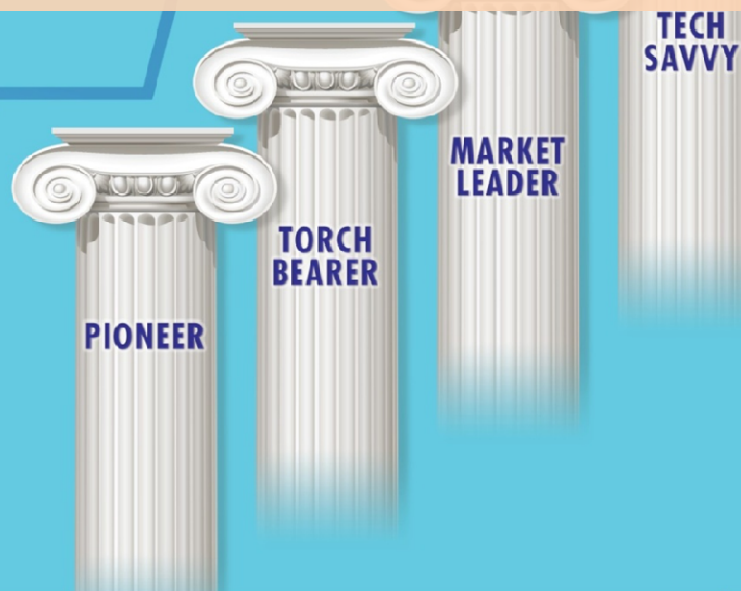


PRE-BID MEETING

Request for Proposal For Implementation & Maintenance of Bulk Mailing Solution



[Ref: LIC/CO/IT-BPR/BMS/RFP/2018-19]

Dated: 08/06/2018

AGENDA

RFP Timelines

Eligibility Criteria

Scope of Work

LIC's Bulk Mail Project – Current Status

Volume Estimates

Project Timelines

Technical Evaluation Criteria

RFP Timelines

1	Last date and time for sending Pre-bid Queries	Thursday 14 th June, 2018 by 4.00 pm
2	Pre Bid meeting	Friday 15 th June, 2018 at 11.30 am
3	Last Date and time for receiving queries on Bid	Monday, 18 th June, 2018 latest by 5.00 pm
4	Date for response from LIC for Bid queries	Friday, 22 nd June, 2018.
5	Last Date & Time for Bid Submission	Tuesday 10 th July, 2018 latest by 3.00 pm
6	Eligibility Bid opening date/time/ venue	Tuesday, 10 th July, 2018 at 3.30 pm
7	Website Address	http://www.licindia.in/Bottom-Links/Tenders.aspx
8	Contact Email-id	webmailbid@licindia.com

Bidding Process



Stage 1 – Eligibility Criteria Evaluation

Initially The Pre-contract Integrity Pact , Eligibility Bids and Technical Bids will be opened. Eligibility bids will be evaluated for those bidders who have submitted Pre-contract Integrity Pact and bid price.



Stage 2 – Technical Bid Evaluation

Technical bids of those bidders who have qualified Eligibility criteria will be evaluated.



Stage 3 – Commercial Evaluation

Indicative commercial bids of Technically qualified bidders will be opened. Selection of L1 bidder will be done through Online Reverse Auction

Eligibility Criteria



1. Bidder should be a registered company in India under Companies Act, 1956/2013 and should have been in operation for at least three years as on date of RFP.
2. The bidder should be registered for GST
3. The bidder should have PAN number.
4. The bidder should have a valid ISO 27001 Certification for Information Security Management
5. 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
6. 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).

Eligibility Criteria

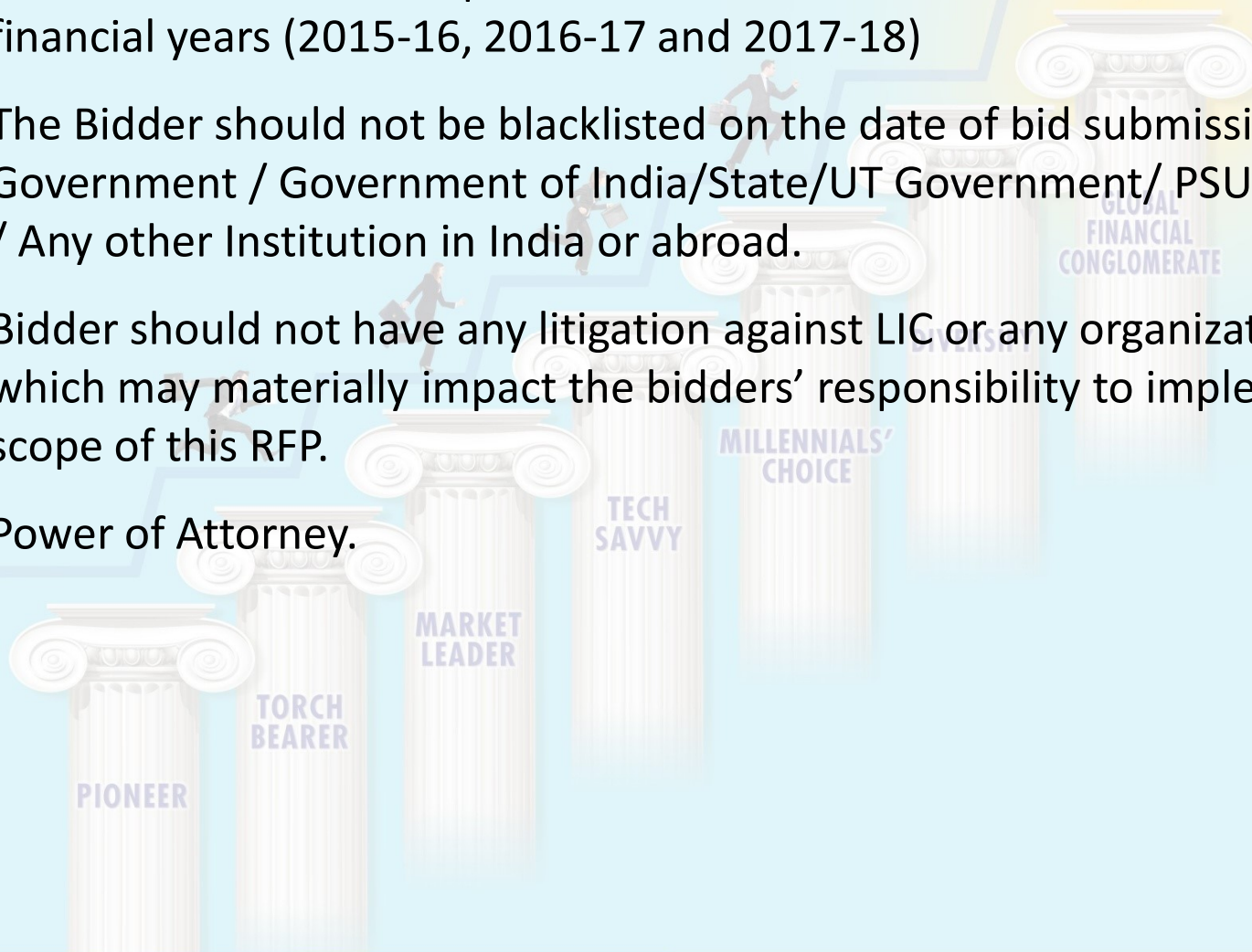


7. Bidder should demonstrate experience of processing at least 20 crores Bulk Mail transactional/promotional /OTP Email messages (annually) in India during each of the last three financial years (2015-16, 2016-17 and 2017-18)
8. The bidder must have its Mail Gateway infrastructure hosted from Data Centres located in India, for providing Bulk Mail services using multiple IPs to avoid blacklisting LICs Domain.
9. The bidder must have disaster recovery setup & business continuity plan (BCP) in place for its Mail Gateway services.
10. 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.

Eligibility Criteria



11. The bidder should have positive net worth in each of the last three financial years (2015-16, 2016-17 and 2017-18)
12. The Bidder should not be blacklisted on the date of bid submission by any Government / Government of India/State/UT Government/ PSUs / Banks / Any other Institution in India or abroad.
13. Bidder should not have any litigation against LIC or any organization which may materially impact the bidders' responsibility to implement the scope of this RFP.
14. Power of Attorney.



Scope of Work



LIC desires to avail enterprise class Bulk Mailing service on OPEX (Operating Expense) model i.e. fixed, all-inclusive rate per Mail message successfully sent with the Service Level Agreement (SLA) for a period of 5 years.

LIC proposes to procure services of robust, reliable and feature-rich Bulk Mailing platforms to deliver outgoing mails to LIC's desired entities' mail box with LIC's sender-id; bulk promotional mails for a period of 5 years.

Scope of Work



Current Status

There is a single vendor who is providing service for only bulk promotional mails where the list of mail ids and the mail content is provided to the vendor through webmail interface for user departments and the mails are send by them on behalf of LIC.

Promotional Bulk Mails - This service is mostly used by C.O. departments, ZO departments and Sr.DMs for sending messages to field force Agents and Development officers regarding different events, marketing campaigns and competitions held at Zonal & Divisional offices and to LIC customers

Transactional Bulk Mails – Transactional Bulk mails to LIC customers and Agents generated by various applications are send using the in –house Bulk Mailing Solution

Volume Estimates

Bulk Mail Category	Existing Volume	Volume Estimates			
	(2017-18)	(2018-19)	(2019-20)	(2021-22)	
	(per year)	(per year)	(per year)	(per year)	
Promotional Bulk Mails	7,15,00,000	8,93,75,000	11,17,18,750	13,96,48,438	

PIONEER

TORCH
BEARER

MARKET
LEADER

Project Timelines

Sl. No.	Activity	Delivery Schedule
1.	Submission of Scope of Work and Project Implementation Plan	Within 1 Week from the date of Purchase Order
2.	Web-based bulk mail relay and creations of user interfaces for LIC departments and implementation of bulk mail relay for transactional and promotional mail	Within 4 weeks from the date of Purchase Order

LIC requires that mails received by the bidder's infrastructure are delivered to the recipients' server within the time norms given below

Mail Category	Max. Mail size (including attachments)	Expected Delivery Time
Non Priority Mails/ Promotional Mails/ Scheduled Mails	2 MB	2 hours

Bidder needs to meet the criteria as per Annexure X (Technical Specifications) in their individual capacity on the following sub headings:

- ▶ Infrastructure ▶ Access to tools ▶ Delivery and Reputation Management ▶ Campaign Management ▶ Mailing ▶ Contents ▶ Reply Management ▶ Database Management ▶ List Management ▶ Reports and Analysis ▶ Setup ▶ Support ▶ Privacy & Security

Annexure – XI

Indicative Commercial Bid Template

Name of the Bidder: _____

Sr. No.	Item	Price (INR) excluding GST
(1)	Indicative Cost for 10,00,00,000 (Ten Crores) Bulk Promotional Mails	

* L1 price will be decided by the Cost for 10,00,00,000 (Ten Crores) promotional Bulk Mail at the end of online reverse auction and payment will be made on unit MAIL cost as per actual usage on pro-rata basis.

1. The estimation given in the commercial bid for 10 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 mails delivered successfully, as per unit MAIL cost calculated on pro-rata basis (L1 Price / 10,00,00,000).
3. The above-mentioned indicative cost for MAIL 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