

	Life Insurance Corporation of India
	Central Office, IT/BPR Department, 2nd floor, Jeevan Seva Annex, Santacruz, Mumbai – 400054
	Request for Proposal For Implementation & Maintenance of SMS Solution
	Ref: LIC/CO/IT-BPR/SMS/RFP/2020-2021 Dated: 19/11/2020

Annexure – XI : Indicative Commercial Bid Template (Revised)

Name of the Bidder: _____

Sr. No.	Item	Price (INR)
(1)	Indicative Cost for 250,00,00,000 (Two Hundred and Fifty Crore) priority based Transactional / Promotional / OTP SMS messages (Includes text/push/pull/Unicode messages)	

* L1 price will be decided by the Cost for 250,00,00,000 (Two Hundred and Fifty Crore) priority based transactional / promotional SMS / OTP messages (Includes text/push/pull/Unicode messages) at the end of online reverse auction and payment will be made on unit SMS cost as per actual usage on pro-rata basis.

1. The estimation given in the commercial bid for 250 Crores per year is an approximate amount based on our past experience. It is necessary for evaluating the commercial bid only.
2. Payment shall be made to the successful bidder/s on the actual no. of messages delivered successfully, as per unit SMS cost calculated on pro-rata basis (L1 Price / 250,00,00,000).
3. The above-mentioned indicative cost for SMS messaging solution includes all the deliverables and scope of work mentioned in this RFP.

During online reverse auction, the bidder with lowest quote will be declared as L1 bidder. LIC will select one more bidder either the L2 bidder or L3 bidder or any other bidder (who has qualified the technical evaluation and also participated in the online reverse auction), provided they agree to match with the rate quoted by L1 bidder, in the following manner:

- Offer for matching L1 price will be first given to L2 bidder, then to L3 bidder and so on. The bidder who is offered to match the L1 price and agrees to match the L1 price will be termed as second selected bidder.
- The initial allocation of traffic amongst L1 bidder and second selected bidder shall be as 60: 40 of SMS traffic.
- In case, others bidders are unwilling to match L1 quote, then L1 bidder will be selected as sole selected bidder.
- LIC at the discretion may select one vendor if two are not eligible.
- Both L1 bidder and second selected bidder have to implement the customized middleware solution including hardware and software, web user-interface, MIS Reports and also handle the SMS traffic.
- LIC reserves the right to vary the allocation of SMS traffic, in future, at its sole discretion depending on the bidder(s) compliance to the SLAs.

I state that the above mentioned information and the relevant annexures and enclosures are true and correct.

Authorized Signatory

Name:

Designation:

Date:

Place:

Seal of the company