**Annexure 10: Indicative Commercial Bid**

**RFP Ref: LIC/CO/CRM/PS/CCS/RFP/2026-27/dated 28/07/2026**

[*The Business Rules will be provided to the eligible Bidders before the ORA*].

**Name of the Bidder**_____

| **(A) Inbound calls** | **Estimated Unit per annum** | **Unit Of Measurement** | **Rate per Unit (Rs.)** | **Estimated Cost per annum** |
|---|---|---|---|---|
| **I** | **II** | **III** | **IV** | **V= II * IV** |
| IVR ( No. of Calls) | 19,00,000 | Per Connect Call | | |
| AI Bot Call (No. of Mins.) | 38,00,000 | Per Connect Minute | | |
| CCE call ( No. of Mins) | 45,00,000 | Per Connect minute | | |
| **Total Cost for Inbound Calls** | | | | |

| **(B) Outbound calls** | **Estimated Unit per annum** | **Unit Of Measurement** | **Rate per connect Call (Rs.)** | **Estimated Cost per annum** |
|---|---|---|---|---|
| **I** | **II** | **III** | **IV** | **V= II * IV** |
| IVR Blast ( No. of Calls) | 36,00,000 | 45 Sec Pulse | | |
| AI Bot call (No. of Mins.) | 1,12,55,000 | Per Connect Minute | | |
| CCE call (No. of Mins.) | 2,81,37,500 | Per Connect minute | | |
| **Total Cost for Outbound Calls** | | | | |

**Total Bid Price (Total Cost A +Total Cost B) in Figures: = Rs. _____**
**Total Bid Price (Total Cost A +Total Cost B) in Words: Rupees _____**

Note:

| | |
|---|---|
| 1. | Unit of measurement for IVR Calls is number of connect calls and the quotation is called for “Per Connect Call” basis. |
| 2. | Unit of measurement for AI Bot is number of minutes and the quotation is called for “Per Connect Minute” basis. |
| 3. | Unit of measurement for CCE calls is number of minutes and the quotation is called for “Per Connect Minute” basis. |
| 4. | Any excess of CCE calls above 20% after the end of 18 months will be paid at AI voice bot rate. |
| 5. | The Service charges shall be applicable and payable for the highest level at which the interaction is successfully concluded. No cumulative charges shall be payable for the intermediate layers used for routing or escalation. |
| 6. | For calls handled by tele-calling agents, Calls < 5 seconds would not be considered for billing |
| 7. | The above total charges are all inclusive charges but GST at the applicable rates will be paid in addition to the total charges. |
| 8. | The number of Calls are indicative in nature for arriving at the Total Bid Price (TBP). LIC will not be responsible for any upward or downward change in the trend of calls in future. |
| 9. | The No. of calls are expected to show an increasing trend year on year due to LIC’s increased focus on digital thrust. |
| 10. | Any Circular/ Notification issued by TRAI/ Regulatory Bodies shall be binding upon the Bidder with its effective date/s. |
| 11. | PRI line charges will be reimbursed separately for inbound and outbound calls on actuals basis if sourced through the bidders (depending on the arrangements entered with the successful bidder.) |

**For and on behalf of: ----------(Bidder)**

**Authorised Signatory**

**Name:**

**Designation:**

**Office Seal:**

**Place and Date:**