frameworks for data protection and accountability.

#### 7.3.1.11 “Human-like conversation”:

Bidder to demonstrate thru their solution:

- i. Natural language understanding: The agent must understand varying customer responses, interruptions, accents, slang. Hindi, English, and Hinglish with regional dialect variations and natural code-switching capabilities.



- ii. Voice output / TTS: The voice of the agent should sound natural, with appropriate intonation, pacing, and variation (not robotic).
- iii. Dialog flow & contextual memory: The agent should handle follow-up questions, clarify when it doesn't understand, manage mis-turns, escalate to human when needed.
- iv. Integration with backend systems: To deliver useful responses, the agent should integrate with backend systems via APIs).
- v. Compliance, auditability: Conversation need to be logged, audited, transcripts reviewed for compliance risks.
- vi. Scalability & multi linguality: Handling many simultaneous calls, languages, perhaps switching mid-call etc.
- vii. Indian localization (languages, accents, Indian regulatory frame)
- viii. Handle efficiently challenges (background noise, accents, telephone audio quality, latency, complex questions)
- ix. Escalation to humans: The voice agent should recognise when it cannot answer and hand off.
- x. Data privacy/regulation. Indian data-residency. Customer consent handled. Data residency in India / Indian regulatory compliance are important (e.g., RBI/IRDAI)
- xi. Pilot testing with LIC's calls/data: run the agent in live conditions, evaluate "human-like" quality (customer perception), integration ease, analytics outputs
- xii. The evaluation will prioritize functional capability, scalability, and innovation potential rather than theoretical descriptions or generic product features, documentations.

### **7.3.2 Email Analytics Platform – Specification & Evaluation Parameters**

#### **7.3.2.1 Language Intelligence & Insight Extraction**

- i. Ability to process large volumes of inbound and outbound email data using NLP and NLU.
- ii. Real-time sentiment, intent, and emotion analysis to classify customer tone and urgency.
- iii. Detection of compliance and policy violations in outgoing communications.
- iv. Contextual thread analysis to understand ongoing interactions and escalation history.



- v. Prioritization engine to route high-priority or dissatisfied cases to the right department.
- vi. Suggestion engine recommending best responses or templates based on successful outcomes.

#### **7.3.2.2 Agentic Analytics Capabilities**

- i. Automated tagging, clustering, and trend identification across departments.
- ii. Dynamic self-learning models to adapt to new templates, customer behavior, and regulatory language.
- iii. Goal-driven insight generation (e.g., improving SLA compliance or reducing TAT).
- iv. Autonomously identifies anomalies (e.g., negative trends, regulatory risk indicators).
- v. Integration of LLM-based understanding for free-text and semi-structured content.

#### **7.3.2.3. Architecture, Scalability & Integration Readiness**

- i. Modular, microservices-based architecture capable of integrating with enterprise mail servers, CRM, and ticketing systems.
- ii. Deployment flexibility: On-premise, private cloud, or hybrid.
- iii. Support for distributed email datasets and scalable ingestion pipelines.
- iv. Submission of architecture diagram, data flow, and technology stack by bidders.

#### **7.3.2.4. Innovation & Open Source Utilization**

- i. Use of open-source or indigenous LLMs for NLP and classification.
- ii. Innovative algorithms for real-time tone analysis, spam detection, and content categorization.
- iii. Ability to continuously learn from organizational context without external data sharing.

#### **7.3.2.5. Data Privacy, Security & Responsible AI**

- i. Compliance with GoI, IRDAI, and organizational data policies.
- ii. All email data to reside in India; no external LLM exposure.
- iii. Encryption at rest and in transit, RBAC, and tamper-proof audit trails.
- iv. Responsible AI guidelines followed in sentiment or compliance tagging.

#### **7.3.2.6. Usability & Domain Relevance**

- i. Demonstrated relevance to Life Insurance use cases: servicing, complaint redressal, agent correspondence.
- ii. Intuitive dashboards showing sentiment trends, SLA breach risk, and agent responsiveness.

#### **7.3.2.7. Functional Capability Set**

- i. Email sentiment & intent analysis
- ii. Auto-response recommendation
- iii. Routing & escalation automation
- iv. Compliance monitoring
- v. Integration with backend to pull required response information

#### 7.3.2.8. Learning & Knowledge Management

- i. Continuous feedback loops improving accuracy.
- ii. Adaptive learning from supervisor corrections.

#### 7.3.2.9. Analytics, Reporting & Governance

- i. Trend dashboards (positive/negative sentiment, SLA adherence).
- ii. Explainability of classification decisions.
- iii. Governance logs aligned with DPDPA & IRDAI audit requirements.

#### 7.3.2.10. Evaluation Focus

- i. Bidder to demonstrate live analytics dashboards, sentiment detection accuracy, integration with mail servers, and compliance monitoring.

### 7.3.3. Task Automation using AI Agents – Specification & Evaluation Parameters

#### 7.3.3.1. Cognitive Automation Intelligence

- i. Ability of AI Agents to autonomously extract, validate, and process data from scanned or digital bills, tickets, and expense claims.
- ii. OCR + LLM-based understanding for semi-structured documents (receipts, invoices, tickets).
- iii. Context-based reasoning for expense validation (e.g., matching travel date, policy, and amount).
- iv. Ability to learn from prior corrections and evolve.

#### 7.3.3.2. Agentic Capabilities

- i. Autonomous decision-making without manual intervention.
- ii. Multi-step task execution: OCR → Validation → Reconciliation → Approval.
- iii. Workflow orchestration & integration with ERP/Finance systems.
- iv. Demonstration of real-time goal-driven reasoning and dynamic exception handling.

#### 7.3.3.3. Architecture, Scalability & Integration Readiness

- i. Modular architecture supporting plug-in components (OCR, validation, approval).
- ii. Integration readiness with enterprise systems like SAP, Oracle ERP, or internal travel systems.
- iii. Cloud/hybrid deployment options with auto-scaling.
- iv. Submission of architecture diagram, data flow, and technology stack.

#### 7.3.3.4. Innovation & Open Source Usage

- i. Use of open-source OCR (e.g., Tesseract) and LLM-based validation models.
- ii. Novel use of agentic reasoning to handle complex cases autonomously.
- iii. Innovation in adaptive workflows or multi-agent collaboration for process optimization.

#### 7.3.3.5. Data Privacy, Security & Responsible AI

- i. All document and financial data retained within organizational boundary.
- ii. Security aligned to GoI & IRDAI norms; encrypted data flow and VA/PT validation.
- iii. Document anonymization and traceability features.

#### 7.3.3.6. Usability & Domain Relevance

- i. Demonstrated relevance to life insurance travel & operational expense processing.
- ii. UI/UX for auditors and supervisors to review and approve automated decisions.

- iii. Explainability dashboard showing how AI made a validation or rejection decision.

#### **7.3.3.7. Functional Capability Set**

- i. OCR extraction accuracy (>95%).
- ii. Validation logic (amount mismatch, duplicate detection).
- iii. Integration with approval workflows.
- iv. Exception management.

#### **7.3.3.8. Agentic Reasoning & Autonomy**

- i. Multi-agent coordination (OCR agent, validation agent, finance agent).
- ii. Goal-based task execution and adaptive retry logic.
- iii. Human-in-loop escalation when uncertain.

#### **7.3.3.9. Learning & Continuous Improvement**

- i. Continuous training on new bill formats and exceptions.
- ii. Reinforcement learning from auditor feedback.

#### **7.3.3.10. Analytics, Reporting & Governance**

- i. Dashboards showing time saved, accuracy, and audit trail.
- ii. Operational metrics for automated vs. manual tasks.
- iii. Governance compliance and audit-readiness.

#### **7.3.3.11. Evaluation Focus**

- i. Bidder to demonstrate live expense document ingestion, OCR accuracy, automated validation, and integration readiness.

### **7.3.4 Enterprise GenAI Knowledge Assistant – Specification & Evaluation Parameters**

#### **7.3.4.1. Conversational Knowledge Intelligence**

- i. Ability to answer user queries from uploaded PDFs (Manuals, Guidelines, Circulars, Rules).
- ii. Contextual Q&A similar to ChatGPT but using internal, secure data sources only.
- iii. Natural language understanding across English and Hindi with domain vocabulary.
- iv. Context retention and multi-turn dialogue.
- v. Accurate citation and source traceability (document + paragraph reference).

#### **7.3.4.2. Agentic Capabilities**

- i. Goal-oriented query resolution (find, summarize, explain, cite).
- ii. Reasoning across multiple documents to generate cohesive answers.
- iii. Contextual memory for follow-up questions.
- iv. Real-time document search and answer synthesis.

#### **7.3.4.3. Architecture, Scalability & Integration Readiness**

- i. API-first, modular architecture compatible with existing DMS and intranet.
- ii. Private deployment (on-premise or hybrid) – no internet dependency.
- iii. Scalable vector database / retrieval-augmented generation (RAG) architecture.
- iv. Submission of architecture diagram, data flow, and tech stack.

#### **7.3.4.4. Innovation & Open Source Usage**

- i. Use of open-source or indigenous LLMs (no proprietary dependency).
- ii. Support for Indian language queries and document sources.

- iii. Innovations in retrieval optimization, hallucination control, and fine-tuning for insurance domain.

#### 7.3.4.5. Data Privacy, Security & Responsible AI

- i. Data residency in India; no data or embeddings stored outside enterprise.
- ii. Alignment with DPDPA, IRDAI, and GoI cyber security frameworks.
- iii. Encrypted data, access control, and audit logging.

#### 7.3.4.6. Usability & Domain Relevance

- i. Domain-tuned for Insurance manuals, rules, IRDAI circulars, HR policies.
- ii. Intuitive web-based chat interface and admin console for knowledge upload.
- iii. Configurable document tagging, update notifications, and answer explainability.

#### 7.3.4.7. Functional Capability Set

- i. Multi-document retrieval and Q&A.
- ii. Source citation and explainable output. Response Traceability
- iii. Context memory and conversational refinement.
- iv. Document versioning and re-indexing.
- v. Version-Aware and Up-to-Date Response Capability, Effective Date and Validity Handling

#### 7.3.4.8. Learning & Knowledge Management

- i. Continuous model refinement based on user feedback.
- ii. Automated re-indexing of new or revised documents.
- iii. Centralized knowledge repository with analytics on most-queried topics.

#### 7.3.4.9. Analytics, Reporting & Governance

- i. Query analytics (popular topics, failed queries, satisfaction scores).
- ii. Model performance metrics (accuracy, latency).
- iii. Governance compliance with full auditability of interactions.

#### 7.3.4.10. Evaluation Focus

- i. Bidder to demonstrate live retrieval of correct information from uploaded documents, contextual conversation continuity, citation accuracy, and latency. Enterprise GenAI Knowledge Assistant shall have built-in content version awareness and context freshness controls to ensure that responses are always based on the latest approved or effective version of a document, policy, or circular when multiple versions exist on the same topic.

### 7.4 Technical Evaluation Criteria

The proposed solutions will be evaluated based on above predefined criteria (Section 7.3) and Annexure F, such as functionality, feasibility, innovation, scalability, and presentation. There are well defined technical evaluations criteria as Per Annexure G.

### 7.5 Evaluation Methodology

The evaluation process under this RFP shall adopt a **multi-track and independent assessment framework** to ensure objective selection of the most suitable technology partner(s) for each solution category.

The four solution tracks—

- (i) **Agentic Voice AI Platform,**
- (ii) **Email Analytics Platform,**
- (iii) **Agentic GenAI Platform for Automated Expense Processing,** and
- (iv) **Enterprise GenAI Knowledge Assistant (In-house ChatGPT-like Platform)**

shall each undergo a **standalone technical and commercial evaluation process** as outlined below.

#### 7.5.1. Independent Evaluation Tracks

Each solution track will be evaluated separately through a structured process comprising:

- **Eligibility and Qualification Assessment**
- **Technical Proposal Evaluation** (including solution architecture, model training capability, innovation, explainability, and compliance)
- **Solution Demonstration / Techathon / Proof-of-Concept Evaluation**
- **Commercial Evaluation** on a per-track basis

Qualification obtained in one track shall not influence or affect the outcome of another.

LIC reserves the right even to **select one or more vendors for same track, award track-wise contracts, or club implementations** where strategic alignment and interoperability are established.

#### 7.5.2. Evaluation Criteria

Technical evaluation will focus on, but not be limited to, the following parameters:

- Adherence to self-hosted and open-source architecture requirements
- Capability to fine-tune and train indigenous or open-source LLMs for BFSI/Life Insurance domain
- Demonstrated functional coverage and maturity of the proposed platform
- Integration flexibility with enterprise systems and compliance with data residency norms
- Scalability, security, and explainable AI governance framework

### 7.6 Commercial Evaluation

Commercial proposals will be evaluated **independently for each solution track**. LIC will follow **Least Cost (L1)** methodology for the commercial evaluation of each solution track independently.

#### 7.6.1 Final Selection and Award

The Procuring Entity reserves the right to:

- a. Engage different vendors for each solution track based on merit,
- b. Seek a combined solution where one bidder demonstrates superior capability across multiple tracks,

- c. Or decide not to proceed with any solution track if no bidder meets the minimum qualifying criteria.
- i. All selected solutions must comply with the RFP's **data privacy, information security, and self-hosted deployment requirements** within India.

## 8. General Terms and Conditions

### 1. Completeness of Response

- a. Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Bidder's risk and may result in rejection of its Proposal.

### 2. RFP Proposal Preparation Costs & related issues

- a. The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings, discussions, presentations, preparation of proposal, in providing any additional information required by LIC to facilitate the evaluation process, conduct of "Proof of Solution" /Demo.
- b. LIC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- c. This RFP does not commit LIC to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this RFP.
- d. All materials submitted by the bidder will become the property of LIC and may be returned completely at its sole discretion.

### 3. Pre-Bid Meeting

- a. LIC shall hold a pre-bid meeting with the prospective bidders as per RFP Timelines.Venue: Online
- b. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach by email on or before the date and time mentioned in RFP Timelines.
- c. All queries to be raised in the pre-bid meeting will relate to the RFP alone and no queries related to detailed analysis of Scope of work, payment terms and mode of selection will be entertained. These issues will be amply clarified at the RFP stage.

**4. Responses to Pre-Bid Queries and Issue of Corrigendum**

- a. LIC will endeavor to provide timely response to all queries. However, LIC makes no representation or warranty as to the completeness or accuracy of any response made in good faith.
- b. At any time prior to the last date for receipt of bids, LIC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
- c. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the website.
- d. Any such corrigendum shall be deemed to be incorporated into this RFP.
- e. In order to afford prospective Bidders reasonable time in which to take the corrigendum into account in preparing their bids, LIC may, at its discretion, extend the last date for the receipt of RFP Bids

**5. Right to Terminate the Process**

- a. LIC may terminate the RFP process at any time and without assigning any reason whatsoever. LIC makes no commitments, expression or implied that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by LIC. The bidder's participation in this process may result in LIC short listing the bidder to submit a complete technical and financial response at a later date.

**6. Submission of Responses (Online)**

- a. The bids shall be submitted online e-Tendering System portal <https://www.tenderwizard.com/LIC>.
- b. Bids shall consist of supporting proofs and documents as defined in the RFP. Bidder shall submit all the required documents as mentioned in the Appendix including various templates. It should be ensured that various formats mentioned in this RFP should be adhered to and no changes in the format should be done.
- c. The document should be page numbered, must contain the list of contents with page numbers.
- d. RFP document submitted by the bidder should be concise and contain only relevant information as required under this RFP.

**7. Bid Submission Format**

- a. The entire proposal shall be strictly as per the format specified in this Invitation for Request for Proposal and any deviation may result in the rejection of the RFP proposal.

**8. Deadline for Submission**

- a. Proposal received by the LIC after the last date of submission shall be rejected/Not Accepted.
- b. The bids submitted by courier/telex/telegram/fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.



- c. LIC shall not be responsible for any issue related to login/network/PKI/system issue in uploading of the documents to the online tender platform. No further correspondence on the subject will be entertained.
- d. LIC reserves the right to modify and amend any of the above stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.
- e. RFP will be opened as per mentioned RFP timelines at the given address by the Tender Opening Committee (TOC) in the presence of bidders or their authorized representatives who choose to attend.

#### 9. Short Listing Criteria and Empanelment

- a. LIC will shortlist bidders who meet the Pre-Qualification and evaluation criteria mentioned in this Invitation to Request for Proposal.
- b. Any attempt by a Bidder to influence the bid evaluation process may result in the rejection of its RFP Proposal.

#### 10. Evaluation Process

- a. LIC will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders
- b. The Proposal Evaluation Committee constituted by the LIC shall evaluate the responses to the RFP and all supporting documents & documentary evidence. Inability to submit requisite supporting documents or documentary evidence, may lead to rejection of the RFP Proposal.
- c. Each of the responses shall be evaluated to validate compliance of the bidders according to the Pre-Qualification criteria, Proof of Solution/Demonstration, Presentations, Forms and the supporting documents specified in this document.
- d. The decision of the Proposal Evaluation Committee in the evaluation of responses to the Request for Proposal shall be final. No correspondence will be entertained outside the evaluation process of the Committee.
- e. The Proposal Evaluation Committee may ask for meetings with the bidders to evaluate its suitability for the assignment.
- f. The Proposal Evaluation Committee reserves the right to reject any or all proposals.

#### 11. Consortiums and Use of Subcontractors

**Consortium bidding is not permitted.**

**Use of Subcontractors:** 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:

- i. 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 before providing any confidential information of LIC to a potential Subcontractor or another entity.

- ii. If selected, the 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.
- iii. The Bidder will be ultimately responsible for the provision of all services, including Subcontractor's compliance with the service levels, if any.
- iv. Subcontractor's cost will be included within the Bidder's pricing and invoicing. 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 Subcontractors sufficiently in advance to ensure timely delivery of services. The Bidder may only submit one proposal as a Prime Bidder. If the Bidder submits more than one proposal, 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 proposals.

## 12. LIC Rights

- a. LIC may, at its sole discretion, issue a Request for Proposal (RFP) which may be extended only to those vendors shortlisted through the RFP Evaluation and/or Proof of Solution processes. However, for the purpose of any such subsequent RFP, LIC reserves the right to float an open RFP and to amend the proposed requirements, the description of services required or any other aspect of this RFP document. LIC may also conclude the process without tendering or awarding any contract.
- b. LIC may reject any or all proposals and may or may not waive an immaterial deviation or defect in a bid. LIC's waiver of an immaterial deviation or defect shall in no way modify the RFP document or excuse a vendor from full compliance with RFP document specifications. LIC reserves the right to accept or reject any or all of the items in the proposal, to award the contract in whole or in part and/or negotiate any or all items with individual vendors if it is deemed in the LIC's best interest. Moreover, the LIC reserves the right to make no selection if proposals are deemed to be outside the fiscal constraint or against the best interest of the LIC.
- c. In addition to the right to reject any and all proposals, in whole or in part, LIC also reserves the right to issue similar RFPs in the future. This RFP is in no way an agreement, obligation, or contract and in no way is the LIC responsible for any proposers cost of preparing the proposal, including providing additional documentation or participating in presentations, demos, proof of solution, interviews, if required.

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### 13. Normalization of Bids

- a. LIC may, at its sole discretion, decide to seek more information from the Bidders in order to normalize the Bids to ensure that Bidders are more or less on the same technical ground. However, Bidders will be notified separately, if such normalization exercise is resorted to.
- b. 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 to submit the technical and commercial bids once again for scrutiny. LIC can repeat this normalization process at every stage of Technical submission or before the commercial evaluation till LIC is satisfied.
- c. The submissions can be requested by LIC in the following two manners: a. Incremental technical bid and/or incremental price submissions in part of the requested clarifications by LIC (or) b. Revised technical and/or price submissions of the part or whole Bid.
- d. The process of normalization may be iterative till such time LIC is satisfied with the response of the Bidders.
- e. 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 commercial bid in prescribed format.
- f. 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.
- g. This clause is applicable for only those items where the Bidder has quoted inadequately in terms of quantity or description or sizing, in such cases the bidder will provide the additional quantities at the same rates quoted in the price Bid.
- h. This clause is not applicable for items where the Bidder has missed out quantities or scope items, in such cases the bidder will have to make good such items or scope at no additional cost to LIC.
- i. The Bidders, by submitting the response to this RFP, agree to the process and conditions of the normalization process.

## 14. Award & Signing of contract

- a. LIC will notify successful bidder L1 in writing by letter in duplicate or email that its bid has been accepted. The Selected bidder has to return the duplicate copy to LIC within 7 working days duly Accepted, Stamped and Signed by Authorized Signatory in token of acceptance.
- b. The successful bidder shall be required to enter into a contract/MSA with LIC, within 28 days of the award of the tender or within such extended period as may be decided by LIC along with the letter of acceptance, NDA, PBG, all RFP terms along with all corrigenda/addenda/clarifications to the RFP and other terms and conditions as may be determined by LIC to be necessary for the due performance of the work in accordance with the Bid and acceptance thereof.
- c. The notified Bidder who submits the unconditional and irrevocable Performance Bank Guarantee as above will enter into the contract for the execution of this project with LIC as per the terms and conditions of this RFP. Copy of board resolution or power of attorney showing that the signatory has been duly authorized to sign the acceptance letter, contract and NDA should be submitted.
- d. The contract/agreement will be based on bidder's offer document with all its enclosures, modifications arising out of negotiation /clarifications etc. and will include SLA, project plan phases & milestones and schedule, copies of all necessary documents, licenses, certifications etc. LIC reserve the right to stipulate, at the time of finalization of the contract, any other document(s) to be enclosed as a part of the final contract. Purchase Order will be issued to successful bidder after signing of MSA between LIC and selected bidder.

## 15. General Terms & Conditions for RFP

This procurement will also be guided by General Terms & Conditions for RFP of Agentic AI and GenAI Platforms: Selection and Empanelment of Service Provider as available as Annexure RFP No: LIC/CO/ITDT/RISE/RFP/2526-001/AI/GTC . In the event of any conflict, inconsistency, or ambiguity between the provisions of this RFP (including its Annexures, Corrigenda, Addenda, and any clarifications issued) and the General Terms and Conditions, the provisions of the RFP shall prevail to the extent of such conflict or inconsistency. The General Terms and Conditions shall apply only to the extent they are not expressly modified, altered, or overridden by the terms and conditions specified in this RFP document.

Place: Mumbai

Dated: 04.11.2025

EXECUTIVE DIRECTOR (IT/DT)

## Annexure A: Covering Letter with Correspondence Details

To,

<Location, Date>

The Executive Director (IT/DT),  
Life Insurance Corporation of India, Central Office,  
Information Technology - DT Department, 2nd Floor, South Wing,  
"Jeevan Seva Annexe", Santacruz (W), S.V.Road, Mumbai – 400054.

Dear Sir,

We, the undersigned, hereby submit our response to the RFP Ref: LIC/CO/ITDT/RISE/RFP/2526-001/AI dated 04.11.2025 as per requirements and scope mentioned in this RFP document.

Our correspondence details with regard to this RFP are:

S. No	Information	Details
1	Name of the Contact Person	<Insert Name of Contact>
2	Address of the Contact Person	<Insert Address>
3	Name, designation and contact, address of the person to whom, all references shall be made, regarding this RFP.	<Insert Name of Contact>
4	Telephone number of the Contact Person.	<Insert Phone No.>
5	Mobile number of the Contact Person	<Insert Mobile No.>
6	Fax number of the Contact Person	<Insert Fax No.>
7	Email ID of the Contact Person	<Insert Email.>
8	Corporate website URL	<Insert Website URL.>

- We are hereby submitting our Request for Proposal.
- We understand you are not bound to accept any Proposal you receive.
- We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short listing process or unduly favours our company in the short listing process, we are liable to be dismissed from the selection process or termination of the contract during the project.
- We hereby declare that our proposal submitted in response to this RFP is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

[Bidder's Name with seal]

<Applicant's Name with seal>

Name: <<Insert Name of Contact>>

Title: <<Insert Name of Contact>>

Signature: <<Insert signature>>

### Annexure B: Details of the Bidder's Operations

SI No.	Information Sought	Details to be Furnished
1	Name and address of the bidding Company	
2	Incorporation status of the firm (Public limited / private limited, etc.)	
3	Year of Establishment	
4	Date of registration	
5	ROC Reference No.	
6	Details of company registration	
7	Details of registration with appropriate authorities for service tax	
8	Name, Address, email, Phone nos. and Mobile Number of Contact Person	
9	Recent Awards and Recognitions	
10	Website	
11	Turnover/Revenue 2022-2023 2023-2024 2024-2025	
12	Profits 2022-2023 2023-2024 2024-2025	
13	Net worth 2022-2023 2023-2024 2024-2025	
14	No of full time Technology Consultants/Experts / Software Developers/Software Engineers on its payroll as on the date of this RFP	
15	MSME/Startup Certification	

**Annexure C: Authorization for signing of all documents related to RFP**

[Either (a) or (b) on bidder's letterhead]

**(a) To be signed by the bidder's company's Board / Director / Managing Director**

Date:

The Executive Director (IT/DT),  
Life Insurance Corporation of India, Central Office,  
Information Technology - DT Department, 2nd Floor, South Wing,  
"Jeevan Seva Annexe", Santacruz (W), S.V.Road, Mumbai – 400054.

Sir,

SUB: Authorisation to sign on behalf of the Company for LIC RFP Ref: LIC/CO/ITDT/RISE/RFP/2526-001/AI dated 04.11.2025 and all its subsequent modifications/clarifications.

I / We, \_\_\_\_\_ (name & designation), by the powers vested in me / us, hereby authorize Mr./ Mrs./ Ms. \_\_\_\_\_ to sign the documents to be submitted for participation in the above referred RFP, and its subsequent Modifications / clarifications, as "Authorized Signatory" on behalf of our company. The signature of Mr. / Mrs./ Ms. \_\_\_\_\_ is as below.

(Sample Signatures of the Authorized Signatory)

Dated at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.

Yours faithfully,

Signature(s):

Name(s):

Designation:

Name &amp; Address of the company:

Seal of the Company

**(b) To be signed by the bidder's Company Secretary**

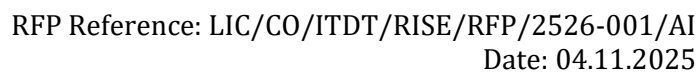
Date:

The Executive Director (IT/DT),  
Life Insurance Corporation of India, Central Office,  
Information Technology - DT Department, 2nd Floor, South Wing,  
"Jeevan Seva Annexe", Santacruz (W), S.V.Road, Mumbai – 400054.

Sir,

SUB: Authorization to sign on behalf of the Company for LIC/CO/ITDT/RISE/RFP/2526-001/AI dated 04.11.2025 and all its subsequent modifications/clarifications.

Mr./ Mrs./ Ms. \_\_\_\_\_ has been authorized by our Company Board/ Director/ Managing Director to sign the documents to be submitted for participation in the above Referred RFP, and its subsequent modifications/clarifications, as "Authorized Signatory" on behalf of our company. The copy of our board resolution is enclosed herewith.



(Sample Signatures of the Authorized Signatory)

Yours faithfully,

Signature(s):

Name(s):

Designation:

Name & Address of the company:

Enclosures:

*This space is left intentionally blank*

## Annexure D: Self-Declaration Format for Non-Blacklisting / Non-Litigation / Land Border Clause

<b>Eligibility Criteria (Pre- Qualification)</b>	Bidder should not have any litigation against LIC or any other organizations which may materially impact the bidders' responsibility to implement the scope of this RFP
	Blacklisting Bidder should not have been blacklisted or debarred by Govt. of India and/or any State Government and/or any Central/State PSU at the time of bid submission date

### Details of Litigation(s)

(A) Details of litigation(s) the Bidder is currently involved in, or has been involved in for the last three years:

1. Party in dispute with :
2. Year of initiation of dispute:
3. Detailed description of dispute:
4. Resolution / Arrangement arrived at ( if concluded ) :

(B) 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 .

**YES / NO**

C) 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 or procurement from a bidder of a country which shares a land border with India. I certify that this bidder/OEM is not from such a country or, if from such a country, has been registered with the competent authority,

I certify that this bidder fulfills all requirements in this regard and is eligible to be considered. [Where applicable, evidence of valid registration by the competent authority shall be attached.]

***Bidder:***

Signature:

Name and Address:

Date:



**Annexure E: Bid Securing Declaration Form**

(Notarized on stamp paper)

RFP Ref: LIC/CO/ITDT/RISE/RFP/2526-001/AI dated 04.11.2025

Date:

The Executive Director (IT/DT),  
Life Insurance Corporation of India, Central Office,  
Information Technology - DT Department, 2nd Floor, South Wing,  
"Jeevan Seva Annexe", Santacruz (W), S.V.Road, Mumbai – 400054.

Sir,

I/We understand/declare that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a. have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b. having been notified of the acceptance of our Bid by the purchaser during the period of bid validity
  - i. fail or reuse to execute the contract, if required, or
  - ii. fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of

- i. the receipt of your notification of the name of the successful Bidder; or
- ii. Thirty days after the expiration of the validity of my/our Bid.

Signature of the Authorized Signatory

Name:

Designation:

Name & Address of the company:

Seal of the Company

Duly authorized to sign this Authorization on behalf of: [insert complete name of Bidder]

Dated on \_\_\_\_\_ day of \_\_\_\_\_ 2025.

## Annexure F: Pre-Qualification Eligibility Criteria

- a. The bidder shall meet all the pre-qualification criteria specified under Evaluation Stage 1 – Pre-Qualification/Eligibility Criteria.
- b. The Bidding organizations must comply with the mentioned criteria in Annexure F. Non-compliance of any of the criteria will entail summary rejection of the offer.

#	Criteria	Evidence to be submitted
1	<p><b>Legal Entity and Statutory Compliance</b></p> <p><b>1.1</b> The bidder must be a legally registered entity in India under the Companies Act, 2013, LLP Act, 2008, or as a registered Start-up/MSME under relevant Indian laws.</p> <p><b>1.2</b> The bidder must have a valid PAN and active GST registration in India.</p> <p><b>1.3</b> Only Indian entities (Indian-owned and Indian-controlled) as defined under DPIIT/Startup India and Public Procurement (Preference to Make in India) Order, 2017 (as amended) are eligible.</p> <p><b>1.4</b> Only Class-I Local Suppliers (having minimum 50% local content) as per DPIIT Order shall be eligible to participate.</p> <p><b>1.5</b> The bidder shall submit a certificate of incorporation / registration and Start-up/MSME certificate (if applicable). Preference will be given to eligible Micro and Small Enterprises (MSEs) and Start-ups as per: <i>Public Procurement Policy for MSEs Order, 2012</i> (and subsequent amendments).</p> <p><b>Start-up India Policy of Government of India.</b></p> <p>MSEs are exempted from payment of EMD and tender fee, subject to submission of valid supporting certificates.</p>	<p>Copy of Certificate of Incorporation / Registration Certificate.</p> <p>PAN GST</p> <p>Valid DPIIT Recognition Certificate (for start-ups).</p> <p>Valid MSME Udyam Registration Certificate (for MSMEs).</p> <p>Self-declaration confirming active status under DPIIT/MSME as on the date of submission.</p>
2	<p><b>2.1</b> The bidder must be Indian owned and controlled.</p> <p><b>2.2</b> The primary development, model training, inference, data processing, and support facilities must be located within India.</p> <p><b>2.3</b> The solution, including all AI/LLM components, must be deployed by bidder on infrastructure located in India, or on a MeitY-</p>	<p>Certificate of Incorporation / Registration issued by ROC (Registrar of Companies) in India.</p> <p>Shareholding pattern clearly showing Indian ownership (&gt;50% equity held by Indian citizens or entities).</p>

#	Criteria	Evidence to be submitted
	<p>empanelled Cloud Service Provider (CSP) in India.</p> <p><b>2.4</b> The bidder must submit a self-declaration that no customer data or interaction data shall leave Indian Territory.</p>	<p>Board of Directors list with nationality details.</p> <p>Self-declaration / Undertaking confirming Indian ownership and control and data residency signed by an authorized signatory.</p>
3	<p><b>3.1</b> The proposed solution shall be fully self-contained, entirely using open-source Large Language Models (LLMs) that are self-hosted within the bidder's controlled infrastructure. It shall not depend on or utilize any external or third-party hosted LLM services or APIs. or any other platforms that require data transmission outside the bidder's environment.</p> <p><b>3.2</b> The proposed Large Language Model (LLM) solution shall be based on an open-source model whose weights, training data documentation, and architecture are publicly available and are self-hosted within the service provider's controlled secure infrastructure (on-premise or cloud within India).</p> <p><b>3.3</b> Use of proprietary hosted APIs or commercial LLMs such as OpenAI GPT-4, GPT-4o, Claude, Gemini, or similar shall not be permitted, as such solutions do not allow full data control, model transparency, or on-premise deployment.</p> <p><b>3.4</b> The LLM must have the capability to be deployable within the LIC's own infrastructure, either on physical servers or private cloud environments located in India when so required by LIC.</p> <p><b>3.5</b> No data shall leave the premises or be transmitted to external public cloud APIs.</p> <p><b>3.6</b> The proposed LLM shall have an open and auditable license (e.g. LLaMA Community License, or equivalent) allowing fine-tuning, customization, and local inference without</p>	<ol style="list-style-type: none"> <li>The bidder shall submit a compliance declaration affirming that the proposed LLM: <ol style="list-style-type: none"> <li>Is open source and self-hosted,</li> <li>Does not rely on third-party inference APIs,</li> <li>Allows local fine-tuning and retraining, and</li> <li>Ensures data confidentiality and sovereignty at all times.</li> </ol> </li> <li>Self-Declaration with two page write-up on the LLMs and Model Training/Tuning.</li> </ol>

#	Criteria	Evidence to be submitted
	<p>dependence on third-party service calls.</p> <p><b>3.7</b> The LLMs must be fine-tuned and custom-trained for the BFSI domain, with specific adaptation and optimization for the Life Insurance sector, including terminology, processes, customer interaction patterns, and compliance context relevant to the Indian regulatory ecosystem. The service provider must deploy and operate these fine-tuned models within the data centre located in India or cloud infrastructure (CSP is Meity Empanelled) owned or subscribed by the bidding entity, ensuring complete data privacy, confidentiality, and compliance with the Government of India's and IRDAI's data residency, security, and regulatory guidelines.</p>	
4	<p>The primary development, support, and data processing facilities must be located within India.</p> <p>Undertaking on company letterhead confirming that no customer data or support processing will be performed outside India.</p> <p>Ethical AI, Security &amp; Compliance</p> <p>The bidder must adhere to Responsible AI principles, ensuring fairness, transparency, explainability, and privacy.</p> <p>Compliance with the following frameworks is mandatory:</p> <ul style="list-style-type: none"> <li>• IRDAI Cyber Security Guidelines</li> <li>• DPDPA 2023 (Data Protection Act)</li> <li>• MeitY Cloud &amp; AI Security Guidelines</li> <li>• ISO 27001</li> <li>• VA/PT testing by CERT-In empanelled auditor</li> </ul> <p>All conversational logs, analytics, and user data must remain within India, encrypted at rest and in</p>	<p>Self-declaration / Undertaking confirming the criteria, signed by an authorized signatory.</p>

#	Criteria	Evidence to be submitted
	transit.	
5	<p><b>Experience &amp; References:</b></p> <p>The bidder should have demonstrable experience in Artificial Intelligence, Natural Language Processing, or Conversational AI domains for the mentioned requirements.</p> <p>Interested Service Provider should submit details of minimum <b>3 relevant projects</b>. Such projects should have been executed in the last 3 years from the last submission date of the RFP. Requirement to be me Separately for each of solution track.</p> <p><b>Brief project summaries / case studies</b> (maximum 2 pages each) describing relevant AI/NLP/Voice AI projects executed.</p> <p><b>Work orders / completion certificates / client testimonials</b> for at least three deployments (commercial, Paid pilot, or Paid POC).</p> <p><b>Client reference letters or contact details</b> (name, designation, email, and phone) for verification.</p> <p>Such project details shall be <b>submitted separately and independently for each solution track</b> for which the bidder is participating, namely:</p> <ul style="list-style-type: none"> <li>Track 1: Voice bot with Dialer and Cloud Hosting</li> <li>Track 2: Email Analytics Solution</li> <li>Track 3: Task Automation using AI Agents</li> <li>Track 4: Enterprise GenAI Knowledge Assistant</li> </ul> <p>Each track shall be evaluated independently, and the bidder must demonstrate relevant and verifiable project experience <b>specific to the applied track</b>.</p> <p>Project details shall include:</p>	<p>The bidder shall provide details of at least three client references or deployments relevant to AI/Voice AI solutions (commercial, pilot, or proof-of-concept).</p>
6	Only the <b>Original Equipment Manufacturer</b>	The bidder must submit a <b>self-</b>

#	Criteria	Evidence to be submitted
	<p><b>(OEM)</b> or the <b>original software developer</b> of the proposed solution shall be eligible to participate in this Request for Proposal (RFP).</p> <p><b>Proof of Origination:</b></p> <ol style="list-style-type: none"> <li>The bidder must provide <b>documentary evidence</b> that it is the original developer or OEM of the software/solution proposed. This may include: <ol style="list-style-type: none"> <li>Registration certificate of the company.</li> <li>Copyright, patent, or licensing documents proving ownership of the software/product.</li> <li>A formal declaration stating that the solution is developed, maintained, and supported by the bidder itself.</li> </ol> </li> <li>The solution offered shall be capable of being deployed, configured, and maintained without requiring third party proprietary modifications or involvement of any unapproved third-party entity.</li> <li>The bidder shall certify that all intellectual property rights, source code, and related components belong to them and that there is no infringement of third-party IP.</li> <li><b>Financial Soundness:</b> The bidder should be financially solvent and in a position to undertake the project. (Audited financial statements for the last two years may be requested during proposal submission.)</li> </ol>	<p><b>declaration</b> confirming that they are the original software developer/OEM.</p>
7	Authorized Signatory & Compliance	<p><b>Power of Attorney / Board Resolution</b> authorizing the signatory to submit the proposal.</p>

#	Criteria	Evidence to be submitted
8	<p><b>Compliance &amp; Integrity:</b></p> <p>The bidder must not be blacklisted, debarred, or suspended by any Government or Public Sector Undertaking (PSU) in India at the time of submission of RFP.</p> <p>Bidder should not have been blacklisted or debarred by Govt. of India and/or any State Government and/or any Central/State PSU at the time of bid submission date</p> <p>And</p> <p>Bidder should not have any litigation against LIC or any other organizations which may materially impact the bidders' responsibility to implement the scope of this RFP.</p>	Self-Declaration (Annexure D)
9	The bidder shall submit a self-declaration confirming adherence to all applicable laws, data privacy, and cyber security regulations.	Self-Declaration
10	<p><b>Innovation and Capability Statement:</b></p> <p>The bidder shall submit a brief profile highlighting its technical competence, existing AI capabilities, and proposed approach to participate in the upcoming Techathon / Innovation Challenge.</p>	Self-Declaration
11	The Bidder(s), who have been associated with LIC for any contract within the period of last 5 years (from the date of this RFP), have to submit the satisfactory performance and timely delivery completion to be eligible to participate in the bid. Certificate to be issued by the competent authority in LIC.	Letter from Authorized Signatory of LIC.
12	<p><b>Financial Soundness:</b></p> <p>The bidder should be financially solvent and in a position to undertake the project. (Audited financial statements for the last two years).</p>	Audited financial statements for the last two years.
13	<p><b>"Bid Processing Fee (Non-Refundable):</b></p> <p><b>INR 11,800/-</b></p> <p><b>(Rupees Eleven Thousand Eight Hundred Only)</b></p>	<p>Mode of Remittance:</p> <p>Online NEFT/RTGS to Account of "Life Insurance Corporation of India".</p>

#	Criteria	Evidence to be submitted
	<b>inclusive of Taxes.</b> <b>[INR 10,000/- Bid Fees + INR 1800/- GST.]</b>  Micro & Small Enterprises (MSE) units are exempted from payment of EMD and tender fee provided the Services they are offering, are rendered by them. Exemption as stated above is not applicable for providing services, rendered by other companies. Bidder should submit supporting documents issued by competent Govt. bodies to become eligible for the above exemption.	Please refer: Annexure: LIC Bank Account" Details of UTR Number along with date are to be submitted.
14	"Bid Security Declaration: Bidders shall submit duly filled Bid Security Declaration form as per the Annexure: Bid Security Declaration. "	Annexure to be submitted duly signed by the authorized signatory (Annexure E).
15	Pre – Contract Integrity Pact	As per format.

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## Annexure G: Technical Evaluation Criteria

- a. **Interface Challenge** focuses on how the solution integrates or interacts with existing systems, workflows, or components.
- b. **Usability Challenge** - how user-friendly the solution is, ensuring the solution meets user needs and expectations effectively.
- c. **Operational Suitability Challenge**- solution's practical applicability and effectiveness in real-world operational conditions. It ensures the solution is fit for the purpose under actual use scenarios.
- d. **Outcome:** Technically Acceptable Solutions will be shortlisted.
- e. Each solution track will be evaluated, scored, and awarded independently based on its respective technical and commercial merit.
- f. LIC reserves the right to engage separate or common solution providers for multiple tracks, based on demonstrated integration and value synergy.
- g. Solutions must be self-hosted within India, leverage open-source or indigenous AI/LLM models, and ensure no data exchange with foreign-hosted APIs.
- h. Bidders may apply for one or more tracks, provided they submit separate technical and commercial proposals for each.
- i. Bidder must qualify in each of above Technical Evaluation Parameter to be shortlisted for the next stage of commercial evaluation.

Technical Evaluation Criteria				
Sr. No	Technical Evaluation Parameter	Technical Evaluation Method	Qualification Criteria	Evaluation
1	Self-Hosted Architecture	Review of deployment architecture and environment details	Solution must be fully self-contained and hosted within bidder-controlled infrastructure in India with no external API calls or data transfer.	Qualified/Not Qualified
2	Use of Open-Source / Indigenous LLMs or Speech Models	Technical presentation and supporting documentation	Must utilize open-source or indigenous AI/LLM/Speech models; use of proprietary foreign-hosted APIs or SaaS LLMs will be disqualified.	Qualified/Not Qualified

Technical Evaluation Criteria				
Sr. No	Technical Evaluation Parameter	Technical Evaluation Method	Qualification Criteria	Evaluation
3	Functional Demonstration	Live demonstration and recorded walkthrough submission	Must demonstrate all key functionalities as per respective track (Voice AI, Email Analytics, Expense Processing, or Knowledge Assistant).	Qualified/Not Qualified
4	Fine-tuning & Domain Adaptation Capability	Presentation and proof of past work / demo instance	Must demonstrate or explain the process adopted to fine-tune models for BFSI and Life Insurance domain datasets.	Qualified/Not Qualified
5	Data Security and Privacy Compliance	Review of proposed security controls	Must conform to data residency, privacy, and cybersecurity guidelines applicable to Indian BFSI / IRDAI entities.	Qualified/Not Qualified
6	Scalability and Performance Readiness	System performance , Near-zero Latency And throughput demonstration	Solution must show readiness to handle enterprise-scale workload with defined SLAs. Sub-second response times for real-time conversational experiences	Qualified/Not Qualified
7	Integration Capability	Review of API documentation / connectors and demonstration.	Must provide open APIs or connectors for integration with enterprise systems (CRM, Core Insurance, DMS, etc.).	Qualified/Not Qualified
8	Explainability and Auditability	Demo or documentation of explainable AI / logs	Must provide traceable audit logs, reasoning summaries, or explainable outputs for AI decisions.	Qualified/Not Qualified
9	User Experience and Accessibility	Hands-on demonstration	Must provide intuitive user interface with responsive and accessible design.	Qualified/Not Qualified
10	Regulatory and Ethical Compliance	Declaration / documentation	Must confirm adherence to Indian AI governance, data privacy, and ethical AI practices.	Qualified/Not Qualified
11	Satisfactory Existing Client Reference	Verification of client references / feedback	Bidder must provide at least two satisfactory client reference for a comparable AI / GenAI deployment, confirming stability, reliability, and support experience of the proposed solution.	Qualified/Not Qualified

## Annexure-H1: Commercial Bid – Track 1: Voicebot with Dialer and Cloud Hosting by Service Provider

### 1. Purpose

This annexure seeks commercial quotes for an **all-inclusive Voicebot Solution** with Dialer, Cloud Hosting, and required integrations on a **per-minute (with per-second pulse)** usage-based model.

### 2. Commercial Bid Format

Sl. No.	Item Description	Unit of Measurement	Estimated Quantity (Annual) [a]	Unit Rate (INR) [b]	Total Estimated Cost (INR) [c=a*b]	Remarks
1	Voice bot usage with Dialer and Cloud Hosting (All Inclusive)	Per Minute (Per-second pulse billing)	24,00,000 Minutes			Pay-per-use flexible model
2	Integration Effort – Configuration and API Integration	Per Manday	As per actuals			To include integration with enterprise systems, CRM, or telephony stack
3	Any One-Time Setup / Platform Enablement Cost (if applicable)	One-time	1			Optional – if justified
Total Cost of Ownership (TCO)						
TCO in Words						

### 3. Terms and Conditions:

- The quantity of minutes indicated above is an estimate only for commercial comparison.
- Payment shall be made based on actual usage (minutes) and actual integration effort.
- Taxes and levies shall be quoted separately as per applicable law.
- The quantities and usage volumes indicated in this RFP are only for the purpose of bid comparison and evaluation. LIC reserves the right to procure lesser or higher quantities based on actual requirements, and payment shall be made strictly on actual consumption / actual effort basis. No claim shall be entertained for variations between estimated and actual usage.

## Annexure-H2: Commercial Bid – Track 2: Email Analytics Solution

### 1. Purpose

To obtain commercial quotes for an **AI-based Email Analytics and Classification Solution** hosted and managed by the Service Provider on the cloud.

### 2. Commercial Bid Format

Sl. No.	Item Description	Unit of Measurement	Estimated Quantity (Annual) [a]	Unit Rate (INR) [b]	Total Estimated Cost (INR) [c=a*b]	Remarks
1	Email Analytics Processing (All Inclusive, with Cloud Hosting)	Per Email Conversation	3,00,000 Emails			Includes inbound/outbound parsing, categorization, response tagging
2	Integration Effort – Email Gateway / CRM / Workflow Integration	Per Man day	As per actuals			Man day-based integration cost
3	One-Time Configuration / Setup Cost (if any)	One-time	1			Optional
Total Cost of Ownership (TCO)						
TCO in Words						

### 3. Terms and Conditions.

- The quantity of minutes indicated above is an estimate only for commercial comparison.
- Payment shall be made based on actual usage (minutes) and actual integration effort.
- Taxes and levies shall be quoted separately as per applicable law.
- The quantities and usage volumes indicated in this RFP are only for the purpose of bid comparison and evaluation. LIC reserves the right to procure lesser or higher quantities based on actual requirements, and payment shall be made strictly on actual consumption / actual effort basis. No claim shall be entertained for variations between estimated and actual usage.

### Annexure-H3: Commercial Bid – Track 3: Task Automation using AI Agents

#### 1. Purpose

To obtain commercial quotes for **AI Agent-based Task Automation Solution** with Cloud Hosting, configurable workflows, and integration capabilities.

#### 2. Commercial Bid Format

Sl. No.	Item Description	Unit of Measurement	Estimated Quantity (Annual) [a]	Unit Rate (INR) [b]	Total Estimated Cost (INR) [c=a*b]	Remarks
1	AI Agent Task Automation – Subscription	Per Month	12 Months			Cloud-hosted subscription, all inclusive
2	Annual Subscription (if applicable)	Per Year	1			Option for annual consolidated rate
3	Integration Effort – Workflow/Systems Integration	Per Man day	As per actuals			For configuration and enterprise system integration
4	One-Time Configuration / Setup	One-time	1			Optional
Total Cost of Ownership (TCO)						
TCO in Words						

#### 3. Terms and Conditions.

- The quantity of minutes indicated above is an estimate only for commercial comparison.
- Payment shall be made based on actual usage (minutes) and actual integration effort.
- Taxes and levies shall be quoted separately as per applicable law.
- The quantities and usage volumes indicated in this RFP are only for the purpose of bid comparison and evaluation. LIC reserves the right to procure lesser or higher quantities based on actual requirements, and payment shall be made strictly on actual consumption / actual effort basis. No claim shall be entertained for variations between estimated and actual usage.

## Annexure-H4: Commercial Bid – Track 4: Enterprise GenAI Knowledge Assistant

### 1. Purpose

To obtain commercial quotes for an **Enterprise GenAI Knowledge Assistant** solution, including configuration, cloud hosting, and integration with document repositories and enterprise systems.

### 2. Commercial Bid Format

Sl. No.	Item Description	Unit of Measurement	Estimated Quantity (Annual) [a]	Unit Rate (INR) [b]	Total Estimated Cost (INR) [c=a*b]	Remarks
1	Enterprise GenAI Knowledge Assistant Subscription	Per Month	12 Months			Includes cloud hosting, RAG pipeline, embedding storage, model inference
2	Annual Subscription (if applicable)	Per Year	1			Optional annual rate
3	Integration Effort – Document Management System / API Integration	Per Man day	As per actuals			Includes model setup and data pipeline configuration
4	One-Time Setup and Configuration	One-time	1			Optional – if applicable
Total Cost of Ownership (TCO)						
TCO in Words						

### 3. Terms and Conditions.

- The quantity of minutes indicated above is an estimate only for commercial comparison.
- Payment shall be made based on actual usage (minutes) and actual integration effort.
- Taxes and levies shall be quoted separately as per applicable law.
- The quantities and usage volumes indicated in this RFP are only for the purpose of bid comparison and evaluation. LIC reserves the right to procure lesser or higher quantities based on actual requirements, and payment shall be made strictly on actual consumption / actual effort basis. No claim shall be entertained for variations between estimated and actual usage.

### **Annexure–Bank Account Details**

RFP for Procurement of Agentic AI and GenAI Platforms: Selection and Empanelment of Service Provider (Reference): LIC/CO/ITDT/RISE/RFP/2526-001/AI dated 04.11.2025

**Bank Virtual Account No: LIC9IT00**

**Bank IFSC Code: UBIN0996335**

**Bank Name: Kotak Mahindra Bank**

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