



**"Request for Proposal for Implementation & Maintenance of Bulk Mailing Solution
[Ref: LIC/CO/IT-BPR/BMS/RFP/2018-19]"**

Clarifications to Pre-Bid Queries

SI No.	RFP Document Reference(s)	Page No.	RFP Clause	Query from bidder	Clarifications
1	[2.1] Invitation to Bid	13	The Resellers of Bulk Mailing Services are not eligible to participate in the RFP.	Request LIC to ask for Ownership Certificate/OEM Certificate/License owned by bidder of the Bulk Email Solution as an eligibility criteria. Many Vendors today create customised User Interface and in the backend they outsource the infra, which are technically resellers	RFP Eligibility criteria is modified
2	[3] Eligibility Criteria	38	Bidder should demonstrate experience of providing Bulk Mail service to enterprises in India and should have provided Bulk Mail service to at least five (5) organisations in India, with at least 2 order values greater than ₹ 5 lacs in the last 3 financial years (2015-16, 2016-17 and 2017-18).	Pls request LIC to ask for experience with atleast 2 PSU/PSU banks/Government Agencies/State or Center or UT govts as a part of this criteria. This imp and followed by all public sector organisations to evaluate the best vendor	RFP conditions stand
3	[4.15] Terms of Payment to Vendor	48	Accordingly, billing for Bulk Mail services rendered shall be done by the respective LIC units/offices /departments which have issued PO to the Bulk Mail service provider/ vendor and for which these services were rendered.	This kind of set-up makes the vendor face a lot of issues to follow up with different zonal offices & cost-center for payments. Request you to make it centralise if possible	RFP conditions stand
4	[4.15] a:Terms of Payment to Vendor	48	All payments at quarterly frequency at the end of each month pertaining to this tender will be made by respective LIC units/offices/departments which have issued PO to the web-based mail service provider/vendor and for which these services were rendered.	Request LIC to make it monthly	Please refer Corrigendum
5	[4.19]	51	Insurance	This should be made to insurance as required to be kept under the applicable laws.	RFP conditions stand

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6	[4.30.5]	63	Transfer of Certain Agreements	Are we required to transfer the Platform which we built through our research to LIC? This should be excluded.	No
7	[4.30.7] General Obligations of vendor-Point 4 and Point 5- New clause addition	63		Request LIC to add following points in mutual interest. (a) Lic shall make available the data/ content for the emails in the format as specified by Netcore. LIC agrees and acknowledges that Netcore will not be responsible for the contents of the emails to be sent under this Agreement. (b) LIC shall ensure that the email content is not infringing, libellous, defamatory, obscene, pornographic, abusive, harmful, threatening, harassing, stalking, embarrassing tortuous, offensive, hateful, or racially, ethnically or otherwise objectionable, misleading or violating any law or rules laid down by statute or any right of any individual or third party.	Please refer Corrigendum
8	[5.1] LIC's Bulk Mail Project - Current Status	69	Transactional Bulk Mails – Transactional Bulk mails to LIC customers and Agents generated by various applications are send using the in –house Bulk Mailing Solution.	Pls elaborate on current setup i.e. the current vols of trans emails, type of emails, size of attachments, no of applications where integration would be required,	Transactional Bulk Mails relay is not in scope of RFP
9	5.2.1 Infrastructure and Annexure X Infrastructure - Point g	69	Proposed solution should support hassle free delivery of 5,00,000 mails / hour.		Proposed solution should support hassle free delivery of 2,50,000 mails / hour.
10	[5.2.1] Infrastructure	69	l) Email server should take daily scheduled back up.	Pls elaborate	There should be business continuity and disaster recovery for setup at bidder like taking daily backups
11	[5.2.1] Scope of work, Infrastructure	69	f) Relay setup should allow maximum size of email to be 2 MB.	Will LIC be sending attachments in bulk emails?	Yes

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12	[5.2.2] Scope of work, Access to tools	69	b) Multiple user id for access.	Does LIC need multiple username passwords or multiple access to same username?	LIC requires multiple user ids for access
13	[5.1.D] Scope of Work	69	The statistics of messages sent during the current year and previous years are as follows:	Please confirm the monthly promotional and transactional volume	Yearly figure is given in RFP
14	[5.2.1 .a] and annexure X - Infrastructure	69	Relay setup should allow maximum size of email to be 2 MB	This can be achieved, Please confirm whether its attachments or html size.	The mail size includes attachment and email body.
15	[5.2.1] Scope of work, Infrastructure	70	Capable to send multiple mails in single XML hit	LIC has mentioned the scope being for Promotional emails using web panel. Please describe the scope for XML API?	The scope of RFP is for Promotional mails
16	[5.2.3.D] and Annexure X - Delivery and Reputation management	70	Should generate the Analytical Dashboard showing the results of delivery, inbox, unread, bounce back and undelivered mail	Campaign report can be provided for Delivered, bounced, mail open, link clicked	RFP conditions stand
17	[5.2.6] Contents	71	d) Option for uploading content from a file	Pls elaborate	RFP conditions stand
18	[5.2.3] Delivery and Reputation management	71	k) Create and send personalized email with personalized subject and attachment to every user.	Pls confirm that emails and attachments are system generated	RFP conditions stand
19	[5.2.4] Scope of work, Campaign Management	71	ii. Option of serialized Campaign.	Please explain this use case	The bidder should provide web-based interface to manage chronological campaigns.
20	[5.2.6] Scope of work, Contents	71	i) Survey/ feedback option in emailing body.	As per our understanding, In survey, it should be text format only. There's a global limitation where ISPs block survey mail's with images.	RFP conditions stand.
21	[5.2.4.II] and Annexure X Campaign Management	71	Option of serialized Campaign.	Need clarity on this	Campaigns which are in serial and related

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22	[5.2.9.h]	72	Categorizing various lists in different groups.	Need Clarity on this	Part of list management jobs
23	[5.2.10] Reports and Analysis and Annexure X - Reports and Analysis-b	73	i. Email Open Rate Statistics (with email ids, date & time). ii. Email Click through Rate Statistics (with email ids, date & time). iii. Email Bounce Rate Statistics (with email ids, date & time) iv. Email landed in Junk Box. v. Unsubscribed Emails (with email ids, date & time)	This feature requires customisation at an added cost to the bidder. Request to pls add customisation cost in financial bid	RFP conditions stand .All inclusive rate per mail is to be provided by bidder
24	[5.2.10] Scope of work, Reports and Analysis	73	iv. Email landed in Junk Box.	As per our understanding, there's a global limitation, no ESP provides this kind of reports. Few players provide Junk report, which couldn't be an accurate data. They predict basis seed list performance. Is this required by LIC?	This condition is not mandatory but desirable
25	[5.2.10.b.IV] Reports and Analysis	73	Email Landed in Junk box	Need Clarity on this	This condition is not mandatory but desirable Dashboard should generate statistics of email landed in junk box
26	[5.6] Training	75	Training shall be provided for 2 working days duration through authorized agencies /faculty.	Pls add training cost field in financial bid.	RFP conditions stand. All inclusive rate per mail is to be provided by bidder
27	[6] project timelines and deliverables	76	LIC requires that mails received by the bidder's infrastructure are delivered to the recipients' server within the time norms given below: Mail Category -Non Priority Mails/ Promotional Mails/Scheduled Mails Max. Mail size (including attachments)-2 MB Expected Delivery Time-2 hours		Please refer Corrigendum
28	[7] Service Level Agreement (SLA)	77	A) Penalties for delayed / non delivery of Bulk Mails: Particulars- Promotional Mails/ Scheduled Mails/ Non Priority Mails are required to be delivered within 2 hours. Penalty Rates- No charges would be payable by LIC.	How much quantity of emails expected to be delivered in 2hours. Pls specify	Please refer Corrigendum

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29	Eligibility	93	The bidder should be in the business of Bulk Mail Solution Provider for a minimum period of three (3) years as on the date of this RFP	Can we provide a client certificate mentioning the number of years we have serviced them on email solution?	Eligibility criteria requirement is Copies of the Articles of Association and Memorandum of Association
30	Eligibility	93	Bidder should demonstrate experience of providing Bulk Mail service to enterprises in India and should have provided Bulk Mail service to at least five (5) organisations in India, with at least 2 order values greater than ₹ 5 lacs in the last 3 financial years (2015-16, 2016-17 and 2017-18).	Can we provide a client certificate mentioning the Date of implementation for this requirement?	Yes along with Client Reference Format (Annexure - IV) for each organisation submitted as reference
31	Eligibility	94	Bidder must have minimum annual turnover of ₹5 crores in each of the last three financial years (2015-16 ,2016-17 and 2017-18) should also have made profit (before tax) in all three financial years	If the audited statement for 2017-18 is not available yet, can we provide provisional statement OR provide 2014-15 Report?	Enclose a certificate confirming above figures from statutory auditors/ CA/ CFO/CS of company if, separate final accounts are not available.
32	Eligibility	95	The bidder should have positive net worth in each of the last three financial years (2015-16, 2016-17 and 2017-18)	If the audited statement for 2017-18 is not available yet, can we provide provisional statement OR provide 2014-15 Report?	Yes provisional statement or enclose a certificate confirming above figures from statutory auditors/ CA/ CFO/CS of company if, separate final accounts are not available.
33	Annexure – XI: Indicative Commercial Bid Template	101	* L1 price will be decided by the Cost for 10,00,00,000 (Ten Crores) promotional Bulk Mail	Please request LIC to take base size email as 100 Or 200 or 500 KB, it will help LIC to discover low rate of per email as compared to current ask of 2MB per email size. Pls amend	RFP conditions stand. All inclusive rate per mail is to be provided by bidder

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34	[3] Eligibility criteria and Annexure IX - Point 8	39 and 94	8. The bidder must have its Mail Gateway infrastructure hosted from Data Centres located in India, for providing Bulk Mail services using multiple IPs to avoid blacklisting LICs Domain----- ----- Certificate from Authorised Signatory of the bidder, mentioning the data centre location, tier type, type of data centre service, no. of IP addresses		Please refer Corrigendum
35	[5.2.1] Infrastructure and Annexure X- Infrastructure- Point f	69 and 96	f) Relay setup should allow maximum size of email to be 2 MB.	Pricing should be for 2MB base size of email or 100KB base size Usually the industry practice is for 100kb email size. Pls request LIC to amend	Please refer Corrigendum
36	5.2.1 Infrastructure and Annexure X Infrastructure - Point g	69 and 96	Proposed solution should support hassle free delivery of 5,00,000 mails / hour.		Please refer Corrigendum
37	5.2.9 and Annexure X List management contents-Point i)	72 and 99	i) Survey and Feedback Management.	Pls request to remove. Currently not possible by any vendor	Please refer Corrigendum
38	5.2.13 and Annexure X - Privacy & Security ,Point h	73 and 100	h) The proposed services should be available at least 99.99 % of the time excluding planned downtimes.	This is valid in case of transactional email setup. For promotional not valid. Pls amend as required	Please refer Corrigendum
39	5.2.13 and Annexure X Privacy & Security -Point e	73 and 100	e) Separate Centralized proactive monitoring and management of the services should be provided with regards to achieve 99.99 % uptime at any point of time		Please refer Corrigendum
40	[5.2.10] and Annexure X - Reports and Analysis-Point b - iv	73 and 99	iv. Email landed in Junk Box.	As per our understanding, there's a global limitation, no ESP provides this kind of reports. Few players provide Junk report, which couldn't be an accurate data. They predict basis seed list performance. Is this required by LIC?	Please refer Corrigendum

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41	[5.2.4] Campaign Management		a) Creation of Campaigns. i. Copying existing Campaign and should assist in building e-marketing strategy. ii. Option of serialized Campaign.	Pls elaborate	The bidder should provide web-based interface to manage chronological campaigns.
42	NA		Database authenticity	Request LIC to provide authentic refined database of email ids for conducting campaigns and invoice will be charged on the number of email ids submitted. Pls confirm	Database is now refined
43	Transactional Emails		NA	Pls add following clause If LIC intends to allocate transactional email traffic to the selected vendor after satisfactory performance, it may do so and the bidder has to provide compliance on all security features and shall be willing to deploy application in LIC data center if necessary and required by LIC	RFP conditions stand
44				Third Party email ID scrubbing should also be incorporated in the tender document This will help lic to maintain hygiene of their internal data base and it will also improve the delivery percentage and will reduce the chances of Hard bounced percentage	LIC will ensure email ids are scrubbed

21-06-2018

EXECUTIVE DIRECTOR (IT/BPR)