

Dated: - 21-11-2011  
Tender Inquiry No.: CO-IT/BPR-Security/2011-2012/2  
Due date & Time: 12-12-2011 by 1300 hrs  
Date and time of opening: 12-12-2011 after 3.30PM



**EXPRESSION OF INTEREST (EOI)**  
**For**  
**“Empanelment of service providers for telecom/mobile/wireless applications/services”**

**LIC of India,  
IT/BPR, Central Office,  
2nd Floor, Jeevan Seva Annexe,  
Santacruz (W), S V Road, Mumbai - 400 054**

Mail ID: [eoimobile@licindia.com](mailto:eoimobile@licindia.com)

**Expression of Interest**

**Life Insurance Corporation of India  
IT/BPR Deptt., Central Office,  
2nd Floor, Jeevan Seva Annexe,  
Santacruz (W), S V Road, Mumbai - 400 054**

**Sub: Invitation for Expression of Interest (EOI) for “Empanelment of service providers for telecom/mobile/wireless applications/services”**

On behalf of Life Insurance Corporation of India (hereinafter called ‘LIC of India’ or ‘LIC’), Expression of Interest is invited from eligible, reputed and well experienced service providers or an authorized reseller/ selling agent/ distributor who can provide following services (not exhaustive):

<b>S.No.</b>	<b>Type of Service</b>	<b>Brief Detail</b>
a)	Voice SMS/ broadcast	Voice based SMS service: Voice out-dials are sent to the user base providing them with different types of information based on the user’s profile.
b)	Customized voice Call	Predefined voice based call to select recipients
c)	Customized Voice Call Reply	Customized Voice call reply triggered by SMS to short code or long code or API
d)	Missed call back (Concurrent 30 connections per PRI line)	Users giving a missed call on particular number receive a call back/SMS
e)	International SMS	text based SMS to international mobile numbers
f)	In-dial toll-free (30+2 channels per number)	Users can call in the toll-free number and opt for information they are interested in
g)	Call Latching /Text backed by voice	The users sending the text receive a call back from LIC which provides them with requisite information or the call is patched to the nearest LIC office mapped through PIN code. (Automated Call Center to Customer Conferencing initiated through Short Code or Long Code)
h)	Click to Call	Users call and leave their name, number on LIC’s Click-to-Call section and customize when they want to receive the call. The leads generated through this channel has generally higher rate of conversion Automated Call Center to Customer Conferencing activated from website

Eligible firms having experience in providing above solutions on the lines of global best practices combined with deep understanding of ground realities in Indian context and well versed with life insurance concept particularly in India are invited to submit non-binding Expression of Interest (EOI) in one sealed cover not later than 1300 hrs. on 12<sup>th</sup> December 2011.

In case the last date of issuance and/or the date of receipt and opening of RFP are declared as holiday, the respective date shall be treated as postponed to the next working day correspondingly.

EOI received after the stipulated time of the Due date or incomplete in any respect are liable to be rejected. The acceptance of any EOI or otherwise will rest with LIC of India which reserves the right to reject any or all the EOIs which do not fulfill all or any of the conditions and are incomplete in any respect without assigning any reason whatsoever.

Further details can be accessed under “tenders” section in LIC’s website [www.licindia.in](http://www.licindia.in).

**Executive Director (IT/BPR)**

---

## **Expression of Interest**

### **1. Introduction**

1.1 Life Insurance Corporation of India (hereinafter called 'LIC of India' or 'LIC'), established under LIC Act, 1956, is the largest life insurer in India, servicing more than 238 million in force policies through 8 Zonal Offices (Bhopal, Kolkata, Chennai, Hyderabad, Kanpur, Delhi, Mumbai, Patna), 118 Divisional Offices, 2048 Branch Offices and over 1000 Satellite Branch Offices. LIC is a major public sector enterprise having its Central Office at Mumbai. LIC has been a pioneer in using information technology in enhancing the service experience of its customers. The Corporation has about 50 life insurance products to cater to insurance needs. It also has a strong workforce of more than 1 Lac employees & over 1.4 million Agents. All the branches and units are computerized and connected with other offices of the Corporation through a Wide Area Network. LIC also has dedicated internet leased links from multiple ISPs at three central office data centers.

1.2 Geographical Spread of LIC:

- Corporate Office: Mumbai
- Zonal Offices at 8 locations in India (Bhopal, Kolkata, Chennai, Hyderabad, Kanpur, Delhi, Mumbai, Patna)
- Zonal training Centres at 8 locations in India (Bhopal, Kolkata, Chennai, Hyderabad, Agra, Delhi, Pune and Jamshedpur)
- Management Development Centre: 1
- Divisional Offices: 118
- Pension & Group Superannuation offices: 72
- Branch Offices: More than 3000 branches/satellite offices all over the country

1.3 LIC intends to empanel service providers for telecom/mobile/wireless applications/ services which may be required by LIC in future as per details given in this document.

1.4 LIC has a portal for customers and agents. LIC's corporate website is [www.licindia.in](http://www.licindia.in).

### **2. Objectives**

2.1 LIC has taken a decision to go for telecom/mobile/wireless applications/ services which may be required by LIC in future (as per details given in this document). As such, the applications /services proposed to be procured and deployed are briefly narrated on page no. 2 of this document. These applications /services must be simple to deploy and integrate in LIC's environment as well as user-friendly and conform to the standards set by the Regulator, Govt., LIC etc.

2.2 The empanelment of service providers for other telecom/mobile/wireless applications/services shall be valid till 31.12.2014.

### **3. Definitions:**

3.1 In this document, the following terms shall be interpreted as indicated:

- i. The term 'Vendor' or 'Bidder' means the firm or the company participating in this EOI.
- ii. The term "Service" means implementation of all Hardware and Software, testing, maintenance, and such obligations on the part of the bidder as required in this bid.

- iii. Any communication with bidder will be deemed to be complete if the communication is sent through fax or email or letter.
- iv. A registered corporate in India, means registered under the Companies act 1956 and should be registered under C. S. T. and/or have the sales tax registration in the state where the company has a registered office.

#### **4. Scope of Work**

- 4.1 The details of Scope of work are given on page no. 2 of this document.
- 4.2 Interface: It shall be provided as per best practices in the industry with appropriate validations, self-help, pop-ups/alerts and context based help menus etc. Any additions/deletions of the user interface should be possible without major change.
- 4.3 Integration with other systems of the corporation.
- 4.4 Link with call centers for on-line help.
- 4.5 Security and privacy aspects to be taken care of.
- 4.6 The EOI should contain separate working for each project area.
- 4.7 The service/applications should be able to provide full functionality and high scalable.

#### **5. Eligibility Criteria**

5.1 The bidder should be a registered corporate in India or a registered corporate telecom service provider company in India having capacity to provide applications/services as given on page no. 2.

OR

A company/statutory body owned by Central/State Government having the capacity to provide applications/services as given on page no. 2.

5.2 The bidder should be in the business of above telecom/mobile/wireless applications/ services for a minimum period of three (3) years.

5.3 The bidder should have completed at least ten (10) projects (in India) on above telecom/mobile/wireless applications/ services in the last 3 financial years. Documentary proof (purchase order or customer certificate etc.) and undertaking that all above mentioned services were part of solution should be submitted along with the bid. Bidder should submit details like, name of contact person and other contact details for above projects.

5.4 If there is a dependency on telecom services for providing these services/ applications, the bidder should specify the same in EOI.

5.5 The bidder so selected should have the capability to perform the entire scope of the assignment without outsourcing the same to any third party.

5.6 The bidder should be the legal owner of applications/services it intends to provide to LIC of India.

5.7 Bidder must have had a minimum turnover of Rs. 5 Crores (from each application/service) in each of the last three financial years (2008-2009, 2009-2010 and 2010-2011) from above telecom/mobile/wireless applications/ services business and should also have made profit(before tax) in at least one of these years.

5.8 There should not be any incidence in past of initiation of bankruptcy or winding proceedings or any legal action for violation of any government rules/regulations against the bidder or its tie-up partner.

## **6. Short-listing of Vendors for the purpose of RFP**

6.1 The documents submitted by the applicants in connection with EOI will be scrutinized by LIC. LIC will prepare a shortlist of vendors, based on their relative experience, expertise & other parameters mentioned in the eligibility criteria. LIC reserves the right to reject any or all proposals without assigning any reason.

6.2 The short-listed vendors may be required to make presentation on their proposed solution at no cost to LIC.

6.3 The short-listed Vendors shall be sent an invitation to submit their technical and commercial bids as per RFP document to be prepared by LIC in the post EOI stage as and when LIC decides to procure these applications/services. However, LIC reserves the right to make open the RFP process to the vendors who have not responded to the EOI, if deemed necessary.

6.4 Vendors have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of LIC, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith.

## **7. Documents to be submitted by the Applicants for EOI**

7.1 Bidders need to submit their responses as per formats enclosed with this document. It will be bidder's responsibility to ensure that all requirements mentioned in the tender are complied with and there is no duplication of documents and Bid Price.

7.2 Each Page of the Bidder's documents/Annexure should be serially numbered, duly signed, stamped, authenticated and an index should be enclosed on the top of all documents.

## **8. Instructions to bidders for Formulation & Submission of EOI**

8.1 The documents related to the EOI are to be put in a sealed envelope superscribed "**Expression of Interest (EOI) for Empanelment of service providers for telecom/mobile/wireless applications/services**" and should be deposited in the Tender Box available at the address given in Summary of Important Information before stipulated deadline.

8.2 Proposals received after the date and time mentioned at Para 8.7 below will be rejected.

8.3 Any queries / clarification are welcome that firms may have beyond the information provided in this document. Queries may be communicated only through e-mail to eoi\_mobile@licindia.com. Response to query will be posted on LIC website under tenders. **No queries will be accepted on**

**telephone or through any means other than email.** The queries should be addressed to ED (IT/BPR), Central Office, Mumbai. Only those queries will be accepted that are received by us in writing on or before 26th November 2011, 2.00 P.M. Queries not received within the specified time will not be entertained. Our responses to the queries received will be posted on our website in one or more batches. All prospective respondents should visit our website regularly to gather our responses to the queries.

8.4 The Bidder is expected to examine all instructions, statements, forms, terms and specifications in this EOI or modifications or clarifications thereto, if any. Failure to furnish all information required in bidding documents or submission of a bid not responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid. While the LIC has made considerable effort to ensure that accurate information is contained in this EOI, the information contained in this EOI is supplied solely as a guideline for Bidders. Furthermore, during the EOI process, the LIC has disclosed or will disclose in the EOI or clarifications as applicable, available information relevant to the Work to the extent, detail, and accuracy allowed by prevailing circumstances. Subject to the proviso in the previous sentence, the LIC has used or will use its best judgment and assessment to fairly and reasonably represent the nature and scope of the Work in order for Bidders to submit viable Proposals. However, the Corporation shall not be deemed to give any guarantees or warranties of accuracy of any of the information in this EOI or any addenda, nor of its being comprehensive or exhaustive.

8.5 Pre-bid meeting: -

8.5.1 A Pre-bid meeting will be held with all the interested bidders as per information given in 'Summary of Important Information' in this document.

8.5.2 Maximum two authorized representatives from each bidder/firm are allowed to attend the pre-bid meeting and the details of such persons should be mailed to LIC, latest by 1 day prior to the date of pre-bid meeting.

8.5.3 The bidders should send their queries in writing to the e-mail id mentioned in 'Summary of Important Information' so as to reach us latest by 2 days prior to the date of pre-bid meeting. Queries not received within the specified time will not be entertained.

8.5.4 Responses to clarifications sought by the bidders about the tender document and approved modifications (if any) issued by LIC will become part of the tender document. The modifications (if any) would be uploaded as a corrigendum to the tender on our website [www.licindia.in](http://www.licindia.in).

8.6 To Assist in Technical Evaluation, LIC reserves the right to call for any clarification from any/all bidder during the evaluation of the bids. Such clarifications should be submitted only in writing. However, no other correspondence on bids will be entertained.

8.7 Please note that all the pages of the EOI document should be signed with date and seal of the organization should be put near the signature of the authorized signatory on all pages.

**8.8 The last date of submission is 12th Dec 2011 at 1300 hrs.**

8.9 If at any future point of time it is found that the Bidder had made a statement which is factually incorrect, LIC may debar the Bidder from bidding prospectively for a period to be decided by LIC and take any other action as may be deemed necessary.

8.10 The corporation has the right to cancel the empanelment process at any time without assigning any reason, prior to finalization of this tender, without thereby incurring any liability to the affected Bidder/Bidders. Reasons of cancellation will be determined by the corporation at its sole discretion.

8.11 Decision of LIC in all matters with regard to this EOI will be final and binding on all Bidders participating in this Bid.

8.12 The bidder whose bid is not accepted shall not be entitled to claim any costs, charges, damages and expenses of and incidental to or incurred by him through or in connection with his submission of bid, even though the Corporation may elect to modify / withdraw / cancel the EOI.

8.13 The EOI should be submitted at the following address by dropping the same in a box specially earmarked for the same:

**ED (IT/BPR)**

LIC of India, Central Office-IT Dept,  
2nd floor, Jeevan Seva Annex, S.V. Road,  
Santacruz (W), Mumbai – 400 054.

**9.** Vendor shall bear all cost associated with the preparation and submission of their proposals. LIC is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability in any form, to the Vendors.

**10.** The document is only a request for information and not request for proposal. Without limiting its rights in law or otherwise, LIC reserves the right, in its absolute discretion, at all times, in relation to accepting or rejecting any EOI response; Varying or discontinuing the EOI and related processes. LIC shall not be bound to give reasons for any decision made under this clause and its decision will be final and binding on all respondents to this EOI.

**11.** If any information sought in this document is missing or not clearly specified by the applicant, it will be assumed that the organization is not in a position to supply the information.

**12.** If need arises, LIC can call for any additional information not specified in this document.

**13.** All flow charts, documents, manuals, catalogues and information furnished by the bidder shall become the property of LIC.

14. The bidder shall comply with all statutory instructions / guidelines issued by IRDA/TRAI/GOI/or any other government authority/regulator from time to time and will hold LIC indemnified against any action / penalties imposed. The solution should be capable of providing extracts from records as may be required by LIC or Law enforcement agencies.

**15. Governing laws / Jurisdiction:** All matters relating to this activity shall be governed by the laws of Union of India. Courts at Mumbai shall have the jurisdiction to decide or adjudicate on any matter, which may arise.

**16. Disclaimer:** This EOI is not an offer by LIC of India, but an invitation to receive response from Bidders. No contractual obligation whatsoever shall arise from the EOI/RFP process unless and until a formal contract is signed and executed by LIC with the Bidder.

### Summary of Important Information

Sr. No.	Event/Activity	Details
1.	Date of Release of EOI	21 <sup>st</sup> November 2011
2.	EOI Processing Fee (non-refundable)	Rs. 1,000/- (Rs. One thousand only) by way of Demand Draft Drawn on any nationalized bank/scheduled bank, in favour of 'LIC of India', payable at Mumbai
3.	Pre-bid meeting	29 <sup>th</sup> November 2011, 1500 hrs
4.	Venue for pre-bid meeting	LIC of India, Central Office-IT Dept, 2nd floor, Jeevan Seva Annex, S.V. Road, Santacruz (W), Mumbai – 400 054
5.	Address for Receipt/ submission of Bids	The Executive Director (IT/BPR), LIC of India, Central Office- IT Dept, 2nd floor, Jeevan Seva Annex, S.V. Road, Santacruz (W) Mumbai – 400 054.
6.	Last date & time of submission of bids	12th Dec 2011, 1300 hrs
7.	Technical bid opening date, time & venue	Date : 12th Dec 2011, 1530 hrs Venue: - LIC of India, Central Office-IT Dept, 2nd floor, Jeevan Seva Annex, S.V. Road, Santacruz (W), Mumbai – 400 054.
8.	Presentation by shortlisted Vendors (if needed)	Will be informed at a later date
9.	Contact Email-id	Email ID: eoi.mobile@licindia.com
10.	Official Website(URL)	<a href="http://www.licindia.in">http://www.licindia.in</a>

Any change in information given in this RFP document will be displayed on our website wherever feasible.

Enclosed:

1. Format-I: Letter of EOI submission
2. Format-II: Minimum Eligibility Criterion
3. Format-III: Vendor's Experience
4. Format-IV: Information Regarding Any Conflicting Activities and Declaration Thereof
5. Format-V:Details of demand draft enclosed with bid

**Executive Director (IT/BPR)**

**FORMAT – I**

**Letter of EOI submission**

REF:

[Location, Date]

To:

**Executive Director (IT/BPR)**

LIC of India, Central Office-IT Dept,  
2nd floor, Jeevan Seva Annex, S.V. Road,  
Santacruz (W), Mumbai – 400 054.

Madam,

We, the undersigned, offer to provide applications/services given in “**Expression of Interest (EOI) for Empanelment of service providers for telecom/mobile/wireless applications/services**” in accordance with your Invitation for EOI dated 21/11/2011. We are hereby submitting our response with all the desired information and documents.

We hereby declare that all the information and statements made in this Response are true and accept that any misrepresentation contained therein may lead to our disqualification.

We understand you are not bound to accept this or any other response that you may receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Seal of the company

**Minimum Eligibility Criterion**

Sr. No.	Criterion	Bidders Response	Remark
1.	<p>The bidder should be a registered corporate in India or a registered corporate telecom service provider company in India having capacity to provide applications/services as given on page no. 2.</p> <p style="text-align: center;">OR</p> <p>A company/statutory body owned by Central/State Government having the capacity to provide applications/services as given on page no. 2.</p>	<p>Name of the Company: - _____ _____</p> <p>Type of Company: - _____ _____</p> <p>Sales Tax/VAT registration Number: -</p> <p>Service Tax Registration Number :- Year of incorporation of company : - *Copies of above Registration Certificates to be attached.</p>	
2.	<p>The bidder should be in the business of above telecom/mobile/wireless applications/ services for a minimum period of three (3) years.</p>		
3.	<p>The bidder should have completed at least ten (10) projects (in India) on above telecom/mobile/wireless applications/ services in the last 3 financial years. Documentary proof (purchase order or customer certificate etc.) and undertaking that all above mentioned services were part of solution should be submitted along with the bid. Bidder should submit details like, name of contact person and other contact details for above projects.</p>	<p>*Give details in Annexure J and attach Proofs and undertaking that above mentioned services are covered in projects implemented.</p>	
4.	<p>If there is a dependency on telecom services for providing these services/ applications, the bidder should specify the same in EOI.</p>	<p>Names of GSM telecom operators with whom tie-up is there</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> <p>Names of CDMA telecom operators with whom tie-up is there</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	

5.	The bidder so selected should have the capability to perform the entire scope of the assignment without outsourcing the same to any third party.	Yes/No																
6.	The bidder should be the legal owner of applications/services it intends to provide to LIC of India.	Yes/No: - Name of the Solution/s: -																
7.	Bidder must have had a minimum turnover of Rs. 5 Crores (from each application/ service) in each of the last three financial years (2008-2009, 2009-2010 and 2010-2011) from above telecom/mobile/wireless applications/ services business and should also have made profit(before tax) in at least one of these years.	<table border="1"> <tr> <td colspan="3" data-bbox="802 461 1201 562">Turnover and profit from related business i.e. from each application/service:</td> </tr> <tr> <td data-bbox="802 573 914 607">FY</td> <td data-bbox="922 573 1082 607">Turnover</td> <td data-bbox="1090 573 1201 607">Profit</td> </tr> <tr> <td data-bbox="802 618 914 674">2008 – 2009</td> <td data-bbox="922 618 1082 674"></td> <td data-bbox="1090 618 1201 674"></td> </tr> <tr> <td data-bbox="802 685 914 741">2009– 2010</td> <td data-bbox="922 685 1082 741"></td> <td data-bbox="1090 685 1201 741"></td> </tr> <tr> <td data-bbox="802 752 914 808">2010 – 2011</td> <td data-bbox="922 752 1082 808"></td> <td data-bbox="1090 752 1201 808"></td> </tr> </table> <p data-bbox="794 831 1209 1122">All figures in Rs. Crores *Please enclose a certificate confirming above figures from statutory auditors of company if separate final accounts are not available. *Attested copies of final accounts to be enclosed.</p>	Turnover and profit from related business i.e. from each application/service:			FY	Turnover	Profit	2008 – 2009			2009– 2010			2010 – 2011			
Turnover and profit from related business i.e. from each application/service:																		
FY	Turnover	Profit																
2008 – 2009																		
2009– 2010																		
2010 – 2011																		
8.	There should not be any incidence in past of initiation of bankruptcy or winding proceedings or any legal action for violation of any government rules/regulations against the bidder or its tie-up partner.	Whether such incidence has taken place in past : -  Yes/ No																

Authorized Signatory

Name:

Designation:

Date:

Place:

Seal of the company

**FORMAT III**

**VENDOR'S EXPERIENCE**

[Using the format below, provide information on each assignment / job for which your firm was legally contracted as a corporate entity for carrying out assignment / job similar to the ones requested under this assignment/ job during the last 3 financial years.

**Note:** Please provide documentary evidence from the client i.e. copy of work order/ contract/ certificates for each of above mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

Sr. No.	Type of Service, Brief description of application/ service (Please state if Web based/ hosted model)	Month/Year since the company is offering this service	Cost of Project (Rs.)	Time required to deploy the service	List of min. 10 Projects completed in India in last 3 financial years	Name of the Contact persons and their Phone number for references of projects completed
1.	Voice SMS/ broadcast					
2.	Customized voice Call					
3.	Customized Voice Call Reply					
4.	Missed call back					
5.	International SMS					
6.	In-dial toll-free					
7.	Call Latching/ Text backed by voice					
8.	Click to Call					

Bidder should have business continuity plan. In case the bidder does not have ready business continuity plan, he should undertake to implement business continuity plan within 6 months from the date of purchase order. Please submit details.

Authorized Signatory

Name:

Designation:

Date:

Place:

Seal of the company

**FORMAT IV**

**Information Regarding Any Conflicting Activities and Declaration Thereof**

Are there any activities carried out by your firm or Group Company which are of conflicting nature as mentioned in EOI Document?

If yes, please furnish details of any such activities.

If no, please certify,

We hereby declare that our firm, our associate / group firm are not involved in any such activities which can be termed as conflicting activities as mentioned in the concerned EOI Document. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by LIC, which shall be binding on us.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Seal of the company

**Details of demand draft enclosed with bid**

Sr. No	Processing Fee	Name of the issuing Bank	Date of DD	DD Number	Amount Rs.	Validity till
1.	EOI				1,000/-	

Authorized Signatory

Name:

Designation:

Date:

Place:

Seal of the company

**END OF DOCUMENT**