



Request for Proposal For Lead Management Software Solution

Ref.:LIC/CO/Dir.Mktg/LMS dated 16/06/2009

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Part - A: Introduction

A.1 OVERVIEW

Life Insurance Corporation of India, hereinafter referred to as "LIC", the largest life insurance organization in India, is requesting proposals for a fully web-based Integrated Solution for tracking & management of Business Leads with modules for all stages from registration of the lead (business contact) till the logical conclusion of the procurement of business, Distribution Channel Management, and Financial and Regulatory Compliance – a product whose architecture employs industry standards and a web-browser based user interface, provides a flexible and open infrastructure that can be easily extended to accommodate specific business needs and enhances customer service through real-time processing and round-the-clock access to information.

A.2 PURPOSE

The purpose of LIC behind this 'Request for Proposal (RFP)' is to seek a detailed techno-commercial proposal for Lead Management software solution.

A.3 INVITATION

The vendors desirous of taking up the project for the supply of above solution for LIC are invited to submit their techno-commercial proposal in response to this RFP. The criteria and the actual Process of evaluation of the responses to this RFP and subsequent selection of the successful vendor will be entirely at LIC's discretion. Its decision shall be final and no correspondence about the decision shall be entertained.

This RFP seeks proposal from vendors who have the necessary capability and experience to provide LIC with the Lead Management solution adhering to LIC's requirements.

A.4 RFP TERMINOLOGY

Definitions

Throughout this RFP, unless inconsistent with the subject matter or context:

- I. Bidder/Proponent/Prime Proponent/Vendor/System Integrator/recipient – An eligible firm i.e firm fulfilling eligibility criteria and submitting a proposal in response to this RFP.

- II. Corporation / Purchaser / LIC - Reference to “the Corporation” , “Corporation” and “Purchaser” shall be determined in context and may mean without limitation “Life Insurance Corporation of India “.
- III. Proposal/Bid – the Bidder’s written reply or submissions in response to this RFP.
- IV. RFP – the request for proposal (this document) in its entirety, inclusive of any addenda that may be issued by the Corporation.
- V. Solution/Services/Work/System – “Solution” or “Services” or “Work” or “System” or “IT System “ means all services, scope of work and deliverables to be provided by a Bidder as described in the RFP and include services ancillary to the supply of the Systems, such as transportation and insurance, and any other incidental services, such as installation, commissioning, decommissioning of the existing device, migration of existing configuration and digital certificates, provision of technical assistance , training and other obligation of the Supplier covered under the RFP.
- VI . ITB – Instructions to Bidders as Contained in PART-B .
- VII. Supplier/Contractor : Selected Bidder/System Integrator under this RFP.
- VIII Project Site/Sites : Reference to sites shall mean and include
- Site 1 : LIC’s Primary site at Mumbai ,
- Site 2 : LIC’s Secondary site at Mumbai
- IX Total Project Cost :
- Total Project cost would be initial cost alongwith warranty period costs (if any). This will not include annual maintenance charges payable for 4 years.

A.5 MINIMUM ELIGIBILITY CRITERIA:

Only those interested bidders who necessarily satisfy the following eligibility criteria should submit RFP:

Bidder should be a company incorporated under Indian Companies Act, 1956 or a Government Concern i.e it should be an existing Indian legal entity

Bidder must have a registered office with a legal presence in India. Bidder should have a branch/office in Mumbai.

- I. The bidder should have at least 5(five) years of proven experience of I.T. software development, design, implementation and system integration in India.

Bidder must warrant that it is financially solvent i.e. it is able to meet all its debts as and when they fall due, which is certified by a Chartered Accountant (CA). Bidder's

company/firm/organization, should have made profits during atleast 2 of the last three accounting years ie. F.Y. 2005-06, 2006-07, 2007-08. Audited Balance sheet and Profit and Loss account (amounts in INR) for last three years should be submitted.

The bidder should not have been blacklisted by any Govt/PSU/Reputed Listed company for corrupt or fraudulent practices or non delivery, non performance in the last three years. The bidder must warrant that there is no legal action being taken against it for any cause in any legal jurisdiction. If such an action exists and the bidder considers that it does not affect its ability to deliver the requirements as per the Tender, it shall provide details of the action(s).

The bidder should have implemented at least one project on lead management software solutions at any Indian organization. References, contact details, and URLs to be provided.

- II. The bidder must provide Earnest Money Deposit of Rs.50,000(Rupees Fifty thousand only). The EMD shall be in the form of a demand draft favouring “Life Insurance Corporation of India” issued by a scheduled commercial bank only. The non-submission of EMD will lead to rejection of the bid. The EMD will not carry any interest.

NOTE : Please submit all the documentary evidence in support of the above conditions as part of the Technical Bid.

This RFP is not an offer by LIC, but an invitation for Vendor response. No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed by duly authorised officers of LIC and the Vendor.

A.6 SCOPE

1. LIC invites responses from Vendors to propose a Lead Management Solution as described in this document. The proposal should include all the following components:

Lead Management Software Solution (inclusive of all modules mentioned in Point D.2.1 Goals of Proposed Solution)

Hardware Specifications (Specify the basic configurations)

Operating System (specify the version of Red Hat Linux Enterprise Edition),

Database and Application Server, Web Server (including licenses)

Database and Transaction Design, Backup strategies

Application Software

Implementation in two phases.

Training

Application Support

Post-Implementation Support

Any other components required for the implementation of the project.

Data Migration from existing systems, i.e. the proposed solution may need to import data from the existing systems of Life Insurance Corporation of India like details of agents, branches, etc. which are required for management of the leads. Part D of this document provides a brief overview of these systems as an indicative list.

2. LIC will provide the necessary hardware, rack-space and Red Hat Linux (ES) installation CDs for implementation of the solution in Phase I. The hardware configuration will be as follows:

Processor type	Intel® Xeon® X5260 Dual Core Processor 3.33 GHz
Processor speed	2.33 GHz
Number of processors	1 processor
Processor front side bus	1333 MHz Front Side Bus
Standard memory	2 GB (2 x 1 GB) Standard Memory
Internal cache	6 MB (1 x 6 MB) Level 2 cache
Memory type	PC2-5300 Fully Buffered DIMMs (DDR2-667) running at 667 MHz with 4:1 interleaving
Optical drives	48x CD-ROM (diskette optional)
Form factor	5U Rack
Hard Disk Capacity	160 GB

LIC expects the application vendor to specify the hardware configurations required to implement the proposed solution. This should include CPU/s, RAM, hard disk capacity, no. of cores, storage requirement, etc. taking into consideration the present and future volume estimates, current technology, and path for upgrade/growth. If required LIC will procure new hardware as specified by the vendor at the earliest possible or before implementation of Phase II

3. LIC requires the solution to be compatible with & operational on Red Hat Linux (ES) ver.4.0 or higher and to conform to open standards in respect of application software and database. If the proposed Vendor solution includes any proprietary components, the Vendor should identify such components and also provide details about service availability in terms of support, upgrades, on-going maintenance and other such areas.

4. The selected vendor will be responsible for the implementation and management of the project until User Acceptance Test (UAT) Sign-off and during the warranty and contract validity period. Some of the key activities will include:

Design and development of system as indicated in the response

Installation of the proposed solution components

Preparation and presentation of blue-print of the Project life cycle

Parameterisation and customisation

Incorporation of LIC's Business Rules in the Solution

Integration with existing systems, wherever required.

Initial testing of the software systems

Training of users and System administrators

Supporting the software systems to correct errors or bugs in the system

Successful system implementation

Implementation of future software enhancements including updates to documentation and follow-up training.

Ensuring software subscription/ updates/ upgrades for the entire solution during the contract validity period.

5. LIC requires that all Intellectual Property Rights (IPR) of the proposed software solution should be transferred in favour of LIC. All the source codes, executables, design documents, user-guides with reference to the lead management software should be handed over to LIC before User Acceptance Test (UAT) sign-off.

A.7 TIME SUMMARY

Bid Calling Date	16/06/2009
Pre-Bid Meeting	19/06/2009
Last date for Clarifications	22/06/2009
Bid Closing/Submission Date	30/06/2009
Bid Opening Date (Technical)	30/06/2009
Finalization of Bid & Award of Contract	07/07/2009
Implementation, Training & Customisation – Phase I	25/07/2009
Implementation - 2 nd and Final Phase	01/09/2009

Note: The above timelines are subject to change and notice in writing of any change will be provided where feasible.

A.8 NON DISCLOSURE CLAUSE

1. The bidder (and his employees) shall not, unless LIC gives permission in writing, disclose any part or whole of this RFP document, of the proposal and/or contract, or any specification, plan, drawing, pattern, sample or information furnished by LIC (including the users), in connection therewith to any person other than a person employed by the bidder in the performance of the proposal and/or contract. In case of consortium proposals all members of the consortium shall ensure the above. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance. The employees or the third parties engaged by the bidder shall maintain strict confidentiality.

2. The bidder, his employees and agents shall not without prior written consent from LIC make any use of any document or information given by the user, except for purposes of performing the contract award.

In case of breach LIC shall take such legal action as it may be advised.

A.9 DISCLAIMER

Subject to any law to the contrary, and to the maximum extent permitted by law, LIC and its Directors, officers, employees, contractors, agents, and advisers disclaim all liability from any loss or damage suffered by any person acting or refraining from acting because of any information including forecasts, statements, estimates, or projections contained in this RFP document or conduct ancillary to it whether or not the loss or damage arises in connection with any negligence, omission, default, lack of care or misrepresentation on the part of LIC or any of its officers, employees, contractors, agents, or advisers.

Part - B: Instructions To Bidders (ITB)

I. THE BIDDING DOCUMENT

B.1 Cost of Bidding

The Bidder shall bear all costs associated with the preparation and submission of its bid and LIC will in no way be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process. LIC is not liable for any cost incurred by bidder in replying to this RFP. It is also clarified that no binding relationship will exist between any of the Respondents and LIC until execution of a contractual agreement.

B.2 Content of Bidding Document

1. The bidding document provides overview of the requirements, bidding procedures and contract terms. It includes Introduction, Instructions to Bidders (ITB), Terms & Conditions of Contract (TCC), Business/Functional Requirement Specifications (BRS), Minimum Eligibility Criteria, Technical Bid and Financial Bid. The bidder must conduct its own investigation and analysis regarding any information contained in this RFP document and the meaning and impact of that information.
2. The Bidder is expected to examine all instructions, statements, Forms, terms and specifications in the bidding documents. Failure to furnish all information required by the 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 LIC has made considerable effort to ensure that accurate information is contained in this RFP, the information contained in this RFP is supplied solely as a guideline for Bidders.

Furthermore, during the RFP process, LIC has disclosed or will disclose in the RFP and corrigendum/addenda, as applicable, available information relevant to the Scope of Work to the extent, detail, and accuracy allowed by prevailing circumstances. Subject to the proviso in the previous sentence, 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, LIC shall not be deemed to give any guarantees or warranties of accuracy of any of the information in this RFP or any addenda, nor of its being comprehensive or exhaustive. Nothing in this RFP or any addenda is intended to relieve Bidders from forming their own opinions and conclusions in respect of the matters addressed in this RFP or any addenda, as applicable.

3. Addenda/Corrigendum: Any clarification issued by LIC will be in the form of an addendum/corrigendum, a copy of which will be forwarded to the Bidders and put on LIC's website - <http://www.licindia.in>.

4. Confidentiality: The contents of this RFP and the supporting documentation are confidential and proprietary to LIC and are provided solely for the purpose of response to the RFP and will be governed by the Non-Disclosure Clause specified in this RFP.

B.3 Clarification of Bidding Documents

1. A prospective Bidder requiring any clarification of the bidding documents may notify LIC in writing or by fax. LIC will respond in writing to any request for clarification of the bidding documents, at the earliest possible.

2. Any questions concerning this RFP must be submitted in writing on or before **22nd June 2009** to:

Shri G.P. Agarwal,

Deputy Secretary (Direct Marketing)

Life Insurance Corporation of India,

Yogakshema, Nariman Point, 4th Floor (West Wing),

Mumbai.

Fax no.: + 91-22-22022159

Telephone: + 91-22-66598928

E-mail: gagarwal@licindia.com

Similarly, the vendor should nominate a person as a single point of contact from within its organization. The name, postal address, e-mail address and contact phone numbers of this person should be mentioned in the proposal.

3. No requests for clarification will be accepted by telephone.

4. If a Bidder discovers any significant ambiguity, error, conflict, discrepancy, omission or other deficiency in this RFP, the Bidder should immediately notify the official at 2 above of such error and request modification or clarification of the RFP document, such modification/clarification being at the sole discretion of LIC.

B.4 Amendment of Bidding Documents

1. At any time prior to the deadline for submission of bids, LIC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the bidding document by amendment.

2. All prospective bidders who have received the bidding document will be notified of the amendment in writing or by fax or by email and such amendment will be binding on them. The corrigendum will also be available in LIC's website – <http://www.licindia.in>.

3. In order to allow prospective bidders a reasonable time to take the amendment into account in preparing their bids, LIC, at its discretion, may extend the deadline for the submission of bids.

II. PREPARATION OF BIDS

B.5 Language of Bid

The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and LIC shall be written in English language.

B.6 Document Constituting the Bid

Vendors must provide individual and factual replies to specific questions asked in this RFP. The bid prepared by the Bidder shall comprise the following components:

Minimum Eligibility Criteria:

Bidder's profile form(duly filled) as per Annexure E.2 Technical Bid Particulars

CA certificate pertaining to financial solvency of the bidder

Certified copies of audited balance sheets & Profit and Loss A/C for the last 3 years

Other certificates(CMM levels, ISO certifications etc)

Guarantee letter from Principal for Back-to-Back support (if applicable)

Non-Disclosure Agreement as per (Annexure E.10 Non Disclosure Agreement).

Technical Bid - Technical Bid will comprise of the following i.e. all the sections of Part E of this RFP document. The following annexures will be required to be submitted :

Annexure E.1 Technical Bid Letter

Annexure E.3 Details of Litigation(s)

Annexure E.4 Statement of Deviation from Schedule of Requirements

Annexure E.5 Statement of Deviation from RFP Terms and Conditions

Documentary evidences as indicated in B.6.1

Proposal Format

Business Requirements Specifications

Reference Site Details

Technical Constraints

Power of Attorney in favour of the authorised signatory.

Earnest Money Deposit – Demand Draft for Rs. 50,000/-

A signed copy of this RFP document.

Blank format of Annexure E.9 - Financial Bid Format

Financial Bid - Financial Bid will comprise the following, ie., all the sections of Part F of this RFP document. The following annexures will be required to be submitted:

Annexure E.6 Commercial Bid Particulars .

Annexure E.7 Commercial Bid Form .

Annexure E.8 Statement of Commercial Deviations from RFP Terms and Conditions.

Annexure E 9 Financial Bid Format

4. Documentary evidence established in accordance with ITB Clause B.11 that the Bidder, if its bid is accepted, has financial, technical and production capability necessary to perform the contract and meets the criteria outlined in the Technical Specification and fulfil all the Terms and Conditions of the Contract.
5. Documentary evidence established in accordance with ITB Clause B.11 that the Systems and ancillary services to be supplied by the Bidder conform to the bidding documents and Technical Specifications.
6. An undertaking from the bidder that the bidder is complying with all the conditions of the Contract and Technical Specifications of the Bidding Document as no deviation will be acceptable to LIC.

B.7 Bid Form

The Bidder shall complete the Bidder Profile, Bid Form and the appropriate Price Schedule furnished in the bidding documents.

B.8 Bid Prices

1. The Bidder shall indicate on the Price Schedule the unit prices and total bid prices of the systems, components and the services it proposes to provide under the Contract.

2. Prices indicated on the Price Schedule shall be entered separately in the following manner:

Price of Software

The price of other incidental services listed in Clause C.11 of the Terms and Conditions of Contract

The price of annual maintenance services for 4 years after expiry of warranty period.

3. Fixed Price- Prices quoted by the Bidder shall be negotiated and fixed during the award of the Contract and not subject to variation on any account subject to ITB Clause B.24.1. A bid submitted with an adjustable price quotation will be treated as non-responsive and rejected.

4. Licensing Requirements In the Proposed Solution- LIC prefers to have an "Enterprise-wide" License with unlimited users and no territory restriction and the term users will include Employees of LIC or its Subsidiaries, agents and other field force and such others that LIC may authorize.

Please indicate clearly all the licensing requirements wherever applicable, and their financial impact on the total cost of ownership. LIC reserves the right to choose the licensing pattern that it considers desirable and to apply that choice in the evaluation of the Financial Bid.

B.9 Bid Currencies

Prices shall be quoted in Indian Rupees (INR).

B.10 Pre-Bid Meeting

LIC may, at its sole discretion, organise a pre-bid meeting, after about 3 (three) days of the issuance of this RFP, to resolve any queries, which the Vendors may have. Any further information will be provided to all Vendors in writing (or by e-mails). The exact date, time and location of the pre-bid meeting will be communicated to each vendor in writing/fax/e-mail/telephone.

B.11 Documents establishing solution conformity to Bidding documents

The following documents must accompany the response to this RFP:

1. Pursuant to ITB Clause B.6, the Bidder shall furnish, as part of its technical bid, documents establishing the conformity to the bidding documents of all systems and services, which the Bidder proposes to supply under the contract.

2. The documentary evidence of conformity of the systems and services to the bidding documents may be in the form of literature, drawings and data, and shall consist of:

A detailed description of the essential technical and performance characteristics of the system

A list giving full particulars, including available support necessary for the proper and continuing functioning of the system for a period of at least four years, after expiry of the warranty period

An item-by-item commentary on LIC's Business and Technical Specifications, demonstrating substantial responsiveness of the proposed solution to those specifications. Any deviations or exceptions to the provisions of the Technical Specifications will not be accepted.

A confirmation that, if the Bidder offers systems and/or other software manufactured by another company, such software operates effectively on the system offered by the Bidder; and the Bidder is willing to accept responsibility for its successful operations

A confirmation that the Bidder is either the owner of intellectual Property Rights in the software offered, or that bidder has proper authorization from the owners to offer them

B. 12 Bid Integrity

Wilful misrepresentation of any fact within the Bid will lead to the cancellation of the contract without prejudice to other actions that LIC may take. All the submissions, including any accompanying documents, will become property of LIC. The bidders shall be deemed to license, and grant all rights to, LIC, to reproduce the whole or any portion of their solution for the purpose of evaluation, to disclose the contents of submission to other bidders and to disclose and/or use the contents of submission as the basis for RFP process.

B.13 Period of Validity of Bids

Bids shall remain valid for 180 days after the date of bid opening prescribed by LIC, pursuant to ITB Clause B.16. LIC shall reject a bid valid for a shorter period as non-responsive.

In exceptional circumstances, LIC may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing (or by fax). The bidder can either accept or refuse this request. A Bidder granting the request will not be required nor permitted to modify its bid. A bidder not giving consent to the extension of period of validity will not be considered for evaluation.

B.14 Format and Signing of Bid

1. The Bidder shall prepare the submission as per minimum eligibility criteria, Technical Bid and Financial Bid separately, clearly marking them as "minimum eligibility criteria", "Technical Bid" and "Financial Bid" respectively.
2. The Bid Form shall be typed or written in indelible ink, serially numbered and shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the Contract. The authorization shall be indicated by a written power-of-attorney accompanying the bid. The person or persons signing the bid shall sign all pages of the bid, except for an un-amended printed literature.
3. Any interlineations, erasures or overwriting shall be valid only if the person or persons signing the bid sign(s) them.
4. Bid should be typed and submitted on A4 size paper and spirally bound securely. Bidders responding to this RFP must comply with the following format requirements.

(a) **COVER LETTER/BIDDER CERTIFICATIONS:** Attach any covering letter included with the bid and those certifications required for submission of a proposal. Proposals submitted in response to this RFP must be signed by the person working in the bidder's organization who is responsible for the decision as to the prices being offered in the bid or by a person who has been authorized in writing to act as agent for the person responsible for the decision on prices. The bid shall stipulate that it is predicated upon the terms and conditions of this RFP and any supplements or revisions thereof. By submitting a signed proposal, the bidder's signatories certify that in connection with this procurement:

* The bidder's organization or an agent of the bidder's organization has arrived at the prices in its bid without consultation, communication or agreement with any other respondent or with any competitor for the purpose of restricting competition.

* The prices quoted in the bid have not been knowingly disclosed by the bidder's organization or by any agent of the bidder's organization and will not be knowingly disclosed by same, directly or indirectly, to any other respondent or to any competitor and

* No attempt has been made or will be made by the bidder's organization or by any agent of the bidder's organization to induce any other person or firm to submit or not to submit a bid for the purpose of restricting competition.

(b) **REFERENCE DATA SHEET:** For each product offered, Bidder must furnish a list of a minimum of one reference, including those complying with the eligibility conditions as mentioned in the part Invitation of Part-A of this document. The references should preferably have operations/functions similar to LIC and have similar application, scope and be users of the specific software modules and versions proposed. The number of users actually using the solution should preferably be large. LIC reserves the right to contact and/or visit any party listed as a reference, which has previously utilized or is presently utilizing product(s) and/or service(s) identical or similar to those being proposed by the bidder. It may also utilize other sources of information about the product(s) and/or service(s)

proposed by the Bidder where these sources are publicly available and are equally available for all competing bidders. The Bidder should not be present during site visits.

(c) **SUMMARY:** Provide a narrative summary of the bid being submitted. This summary should identify all product(s) and/or service(s) that are being offered in the proposal.

(d) **FINANCIAL STABILITY DOCUMENTATION:** Bidders responding to this RFP must be able to substantiate their financial stability. Audited financial statements for past three accounting years ie. F.Y. 2005-06, 2006-07, 2007-08 along with additional supporting documentation must be submitted with the bid.

(e) **RESPONSE TO GENERAL, TECHNICAL, PERFORMANCE AND SUPPORT REQUIREMENTS:** Provide a point-by-point response to each and every requirement specified in this RFP. A succinct explanation, if required, of how each requirement can be met or cannot be met may be included.

(f) **ADDITIONAL INFORMATION:** Include additional information, which will be essential to an understanding of the proposal. This might include diagrams, excerpts from manuals, or other explanatory documentation, which would clarify and/or substantiate the bid. Any material included here should be specifically referenced elsewhere in the bid.

5. Bid Presentation

(a) **GLOSSARY:** Provide a glossary of all abbreviations, acronyms, and technical terms used to describe the services or products proposed. This glossary should be provided even if these terms are described or defined at their first use in the bid response.

(b) **PRESENTATION:** Bidders shall be required to make presentations/demos to supplement their bids, if requested by LIC. LIC will make every reasonable attempt to schedule each oral presentation/demo at a time and location that is agreeable to the bidder. Failure of a Bidder to complete a scheduled oral presentation to LIC on the date established by LIC may result in rejection of that Bidder's proposal.

The tentative dates for the vendor presentations / demonstrations, if required, would be after about 3 days from the 'Bid Opening Date'. The exact date, time and venue will be informed in due course.

B.15 Sealing and Marking of Bids

1. The Bids should be submitted in 3 parts in 3 separate sealed envelopes marked

"Part I - Minimum Eligibility Criteria"

"Part II - Technical Bid"

"Part III - Financial Bid"

2. The sealed envelopes as per clause B.15.1 should contain the responses in soft/ hard form as detailed below :

Parts I & II (Minimum Eligibility Criteria & Technical Bid)

Soft copy in Ms Word / Ms Excel document (compatible with MS Word 97 / 2000) file stored on a compact disk (CD)

Hard copy - One printed and spirally bound copy of the response document

Part-III (Financial Bid)

Soft copy of the Financial Bid in Ms Word / Ms Excel document (compatible with MS Word 97 / 2000) file stored on a compact disk (CD)

One printed and spirally bound copy of the Commercial Proposal duly signed on each page.

3. The 3 sealed envelopes as per ITB Clause B.15.1 should be put inside a 4th envelope and marked as: Response to Request For Proposal from LIC, and a legend "To be opened by addressee only" and the name and address of the Bidder.

4. All the 4 envelopes shall be addressed to LIC and the 4 th envelope (as per 3 above) should be delivered in person to the contact address mentioned below:

Executive Director (Direct Marketing)

Life Insurance Corporation of India,

Yogakshema, Nariman Point, 4th Floor (West Wing),

Mumbai.

5. If the envelopes are not sealed and marked as required by the ITB Clauses B.15.1 to B.15.4, LIC will assume no responsibility for the bid's misplacement or premature opening.

6. Telex, Email or Fax bids will be rejected.

7. In case of any discrepancies between the hard copy and the soft copy, the hard copy will be considered as the base document.

8. All documents submitted as response to this RFP should be initialled by the authorised signatory, all the pages should be numbered and rubber stamp should be affixed on each page.

B.16 Deadline for Submission of Bids

1. Completed Bids (Minimum Eligibility Criteria, Technical and Financial together) must be received by LIC at the address specified under ITB Clause B.15.4 not later than 1300hrs on Tuesday the 30/06/2009. In the event of the specified date for the submission of Bids being declared a holiday for LIC, the Bids will be received up to the appointed time on the next working day.

2. LIC may, at its discretion, extend this deadline for submission of bids by amending the bid documents in accordance with ITB Clause B.4, in which case all rights and obligations of LIC and Bidders, previously, subject to the deadline, will thereafter be subject to the deadline as extended.

3. Delivery of Bid at the above address will be the sole responsibility of the bidder. LIC will assume no responsibility for bids submitted elsewhere.

B.17 Late Bids

Any bid received by LIC after the deadline for submission of bids prescribed by LIC, pursuant to ITB Clause B.16, will be rejected, without any further communication in this regard.

B.18 Modification and Withdrawal of Bids

1. The Bidder may modify or withdraw its bid after the bid's submission, provided that written notice of the modification or withdrawal is received by LIC prior to the deadline prescribed for submission of bids.
2. The Bidder's modification or withdrawal notice should be prepared, sealed and marked accordingly.
3. No bid may be modified subsequent to the deadline for submission of bids.
4. No bid may be withdrawn in the interval between the deadline for submission of bids and the expiration of period of bid validity specified by the Bidder on the bid form.

III. Opening and Evaluation of Bids by LIC

B.19.1 Opening and evaluation of Technical Bids

B.19.1.1 Opening of Technical Bids

- 1 At first, LIC will open only the envelopes containing the Part I - Minimum Eligibility Criteria and Part II - Technical bids.
- 2 LIC would then evaluate the Technical bids. Bidders are expected to reply to all the queries, if any, from LIC, which arise out of the Technical Evaluation process.
- 3 If a bid is not responsive or does not fulfil all the Terms & Conditions of the Contract or does not meet the Eligibility Criteria, Technical Specifications & Functional/Business Requirements, it will be rejected by LIC and may not subsequently be made responsive by the Bidder by correction of the non-conformity.

B.19.1.2 Evaluation Process

The detailed technical evaluation will include, scrutiny of minimum eligibility criteria, technical bid including response to various queries, system demonstrations of the proposed application software solution if required, reference calls, and site visits to selected customers with comparable configurations. The final selection and decision on the Vendor solution will be taken by the Competent Authority of LIC. The systems implementation project will commence upon successful negotiation & signing of a contract between LIC and the selected Vendor. LIC reserves the right to reject any or all proposals.

B.19.1.3 Preliminary Scrutiny

LIC will scrutinize the offers received to determine whether they are complete as per RFP requirement, whether eligibility conditions have been fulfilled, whether technical documentation as asked for and required to evaluate the offer has been submitted and whether the documents have been properly signed.

LIC may, at its discretion, waive any minor non-conformity or any minor irregularity in the offer. This waiver shall be binding on all the vendors and LIC reserves the right for such waivers.

B.19.1.4 Clarification on Offers Received

To assist in the scrutiny, evaluation and comparison of offers, LIC may, at its discretion, ask some or all vendors for clarifications on the offer made by them. The request for such clarifications and the vendor response will necessarily be in writing.

B.19.1.5 Short-listing of Vendors

LIC will evaluate the technical bids and short-list vendor(s) and the commercial offers of only these vendor(s) will be opened.

B.19.2 Opening and evaluation of Financial Bids

B.19.2.1 Opening of Financial Bids

1 After the evaluation of Technical Bids, LIC shall open the Financial Bid in the presence of Bidders who choose to attend.

2 Price Comparison: Price comparison will take into consideration total project cost inclusive annual maintenance charges for 4 years.

3 Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words shall prevail. If the vendor does not accept the correction of errors, its bid will be rejected.

B.19.2.2 Contract Negotiations

At the completion of the selection process, LIC will enter into Price negotiations with the selected Vendor. Thereafter, the vendor will be bound by the terms and conditions as may be set out in the contract. The final contract must stipulate that the application software specified will satisfy the functions as stated in the RFP. Vendor should also be aware that the following documents would be included as attachments to the final contract:

This Request for Proposal

The Vendor's proposal in response - both technical and commercial

Any modifications to the proposal

Related sales literature

An Implementation Plan identifying the tasks to be completed, the assigned responsibilities, and the scheduled completion dates.

LIC reserves the right to stipulate, at the time of finalisation, any other document(s) to be enclosed as part of the final contract.

B.19.3 System Acceptance Testing

Prior to the solution going live, LIC will require a period of time to evaluate the complete solution. This evaluation period should be sufficient to verify the application software's operations and effectiveness. The evaluation period will not commence until the Vendor has installed the application software (including custom modifications and parameterisations) at LIC's office.

LIC retains the right to reject the system in its entirety during the evaluation period for a full refund, based upon unsatisfactory performance of the Vendor software.

B.19.3.1 Acceptance Procedures

LIC will specify one contact person who will issue an user acceptance certificate once the software is commissioned and operational.

Acceptance procedure will include the following, a plan for which will have to be submitted by the vendor

Functional tests

Resilience tests

Benchmark Comparisons

Operational Tests.

Completion of any other tests / evaluation criteria that LIC may specify. A written intimation of any such criteria/ evaluation will be provided to the vendor by LIC.

During the acceptance period, LIC staff will test the functionalities. This staff will need necessary on-site training for the purpose.

On satisfactory completion of the aforementioned tests, the User Acceptance Test (UAT) letter will be issued to the vendor by the competent authority.

B.20 Clarification of Bids

During the evaluation of bids, LIC may, at its discretion, seek clarification on the bids submitted. The request for clarification and the response shall be in writing.

B.21 Contacting LIC

1. Other than as envisaged in ITB Clause B.20, no Bidder shall contact LIC or its employees on any matter relating to its bid, from the time of the bid opening to the time the Contract is awarded. If the bidder wishes to bring additional information to the notice of LIC, it should do so in writing to the official mentioned in ITB Clause B.3.2

2. Any effort by a Bidder to influence LIC in its decisions on bid evaluation, bid comparison or contract award may result in rejection of the Bidder's bid.

B.22 Rejection of Bids

Vendor(s) response/proposal is liable to be rejected if in the opinion of LIC:-

The proposal is incomplete

The proposal is not signed

The proposal is not submitted within the specified deadline

The proposal is submitted with an adjustable Price quotation

Any attempt is made to influence any of the evaluation committee members of LIC

IV. Award of Contract

B.23 Post qualification

LIC will determine to its satisfaction whether the Bidder that is selected as having submitted the lowest evaluated bid meets the criteria specified in ITB Clause B.11, and can perform the contract satisfactorily.

This determination will take into account the Bidder's financial, technical and performance capabilities. It will be based upon an examination of the documentary evidence of the Bidder's qualifications, expertise, capability submitted by the bidder, pursuant to ITB Clause B.11, as well as such other information, obtained from any other source, as LIC deems necessary and appropriate.

Award of contract will be subject to the bidder satisfying all the evaluation criteria decided by LIC.

B. 24 Award Criteria

1. Subject to ITB clause B.26, LIC will select a vendor who satisfies all the conditions of the contract and meets the technical specifications set out in the bidding document. LIC reserves the right to negotiate the price with the vendor thus chosen.
2. The selected vendor will handle the implementation of the project itself and shall not outsource or sub-contract/contract to another agency/Solution Integrator which is not part of the Bid any jobs related to the solution offered including but not limited to development, customization and implementation of the solution offered. The implementation and support during warranty period and during the extended support period of 4 years (if availed by LIC) should be performed by personnel on the payroll of the successful bidder, and necessary proof to this effect shall be furnished to LIC, to its satisfaction.

B.25 Deadlines / Critical Dates

1. Vendor shall provide a detailed work plan & time schedules for approval by LIC. The work plan must be satisfactory to LIC.
2. Vendor shall recommend relevant and viable strategies to achieve all the work objectives, all the critical dates, and requirements contained in this RFP.

B.26 LIC's right to accept any Bid and to reject any or All Bids

1. LIC reserves the right to accept or reject any or all Bids without assigning any reason. Bids may be accepted or rejected in total or in any part or items thereof. Any Bid not containing sufficient information, in the view of LIC, to permit a thorough analysis may be rejected.
2. LIC reserves the right to verify the validity of bid information, and to reject any bid where in LIC's estimation, the contents appear to be incorrect, inaccurate or inappropriate.
3. LIC shall have the right to determine in its own best judgment, the Bidders who will qualify for the short list, if any, and thereafter, the final selected firm shall undertake the work.
4. Bids not conforming to the requirements of the RFP may not be considered by LIC. However, LIC reserves the right, at any time, to waive any of the requirements of the RFP, if, in the sole discretion of LIC, the best interests of LIC would be served by such waiver.

5. If, in the opinion of LIC, any Bidder has clearly misinterpreted the Work and /or underestimated the hours and / or value of the Work to be performed as reflected in the bid content and submitted price(s)/rate(s), then LIC may reject the bid as unbalanced (i.e. not responsive to the scope of work).

6. Further, LIC shall have the right to cancel the RFP process at any time prior to the award of the contract, without thereby incurring any liability to the affected Bidder or Bidders. Reasons for cancellation, as determined by LIC in its sole discretion, include, but are not limited to, the following:

- (i) Services contemplated are no longer required
- (ii) Requirements and terms of reference (scope of work) of the RFP were not adequately or clearly defined due to unforeseen circumstances and /or factors and /or new developments
- (iii) The RFP did not allow for consideration of all significant elements of LIC for the work (e.g. new/additional matters have arisen)
- (iv) Proposed price is unacceptable for the Work and
- (v) The Project is not in the best interest of LIC
- (vi) Any other reason

B.27 Notification of Award of Contract

Prior to the expiry of the period of bid validity, LIC will notify the successful bidder in writing by letter or by fax, to be confirmed in writing by letter, that its bid has been accepted.

B.28 Signing of Contract

1. At the same time as LIC notifies the successful bidder that its bid has been accepted, LIC will send the bidder the Contract Form incorporating all agreements between the parties.
2. Within 7 days of receipt of the Contract Form, the successful bidder shall sign and date the Contract and return it to LIC.

Part - C: Terms and Conditions of the Contract (TCC)

This RFP stipulates a number of Terms and Conditions for implementation of Lead Management Software solution. The offered solution should abide by these Terms and Conditions and the bidder should agree to all the terms and conditions of contract.

C.1 Project Site

The Project site will be LIC's primary or secondary data-center at Mumbai. The exact address of the site/s will be communicated to the successful bidder by LIC at a later date

C.2 Project Site Readiness

Sites where the server should be installed are all ready with network, power, rack-space, air-conditioning and all other infrastructure facilities..

C.3 Standards

The Solution offered under this Contract shall conform to the standards mentioned in the Technical Specifications, and, where no applicable standard is mentioned, to internationally

acceptable standards. However this does not override LIC's discretion in deciding the Standard.

C.4 Patent Rights

The Vendor shall indemnify LIC against all third-party claims of infringement of patent, trademark, copy right or industrial design rights arising from use of the Solution or any part thereof in . In case of violation/infringement of patent/trademark/copyright or industrial design, the vendor shall after due inspection and testing get the proposed solution redesigned for LIC for trademark/copyright, industrial design, on behalf of LIC at no extra cost.

C.5 Performance Security

1. On award of the contract, the Vendor shall furnish a Performance Bank Guarantee to LIC for an amount equal to 20% of the total cost of the proposed solution, valid up to 60 days after the date of completion of warranty obligation (ie. after 12 months from the date of User Acceptance Test (UAT) sign off).
2. In the event of any correction of defects or replacement of defective material during the warranty period, the warranty for the corrected/replaced material shall be extended to a further period of 12 months and the Performance Bank Guarantee for proportionate value shall be extended by 60 days over and above the extended warranty period.
3. The proceeds of the performance security shall be payable to LIC as compensation for any loss resulting from the vendor's failure to complete its obligations under the Contract.
4. The performance security shall be denominated in Indian Rupees (INR) and shall be in the following form only:

A Bank guarantee issued by a commercial bank located in Mumbai acceptable to LIC, in the form provided in the bidding documents or another form acceptable to LIC. Initially the bank guarantee can be valid for a period of 12 months subject to its renewal in the 11th month for a further period of 12 months till the complete period as specified in Clause C.5.1 above.

5. The performance security will be discharged by LIC and returned to the Vendor not later than 60 days following the date of completion of the Vendor's performance obligations including any warranty obligations under the contract.
6. In the event of any contract amendment the Vendor shall within 21 days of receipt of such amendment furnish the amendment to the Performance Security rendering the same valid for the duration of the Contract as amended for 60 days after the completion of performance obligations including warranty obligations.

C.6 Warranty

1. The Vendor warrants that the software solution provided to LIC's requirements for Lead Management solution under this Contract
2. The warranty shall be comprehensive and the period of warranty shall be 12 months from the date of User Acceptance Test (UAT) of the solution. The vendor shall in addition comply with the performance guarantees specified under the contract. If for reasons attributable to the vendor, these guarantees are not attained in whole or in part, the Vendor shall, make such changes, modifications and or additions to the systems, software or any part thereof as may be necessary in order to attain the contractual guarantees specified in the Contract at its own cost and expense and including further performance tests.

3. LIC shall promptly notify the Vendor in writing of any claims arising under this warranty.
4. In the event of any correction of defects during the warranty period, the warranty for corrected /replaced material shall be extended to a further period of 12 months.
5. Period for correction of defects in the warranty period is 48 hrs

C.7 Payment

Payment for systems and Services shall be made in Indian Rupees (INR) as follows:

50% of the Total project cost (excluding annual maintenance charges for 4 years) will be paid after User Acceptance Test (UAT) sign off.

40% of the Total project cost (excluding annual maintenance charges for 4 years) will be paid on successful completion of 6 months from the date of User Acceptance Test (UAT) sign off.

10% of the Total project cost (excluding annual maintenance charges for 4 years) will be paid on successful completion of 1 year from the date of User Acceptance Test (UAT) sign off.

Annual Maintenance Cost from 2nd year till 5th year will be payable after the expiry of warranty period on half-yearly basis.

C.8 Prices

1. Fixation of Prices: Prices payable to the Vendor as stated in the Contract shall be fixed at the time of finalisation of the contract.
2. Escalation of Costs: The vendor shall in no circumstance be entitled to any escalation of costs or price of any material / items supplied or services tendered under the contract.

C.9 Change Orders

LIC may at any time, by written order given to the Vendor make changes within the general scope of the Contract. If any such change causes an increase or decrease in the cost of, or the time required for, the Vendor's performance of any provisions under the Contract, an equitable adjustment shall be made in the Contract Price or delivery schedule, or both, and the Contract shall accordingly be amended. Any claims by the Vendor for adjustment under this clause must be asserted within 15 days from the date of the Vendor's receipt of LIC's change order.

C.10 Contract Amendments

Subject to condition of contract clause C.16 no variation in or modification of the terms of the contract shall be made except by written amendment signed by both the parties.

C.11 Assignments

The Vendor shall not assign anyone, in whole or in parts, its obligations to perform under the Contract, except with LIC's prior written consent.

C.12 Delays in Delivery of the systems by the Vendor

1. If at any time during performance of the Contract the Vendor should encounter conditions impeding timely delivery of the systems and performance of Services, the Vendor shall

promptly notify LIC in writing of the fact of the delay, its likely duration and its cause(s). As soon as practicable after receipt of the Vendor's notice LIC shall evaluate the situation and may, at its discretion, extend the Vendor's time for performance with or without liquidated damages, in which case the extension shall be ratified by the parties by amendment of the Contract.

2. Except as provided under conditions of contract clause C.22, a delay by the Vendor in the performance of its delivery obligations shall render the Vendor liable to the imposition of liquidated damages pursuant to conditions of Contract unless an extension of time is agreed upon pursuant to conditions of Contract without the application of liquidated damages.

C.13 Liquidated Damages

Subject to conditions of Contract if the Vendor fails to commission any or all of the solution or to perform the Services within the period(s) specified in the Contract, LIC shall, without prejudice to its other remedies under the Contract, deduct from the Contract Price, as liquidated damages, a sum equivalent to 0.5% of the total project cost for delay of each week or part thereof until actual delivery or installation or of performance, up to a maximum deduction of 10%. Once the maximum is reached, LIC may consider termination of the Contract pursuant to conditions of Contract Clause C.21.

C.14 Termination for Default

1. LIC may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Vendor, terminate the Contract in whole or part:

if the Vendor fails to deliver any or all of the systems within the period(s) specified in the Contract, or within any extension thereof granted by the Purchaser pursuant to conditions of contract clause no.C.19.1 or if the Vendor fails to perform any other obligation(s) under the Contract.

2. In the event LIC terminates the Contract in whole or in part, pursuant to the conditions of contract clause no.C.21.1, LIC may procure, upon such terms and in such manner, as it deems appropriate, Systems or Services similar to those undelivered and the Vendor shall be liable to LIC for any excess costs for such similar systems or Services. However, the vendor shall continue the performance of the Contract to the extent not terminated.

C.15 Force Majeure

1. Notwithstanding the provisions of conditions of contract clause no. C.5, C.13 & C.14 the Vendor shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

2. For purpose of this Clause, Force Majeure means an event beyond the control of the Vendor and not involving the Vendor's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of LIC in its contractual capacity, wars or revolutions, fires, floods, strikes, epidemics, earthquakes, quarantine restrictions and freight embargoes.

3. If a Force Majeure situation arises the Vendor shall promptly notify LIC in writing of such conditions and the cause thereof. Unless otherwise agreed by LIC in writing, the Vendor shall continue to perform its obligations under the Contract as far as is reasonably

practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

C.16 Termination for Insolvency

LIC may at any time terminate the Contract by giving written notice to the Vendor, if the Vendor becomes bankrupt or otherwise insolvent. In this event termination will be without compensation to the Vendor, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to LIC.

C.17 Resolution of Disputes/Arbitration

1. All disputes or differences of any kind, whatsoever, arising out of or in connection with this contract or in discharge of any obligation arising out of this Contract (whether during the progress of work or after completion of such work and whether before or after the termination of this contract, abandonment or breach of this contract), the Parties to this contract shall endeavour to settle such disputes and/or difference amicably. If both the parties fail to reach such amicable settlement, either party (LIC or the Vendor) may within 30 days of such failure, give a written notice to the other party clearly setting out therein the specific dispute/s and/or difference/s, which require to be arbitrated upon. Such dispute/s and/or difference/s shall be referred to a sole arbitrator mutually agreed upon. In the absence of consensus about the single arbitrator, the dispute may be referred to joint arbitrator; one to be nominated by each party and the said arbitrators shall nominate a presiding arbitrator, before commencing the arbitration proceedings.

2. Arbitration proceedings shall be held at Mumbai, India, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in English.

C.18 Limitation of Liability

Except in cases of criminal negligence or wilful misconduct, and in the case of infringement pursuant to Conditions of Contract Clause C.4, the Vendor shall not be liable to LIC, whether in contract tort, or otherwise, for any indirect or consequential loss of damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the vendor to pay liquidated damages to LIC; and the aggregate liability of the Vendor to LIC, whether under the Contract, in tort or otherwise, shall not exceed the total Contract Price provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.

C.19 Governing Language

The Contract shall be written in English language subject to condition of contract clause C.20. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in the same language.

C.20 Applicable Law

The Contract shall be interpreted in accordance with the laws of the Government of India.

C.21 Notices

1. Any notice given by one party to the other pursuant to this Contract shall be sent to other party in writing or by Fax and confirmed in writing to the other Party's address. For the purpose of all notices, the following shall be the current address of LIC.

Executive Director (Direct Marketing)

Life Insurance Corporation of India

Central Office, Yogakshema, 4th Floor (West Wing),

J.B.Marg, Nariman Point,

Mumbai -400021.

Fax no.: + 91-22-22022159

Telephone: + 91-22-66598927

E-mail: co_dm@licindia.com

2. A notice shall be effective when delivered or on the notice's effective date whichever is later.

C.22 Taxes and Duties

The Vendor shall be entirely responsible for all taxes, duties, license fees, road permits, other taxes, etc., incurred until delivery of the contracted systems to LIC and therefore should be included in the price bid.

C.23 Vendor Integrity

The vendor is responsible for and obliged to conduct all contracted activities in accordance with the contracts using state-of-the-art methods and economic principles and exercising all means available to achieve the performance specified in the contract.

C.24 Vendor's Obligations

1. The vendor is obliged to work closely with LIC's staff, act within its own authority and abide by directives issued by LIC from time to time for the implementation activities.

2. The vendor is responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanours on the part of its personnel.

3. The vendor will treat as confidential all data and information about LIC, obtained in the execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of LIC as explained under 'Non Disclosure Clause' in Part A of this document.

C.25 Training

This section is designed to solicit your approach to managing the training of LIC staff in the configuration, operation, maintenance, support, and continuous improvement of the Solution.

C.26 Technical Documentation

Complete documentation of the Solution must include the following:

Detailed User Guide for use of the software.

Language reference manuals

Manuals for every software package including Third Party software

On-line tutorials, CBTs and help documentation

Any level/version changes, addenda, explanation and/or clarifications or corrections in the above mentioned documentation, made during the currency of the Agreement, shall be supplied by the Bidder free of cost, as and when such changes are generally made available.

The sets of documents and manuals, supplied and delivered by the proponent, shall be in reasonable detail; and be current at the time of delivery; be in English language; include system operations and the Third Party software products; include error recovery instructions; include software debuggers/diagnostics/listing; include ready reference; and include illustrated parts and catalogues.

C.27 Services

LIC intends that all professional services necessary to successfully implement the proposed solution will be part of the RFP. These services include, but are not limited to:

Project Management

Training

Any other service identified by the bidder as necessary for project implementation.

C.28 Project Management

The bidder should submit as part of the technical bid an overview of the Project Management approach for the installation of the proposed solution detailing the techniques and tools that will be used and the challenges perceived in the project, including Project Status reporting, problem resolution procedure, risk management method etc. The bidder should mention the likely strength and composition (with skill sets and experience) of the Project Implementation team. It is compulsory that there should be participation of at least one person from the Principal (the owner of the product) in the Project Management team, either as an active member, Project leader or advisor, till the actual sign off.

The bidder who is awarded the contract, will be required to submit the blueprint, including the deadlines, the actual composition of the Project Implementation team and get it approved by LIC before starting the implementation.

The Project Manager will provide leadership and direction in all functional areas. Tasks that may be performed include:

Develop team work plans

Lead deliverables reviews

Coordinate and assign team activities and tasks

Coordinate cross team communication and tracking of team's tasks to completion

Coordinate problem resolution and assist in leading Status Meetings

Manage compliance with the software license and implementation services contract

C.29 Components of the Contract

The Contract will be based on this RFP, and the conditions of the Contract that will be executed at the time of award of contract; the Bidder(s) response to the questions in the RFP; clarifying questions raised in writing by LIC and the response in writing to those questions; clarifying questions raised in writing by the bidder(s) and the responses in writing to those questions.

If any of the terms and conditions under this Contract is held invalid, illegal or unenforceable, this will not affect the validity, legality or enforceability of the other terms and conditions under this Contract.

Part – D :Business/Functional & Technical Requirement Specifications

D.1 Brief About Requirement

Tracking of Business Leads and allotment of the same to the Agents & Marketing Intermediaries spread across the length & breadth of the Country with role-based control. Posting of Business leads from different sources, validation and allotment of same to Direct Sales Executives (DSE) either directly or through call center, based on mapping of customer with DSE geographically or specialization or both. After allotment there has to be complete tracking of each lead by two way communication through mobile/internet with the DSE and the controlling units at Branch, Zone and Central Office (CO). The system must also provide for two way communications between customer and DSE as well as controlling units through mobile/internet or both.

D.1.1 The Structure

LIC has a hierarchical structure of offices. The Central Office is located at Mumbai and there are 8 Zonal Offices and 108 Divisional Offices and over 2048 Branch Offices. The marketing intermediaries are attached to Branches & to some Divisional Offices. In Phase I, the following is the structure of Direct Marketing Control units and the proposed number of Direct Sales Executives

<u>Controlling office</u>	<u>Zonal Cntrl. Office</u>	<u>Team Cntrl.Unit</u>	<u>No of DSEs (for Phase –I)</u>
Mumbai	Delhi	Delhi	75
	Mumbai	Mumbai	75
	Kolkatta	Kolkatta	50
	Hyderabad	Bangalore	75
	Chennai	Ernakulam	50

D.1.2 Current Applications

Currently LIC does not have any exclusive software for management of the leads .

D.2 Proposed Applications Architecture

The business requirement specifications are outlined in para. D.2.1 to D.2.11. Please respond to each item without any omission. It should not be construed, however, that all the functionalities required by LIC have been detailed either exhaustively or entirely. The final scope will be documented in detail with the selected vendor. The selected vendor will be required to submit the detailed Systems Requirement Study (SRS) within 5 working days from the date of purchase order

D.2.1 Goals of the proposed Solution

Major goals of the Lead Tracking Solution that LIC is looking for are as follows:

- ❖ Pooling of Leads
- ❖ Lead Validation
- ❖ Lead Allocation
- ❖ Call Management
- ❖ Appointment management
- ❖ Analytics
- ❖ Users and hierarchy management
- ❖ Product Support.

Phase I - The solution offered should cover the following modules viz. Pooling of Leads, Lead Allocation, Lead Updation and Feedbacks. The following controlling offices & DSEs should be covered in the Phase – I :-

<u>Controlling office</u>	<u>Zonal Cntrl. Office</u>	<u>Team Cntrl.Unit</u>	<u>No of DSEs(phase I)</u>
Mumbai	Delhi	Delhi	75
	Mumbai	Mumbai	75
	Kolkatta	Kolkatta	50
	Hyderabad	Bangalore	75
	Chennai	Ernakulam	50

Phase II - The solution offered should include rest of modules viz. Call Management, Appointment Management and Validation of Leads. New controlling offices & DSEs would be communicated to the vendor in Phase-II.

D.2.2 Detailed Functional Requirements

Pooling of leads.

Leads from various sources including but not limited to the ones listed below are to be uploaded to the system either online and / or in batch mode.

- Corporate Active Data warehouse (running on Terradata, FSLDM and Business Objects)
- Portal (running on Oracle Weblogic 8.1 SP6 and Oracle 10g database)
- Call Centre / Infocenter (
- SMS queries received
- Health Insurance portal
- LIC's website

- Leads received from external agencies

Lead validation

Leads validation should be completely automated (No manual intervention)

- LIC sources leads through different channels and these leads need to be validated for duplicates
- Leads to be compared whether they are currently in process and if in process but for a different product, needs to be assigned to the same advisor who is processing the earlier lead.
- Leads to be checked whether the customer has requested not to be disturbed.
- New leads to be checked against old leads that failed recently and thus should not be processed for a specified period.
- If lead relates to servicing aspect, there should be provision for sending the same to respective call center and monitoring thereafter till closure, like weekly reminder to call centre and keeping customer informed.

Lead allocation

Once the leads are validated they need to be allocated to either a call centre, customer Care centre or to the branch or the Direct Sales Executive in a particular branch. The choice of allocation will be controlled and can be different for different locations and at different times. Location of lead to be mapped to location of DSE. GPRS enabled facilities to be available

Call management

- The Leads once assigned will be available for tele-calling either at the call centre or at the branch level or at the advisor level.
- All normal facilities of out bound calls to be available like reminders, lead data enrichment, advisor calendar for appointment mapping.
- Advisors to be allocated according to the geographic location of customer, his requirement and the amount he is going to invest.
- Provision to classify the advisor according to his geographic location/specialization, experience and conversion ratio to be made available.
- Grading the customer as High, Medium and Low to be made possible and the system should fetch the appropriate advisor according to the grade of the customer in that geographical location.

Appointment Management

Once appointment is fixed for the lead and an advisor an automated SMS should reach both the advisor and the client and system should be able to capture the feedback from advisor post the meeting through SMS. This service should be compatible with GSM and CDMA networks.

Customer feed back form to report the status of the meeting with the customer.

Lead escalation, if the advisor needs help while handling the client he should be able to escalate the lead to his supervisor.

If the advisor wants to pass on the lead to the call centre for further follow up or new appointment fixing it should be possible.

Rescheduling appointments and changing the advisor to a particular lead should be possible.

Expenses Claim form by advisors like conveyance, etc... with consolidated report
Post sale the check list of documents to be collected by the advisor like address proof, age proof, cheque ,etc which can be submitted to the officer who verifies these documents and approves.

Target setting and capacity planning to set the sales target and estimate the Team size required in various locations so as to achieve this target.

Marketing campaign through SMS and E-Mail to be enabled.

Provision of weekly review of leads and manual diversion where/if necessary.

Client Search

Provision to search the leads based on various categories like Age, telephone number, Geographical location, product interested etc... to be provided.

Similar search on the failed leads and clients to be provided

Analytics displaying the Zone, region, branch, advisor performance online and real time should be available.

Total sales pipeline Nation wide, zone wise, Division wise, branch wise and advisor wise to be available product wise.

Call to appointment conversion ratios and appointment to sale ratios to be available.

List of calls made and their results date wise

List of appointments met and the results date wise

Sales forecast based on pipeline and conversion ratio to be made available zone wise and Nation wide.

Users and hierarchy of the system will be Secretary at Co, Regional Managers at Zonal Office, Branch Managers at Direct Marketing unit, Call Centres, Direct Sales Executives & Customer Care Centres

Products

The system should support multiple products/plans of LIC of India.

Time Frame/ other details:

The Service provider should be in a position to start basic operations as under as per target dates.

- Pooling of leads.
- Distribution of leads to Direct Sales Executives (DSEs) directly or through call centre.

- Control mechanism to ensure every lead is monitored to its logical conclusion
Target Date of test run is 25.07.09 and full commencement w.e.f. 01.08.09.

Provision for exclusive officer/team of vendor to work in close association with LIC team.

At present the system shall be operative at five locations to be scaled upwards to multiple locations, Pan India within the Financial Year. Increase in location will be taken up in phases.

In Phase I, the solution offered should have the following modules viz. Pooling of Leads, Lead Allocation, Lead Updation and Feedbacks. The following controlling offices & DSEs should be covered in the Phase - I

<u>Controlling office</u>	<u>Zonal Cntrl. Office</u>	<u>Team Cntrl.Unit</u>	<u>No of DSEs(phase I)</u>
Mumbai	Delhi	Delhi	75
	Mumbai	Mumbai	75
	Kolkatta	Kolkatta	50
	Hyderabad	Bangalore	75
	Chennai	Ernakulam	50

In Phase II, the solution offered should include rest of modules viz. Call Management, Appointment Management and Validation of Leads. New controlling offices & DSEs would be communicated to the vendor in Phase-II.

Target Software: Should be a web-based application.

To Summarize:

Recording & Tracking of the Leads

Management of the Leads

Support the existing and new products of LIC

Integrated use of up-to-date technical features like email, SMS, etc with the proposed application

Support for MIS and analysis

Easy to modify and manage

D.2.2.1 General

Client Access to application should be over standard web browsers available on Windows PCs

The proposed solution has to deliver acceptable response times over a intranet and extranet.

The application should be able to provide for proper Authentication, Authorization to/while utilizing the system.

The application should be able to integrate with a chosen Mail Server, SMS Server and other LDAP Servers.

Application should provide for secure remote access over corporate intranet /extranet and internet.

The DATABASE should be open source and should confirm to ODBC and JDBC standards.

The DATABASE should be compliant to ANSI SQL standards

The application should be able to render similar outputs across different browsers with option to print (wyswyg) to the dot matrix and graphical printers

The application's web programming should as far as possible be devoid of any proprietary standards and third party components.

The system should be able to provide for online enquiries and maintain a continuously and dynamically updated database.

Report Generators- for user-initiated, **not programmer initiated**, adhoc reporting - should be available in the application .

The application should be able to export/import data to/from text / delimited formats.

Graphical User Interfaces - It is highly desirable that the Application user interface of the system is highly intuitive and user friendly, and can support addition of any new functionality.

D.2.2.2 Functionalities Expected

The following additional functionalities are expected in the proposed system:

Option for Marketing Campaigns

Facility to send e-mails to customers individually and in group

View related leads

Analysis of Customer Feedback Form (CFF)

The i-proposal form may be directly accepted and uploaded to our system

Track appointment to sale conversion

Recognize leads received through SMS

Delivery report for all SMS sent by the system

Time based lead reallocation (in case of failure of the 1st allottee to respond)

Lead forwarding to an agent should compulsorily be with 'Reply Request' as to whether the agent

i) will follow-up the lead at the scheduled time

ii) Chooses to defer the lead (or)

iii) Not interested

On confirmation from Agent an SMS should be sent to party confirming the time within which the party will be attended. In case agent is not interested the lead can be allocated to the next agent.

Updation should be possible from Agent portal also

Wherever email address of customer/agent is available they should be informed of lead allocation through email also.

D.2.3 Technical and Operational Constraints

It is mandatory that in case there are any technical and/or operational constraints as far as the components of the offered solution are concerned, these should be highlighted in the proposal. The constraints can be in terms of maximum number of users the system can handle at a given point of time, data handling limitations, integrating with other systems, or any other constraint of the proposed solution that the vendors is aware of.

It is highly desirable that the offered solution is such that it should be easy for LIC to switch over to another vendor or solution in future, should it so decide. This involves adherence to open industry standards. In such a case, the vendor should guarantee all support necessary to ensure smooth transition to a different solution/ vendor. Any specific requirements of the vendor in this respect should be clearly spelt out in the proposal.

D.2.4 Architecture Directions

Architecture: The System Integrator should clearly define the Architecture being proposed with a schematic Diagram.

D.2.5 Scalability

It is mandatory that the proposal indicate the scalability in terms of volumes specifying time and resources that would be required to extend the solution commensurate to the no. of leads, no. of DSEs, no. of locations etc. The increase in demand will be both in terms of actual load and future functionality.

It is mandatory that the proposal clearly indicates the upper limit on capacities and features as well as the limitations of the solution in terms of number of simultaneous users, etc.

D.2.6 Security

Secure Access: It is mandatory to build the necessary security check, authentication and validation processes ensuring foolproof access to the systems. These security measures should be an integral part of the solution.

Multiple levels of authority: It is mandatory that the solution(s) provide multiple levels of access for users, managers, systems administrators etc., depending on their roles.

D.2.7 Fault Tolerance

Contingency Planning: It is mandatory that the solution has a comprehensive plan describing the plan-of-action under circumstances of a breakdown and the subsequent recovery procedures. The uptime guarantees, backup facilities, etc. in the solution need to be specified clearly. The vendor should indicate the average time required for bug fixes, if any, in the software modules that may be detected/ reported.

D.2.8 Redundancy

1. System should provide for fail-over redundancies, and swapping of critical system components and critical data of all system components of the supported platform vendor.

2. System should provide full backup and recovery capability for all application, system, and user data.
3. Describe in detail 'batch window' requirements to accomplish batch processes, data and system backups, data extractions and loads and batch interfaces.
4. Describe maintenance window requirements to apply operating system and application patches to maintain security or fix bugs.
5. Describe in detail the technical recovery and restart of the complete system following a system failure.
- 6 Describe in detail the redundancy, fail-over and swapping of critical system software components and critical data following a system failure and / or system interrupt.
7. Describe in detail recommended contingency plan approach and environment needed to restore operations within 24 hours from the loss of processing capability .

D.2.9 Availability

Once the systems are installed and accepted, LIC expects 99% uptime. Vendor should clearly indicate how the above will be ensured by the proposed solution.

D.2.10 Back up strategy

The vendor should propose a back-up strategy for the applications, with least manual intervention.

D.2.11 Training and Support Requirements

The vendor staff should carry out the installation, configuration and maintenance of the components. However, it is mandatory for the vendor, as part of its implementation activities, to provide sufficient training to LIC staff in the configuration, operation, maintenance, support, and continuous improvement of the proposed solution. This training has to be on both operations and technical fronts. While the Operational training needs to focus on helping the end-users to derive the maximum benefit from a grounded understanding of the product functionality within the context of their roles and jobs, the Technical training should include, amongst other things, training on installation, maintenance, trouble shooting, backup procedure and also system administration. 1 (one) day's end-user training should be imparted at the five locations specified in Clause D.1.1 for maximum 80 persons. Infrastructure will be provided by LIC.

Part - E : Technical Bid

E.1 Bid Covering Letter

Bidders should submit the Bid Covering Letter as per Annexure E.1 - Technical Bid Letter

E.2 Bid Particulars & other annexures

Bidders should submit the Bid Particulars as per Annexure E.2 - Technical Bid Particulars alongwith the following annexures:

Annexure E.3 Details of Litigation(s)

Annexure E.4 Statement of Deviation from Schedule of Requirements

Annexure E.5 Statement of Deviation from RFP Terms and Conditions

E.3 Documentary Evidence Form

(See Clause B.11 of this document)

E.4 Performance Security Form

To

The Executive Director (Direct Marketing),
LIC of India, Central Office,
Yogakshema, 4th Floor, West Wing,
Nariman Point,
Mumbai -400021.

WHEREAS _____ (Name of Vendor)

Hereinafter called "the Vendor" having its registered office at

_____ has undertaken, in pursuance
of Contract No: _____ dated _____ 20 ____, hereinafter called "the Contract", to
supply the Lead Management Software Solution.

AND WHEREAS it has been stipulated in the said Contract that the Vendor shall furnish
you with a Bank Guarantee by a recognised commercial bank for the sum specified therein
as security for compliance with the Vendor's performance obligations in accordance with the
Contract.

AND WHEREAS we have agreed to give the Vendor a Guarantee:

THEREFORE WE hereby affirm that we are Guarantors and responsible to you, on behalf
of the Vendor, up to a total of INR. _____ (Amount of the
Guarantee in Words and Figures) and we undertake to pay you, upon your first written
demand declaring the Vendor to be in default under the Contract and without cavil or
argument, any sums within the limit of INR _____ (Amount of the
Guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for
your demand or the sum specified therein. The guarantee shall not be affected by any change
in the constitution of the Bank.

This guarantee is valid until the _____ day of _____ 20_____

Signature and Seal of Guarantors

Date _____ 20_____

E.5 Bid Form

E.5.1 Executive Overview

Organizational overview of vendor

The nature of partnership with the Principal (if any). indicate how long the partnership has been in place, key strengths for partnership, etc

Solution overview

A brief summary table of the total technical proposal.

E.5.2 Management Information

E.5.2.1 Vendor's role

Specifically describe in detail the role of vendor in the current project.

E.5.2.2 General Information

Company Name

Holding Company or Parent Company (if any)

Company's Registered Office Address

Company address in India

Telephone

Fax

Please provide details of ownership: private/public; ultimate parent; major shareholders. Any significant changes in ownership in the last two years? Names of Directors indicating full time or part time or independent, Names of Promoters etc.

Years in business

Details of litigations by and against bidder

Account Representative

Name and Address

Telephone

Fax

E-Mail

E.5.2.3 Financial Background for past 3 financial years – 2005-06, 2006-07 and 2007-08

Profit Before Tax

Net Profit After Tax (before and after extraordinary items)

Please provide a brief history of sales figures during the past three years.

Please attach the annual report, audited balance sheets and income statements for previous three years. (Please do not attach your annual reports to the main proposal. Submit them as additional attachments.)

E.5.2.4 Certifications

Please provide details of any quality process certifications (e.g. SEI CMM, ISO certifications etc.)

Any other certifications(Please specify)

E.5.2.5 Staff

Total number of employees

Please provide a break-up of the number of employees by function, e.g.

Domain Experts (Banking, Financial Services, Insurance)

Names & Details of the Implementation staff proposed to be deputed to LIC

Technical Support staff

Other (please specify)

E.5.2.6 Experience in handling similar projects

Provide the number of implementations of lead management software solution that have been completed along with year wise break-up for last 3 years. Also provide the hardware details, the operating system platform and the database systems for these reference sites.

Quote at least one reference sites that may be contacted for a discussion on the system(s) proposed. Give the company's address and telephone number and the name and designation of the person(s) at each site who may be contacted to discuss the proposed systems.

All the details as requested in Part G of this document.

E.5.2.7 Verification of the proposed solution

It is highly desirable that the vendor indicates the methods by which LIC will be able to verify that the proposed solution can handle all the functionality stipulated/ indicated in this RFP.

E.5.2.8 Contact Information

Name, Designation

Address

Telephone & Mobile Number

Email Address

E.5.3 Summary of technical proposal

1. Provide in detail the technical details of the proposed application software included in the proposal. Attach any related brochures or other information that would be useful in evaluating the technical proposal.

2. In case of licensing, explain the licensing system fee structure in detail, including, but not limited to the following:

Is the licence agreement on per site, per CPU, per concurrent user, per named user, per server licence, per database or enterprise basis?

Do you require site licenses? What is the impact on price when using multiple servers at multiple sites?

E.5.4 Details of the Proposed Solution

In the following sections the vendor(s) must provide the details of the solution being proposed. All information in this section should be provided for each of the proposed solution component.

E.5.4.1 General Features

This section should include a description of the general features and operational procedures, which are common to all modules, including specifying how screen-handling is controlled.

E.5.4.2 Module Synopsis

A two to three page synopsis of each module should be included, together with sample input forms, screens and output reports. Vendor should specify the following for each module proposed:

E.5.4.3 Operational Requirements and Performance

The vendor should provide details of operational requirements.

E.5.4.4 Product Technology

Please provide responses to the following on the product technology used based on the features or support available.

E.5.4.4.1 Architecture

Please provide the Detailed Architectural Design for the proposed Solution. Specific mention should be made of the fact if any software needs to be installed on the client-end.

E.5.4.4.2 Security

E.5.4.4.2.1 Security Levels

Please respond with reference to the following points

1. Base product security (the level of security supplied by vendor API)

E.5.4.4.2.2 Security Management

Please respond with reference to the following points

1. Role or task based security scheme for individual users
2. Coordinates Internet server security with database security
3. On-spot security management
4. Administration tools
5. Tool provided to manage access
6. Administrative monitoring
7. Point and click security setup
8. Transaction log creation
9. Read, write, and delete permissions at the record/row level
10. User authentication applied at data level
11. Session management tools

E.5.4.4.2.3 Application Security

Please respond with reference to the following points

1. Database-level security
2. Program-level security
3. Multi-level access passwords
4. User authentication
5. User, object, and method access control

E.5.4.4.3 Platforms

E.5.4.4.3.1 Database

Details of the open-source database proposed to be used for the solution.

E.5.4.4.3.2 Client

Details of the compatibility with browsers (e.g., Internet Explorer, Opera, Mozilla Firefox, etc.) and the versions required.

E.5.4.4.4 Reporting

Please respond with reference to the following points

1. Reports available on-line
2. Local report printing (not centralized printing and distribution)
3. Ad-hoc inquiry capability from within the proposed product

E.5.4.5 Technical Environment

Provide a detailed architecture of the proposed solution on a separate sheet. This should include:

Application architecture showing the interaction of the different modules being proposed

Backup Plan

Hardware requirements (suggested by the vendor of the software)

Network infrastructure requirements

Please provide an architecture schema on the major components required to implement your product(s). Complement the schematic with typical hardware platforms, OS, memory requirements, and all prerequisites for each component

What are Client Configuration for the proposed solution in terms of

Memory (RAM)

Hard Disk space

What is the Server configuration for the proposed solution in terms of

CPU requirement (Processors)

Memory (RAM)

Hard Disk?

E.5.4.6 Documentation

Please list the various documentation that will be delivered .

User manuals

System Administration manual

On-line Help

How many copies of related software user documentation are provided.?

How many copies of related software technical documentation are provided ?

E.5.4.7 Hardware

In this section, the precise configuration of hardware and Red Hat Linux (ES) version required to operate the system should be provided. This should include the estimated storage requirement for program files, data files and available free space for efficient processing.

E.5.4.8 Delivery schedule

Overall delivery schedule with delivery lead times for the software solution proposed;

E.5.4.9 Implementation Approach

Describe the phases of application delivery. What are the average time frames for each phase for clients similar to LIC?

Describe how the software will be installed initially. Who will be responsible?

How will the databases be sized and populated? Who will be responsible?

Describe how data conversion is handled. What utilities are available? What assistance will you provide?

What additional technical support will be provided during implementation?

What implementation services do you provide? On-site?

The proposal submitted should contain a list of what the vendor regards as the main milestone activities which constitute the implementation of the proposed systems, from finalisation of contract to full systems hand-over to LIC. The expected duration of each activity should be shown along with the estimated completion dates for each activity, based on any stated time constraint criteria, such as a date by which a system must be live.

The proposal must show, clearly and unambiguously, which activity completion dates are critically dependent on previous activity completion dates being met. The proposed approach the vendor intends to adopt for systems implementation must be clearly stated.

E.5.4.10 Implementation

Particular information should be provided regarding:

Proposed delivery and installation timetable,

Details of the training programmes that are necessary should be included

Recommendations for the appointment of client personnel to the project team for implementation

Project controls proposed

Expected customisation time, including testing time

System testing:

When to take place

Responsibility for formulation of test data

Responsibility for checking test results

Agreement required from client before system amendments can be started

Proposed method and timing for system set-up

Systems sign-off procedures for application package acceptance.

Similar set of activities need to be given for the backup strategy and UAT signoff for the same.

E.5.4.11 Support

Details of the support that will be given to LIC are to be specified in this section of the proposal.

Please describe the problem reporting and resolution mechanism that would be used if LIC identifies a problem with the package.

Helpdesk numbers & escalation matrix.

Availability of Helpdesk: hours/day (specify time in) - Does this include weekends?

Specify service outside the normal office hours and at weekends.

What is the maximum response time?

From which locations in India are support facilities available?

How many releases of your product are currently supported? Please identify

Do you provide support for system customisation?

What is the change management policy?

Please discuss your policy regarding releasing future application software versions to users who have modified software (modified either for implementation at LIC by implementer or a 3rd party). In case modifications/customisations are carried-out by yourself for LIC, please indicate your policy regarding supporting these modifications/customisations in subsequent versions/enhancements.

What facilities do you have for clients to test sample data while reviewing the product?

What kind of benchmark performance testing are available? What are the procedures?

Is web-based support available? What features are supported?

E.5.4.12 Implementation Support

The vendor is required to provide the following information and the costs associated with regard to each item in terms of person month efforts and cost:

Number of man-days support provided free of charge and the form, which this support will take. The cost of additional support should also be specified (in the commercial section);

The vendor should define the degree of responsibility, level and cost of support in the following areas:

Software Support

Installation

On-site loading of application software, testing of databases and initial file sizing

Online help

Evaluation of existing facilities, inspection of site preparations, placing and connecting of equipment and diagnostics testing

Training

Functional and technical training to business & IT staff / contractors in operating the application software

Documentation

Manuals. Implementation and operation manuals and user manuals for each application licensed

Technical manuals concerning equipment operations and programming prior to delivery of any equipment

Modifications/Change requests.

Provide design, development, and testing of custom modifications, as needed. Also support custom modifications in all future releases

Perform compatibility and performance testing of custom modifications, as needed

Testing (Acceptance & performance)

Provide on-site functional and technical support for acceptance testing and performance testing under load conditions

Initial diagnostics, performance benchmarking, and configuration validation

Conversion

Loading system tables, developing conversion programs, data conversion, data entry, and technical support

Additional time, if needed

Initial Operations

Enhanced on-site and telephonic support

Vendors should be able to provide on-site support, administration and management, for the first six months, and provide details of the same. The commercial details should be given in Part F of this document with the relevant heading.

E.5.4.13 On-going Support / Software Maintenance

Warranty period should be for at least 1 year from the date the solution goes live. During this period, the vendor is expected to maintain and upgrade the software (including any modifications suggested by LIC).

Information should be provided covering the items listed below. If the operating systems software and the applications software are maintained by different organizations, the questions should be answered for all organizations:

Who will provide the software maintenance-System Integrator/Principal vendor. In case Software maintenance is from Principal vendor, please mention the quantum of direct involvement of the principal vendor till the end of the warranty.

Levels of software maintenance offered

Cost of each level of maintenance

Cost of support outside normal working hours (specify normal working hours)

What is the guaranteed response time to fault calls?

The vendor must have the capability to provide single and multi-point support to the LIC offices.

The vendors must state their ability for compliance with the following levels of support desired by LIC or propose comparable alternatives if any:

a) Support Requirements during the Warranty period.

Software Support (Application Software)

Full support: 8AM to 8PM IST/ Monday—Saturday, depending on the working days at the different sites.

Limited Emergency support: 24 hr/ Sunday

Immediate telephonic response and support for usage related and other minor problems.

Dial-in support for corruption handling, minor bug-fix, etc.

On-site support within 24 hours for major problems.

Immediate on-site support for database recovery and data synchronisation after crash, performance tuning, etc.

Bug-fix or update within 48 hours for all critical functions.

Guaranteed Operations : Vendor will provide all technical support necessary to meet all critical processing cycles

b) Training

Follow-up training for major changes in system releases

c) Software and Documentation

As part of ongoing support, automatically upgrade the system on any new releases and provide any updates of technical and functional manuals

d) Post Implementation

Indicate the type of post implementation support (hand holding) that will be provided

Does the Vendor provide any on-site Vendor personnel support (full-time)?

If so for what period? Please provide the details of the cost for this as a separate section in the commercial bid.

LIC reserves the right to change the support requirements, subject to negotiations, depending on business needs.

If the support contract requires multiple vendors, vendors should clearly delineate the commitments and responsibilities of each vendor, for each area of support. However, the overall responsibility would still remain with the primary vendor.

E.5.4.14 User Training

The vendor should provide the following information:

What amount of training is included with the acquisition of the proposed systems, in terms of number of people, type of course/agenda and number of man-days?

E.5.4.15 Technical Constraints/Limitations of the Solution

Please list out any and all the technical constraints or limitations of your solution. Describe, also, the risks, if any, associated with proposed system implementation.

E.5.4.16 Contractual terms

LIC reserves the right to customise the contract to meet its requirements. It should be noted that all disputes will be subject to Government of India laws and jurisdiction in courts situated in Mumbai.

E.6 Power of Attorney

Notarized Power of Attorney executed by the Prime bidder in favour of the Principal Officer or the duly authorised representative, certifying him as an authorised signatory for the purpose of this RFP.

Part - F : Financial Bid

The commercial proposal should include only Sections F.1 and F.2 of Part F, duly completed. It should include an Enterprise-Wide implementation cost. It is expected that the vendor will provide a detailed product cost breakdown for the proposed system and software including customization costs in terms of person month cost, training, software subscription and support as outlined in Section F.2: Price Schedule.

F.1 Financial Bid Letter

Bidders should submit the following annexures :-

Annexure E.6 Commercial Bid Particulars .

Annexure E.7 Commercial Bid Form .

Annexure E.8 Statement of Commercial Deviations from RFP Terms and Conditions.

F.2 Price Schedule

Bidders should submit the annexure : E.9 Financial Bid Format.

All costs associated with the proposed solution should be mentioned in Indian Rupees (INR). Cost figures should be presented separately for each software component. The vendor should specifically mention any additional components or software that LIC may need to install for the functioning of their solution. The total project cost will include costs mentioned under F.2.1 to F.2.8 . Annual Maintenance Cost (mentioned in F.2.9) from 2nd year till 5th year will be payable on half-yearly basis

Note that all costs should be for delivery to the project site inclusive of all related taxes/levies payable, e.g. customs, sales, service, excise, transportation, insurance, other taxes etc. But all these taxes and costs should be mentioned separately.

The detailed breakdowns of all costs should be included in the following sections:

F.2.1 Application Software

Application Software – Provide the cost of the proposed lead management software solution.

F.2.2 Add on Costs

Itemise all additional items of software required to run the system.

List price for purchase and maintenance costs must be provided for each such software item.

F.2.3 Modification Costs

Please quote the post-warranty change request / scope enhancement costs per person month.

F.2.4 Database Management System

Which open-source RDBMS and version you propose to use and the cost for the licenses (if any) and annual software maintenance and technical support? (Detail the components of the RDBMS along with the number of CPU/user licenses.)

F.2.5 Implementation Costs

Based on the implementation methodology you wish to adopt and the estimated duration for the implementation, estimate the required input.

F.2.6 Training

Provide details of the relevant training. LIC requires 1 day of end-user training for a maximum of 80 persons at each the five locations specified at Clause D.1.1. Infrastructure for the training will be provided by LIC.

F.2.7 Documentation Costs

In this section, specify the cost of all documentation that you intend to provide to LIC.

F.2.8 Other Costs

Indicate any other items, which should be included in the costing with a brief justification for the expenditure (you may mention the cost of Third Party tools with licensing/support, Web Server, Mail Server, Reporting Tools or any other item that is not part of the application price quoted)

F.2.9 Annual Maintenance

Provide details of different levels of maintenance schemes available. Please provide the cost of Annual Maintenance of the proposed product for 2nd, 3rd, 4th and 5th year after the 1-year warranty period. Annual Maintenance Cost from 2nd year till 5th year will be payable on half-yearly basis

PART- G: Reference Site Details

The reference site details should be given in the following format. A separate copy of this format should be used for each reference site and at least two reference site details for the product, should be provided.

Company Name	
Company Address	

Telephone Number	
Fax Number	
Contact Name	
Title	
What is or was the vendors role ?	
Date of implementation (mm/yyyy)	
State the duration .	

Software

Which module and version, implemented by you, of the software are being used?	
Details of the subsequent customizations / modification that were made to the module for the client.	
Details of sites where the modules are installed	
State, if any, interfaces to external systems are implemented at this site	
Indicate the suggested Hardware, OS and Database platforms	

Training

1) Duration of training provided within the scope pf project.	
2) Approach adopted for training whether 1. Train the trainers 2. Individuals on the job.	
3) Whether training provided within the scope of project was adequate?	

Implementation Approach

- 1) Was the project undertaken on a joint development basis if so,
 - a) What was the team size from the vendor?
 - b) What was the team size from your company?
- 2)Was the project completed within timelines?
- 3)What was the support provided by the vendor ? Onsite ? Offsite ? What duration ?
4. What is your overall view about the product and the Implementation Vendors capabilities.
5. Can LIC make a reference site visit to better understand the project at your site ?

CUSTOMERS SIGNATURE AND STAMP

Annexure E.1 Technical Bid Letter

Technical Bid Letter

Date :

REF :

To,

The Executive Director(Director Marketing) ,
Direct Marketing Department,
Life Insurance Corporation of India ,
Central Office, 'Yogakshema' ,
4th Floor, West Wing, J B Marg ,
Mumbai 400 021 .

Sir ,

Having examined the RFP Documents (RFP Ref : LIC/CO/Dir.Mktg/LMS dated 16/06/2009, the receipt of which is hereby duly acknowledged, we, the undersigned, offer comprehensive solution for Installation, Commissioning and maintenance of Lead Management Software Solution along with associated peripherals, accessories and services as detailed in the Scope of Work at the mentioned sites.

We hereby undertake that we accept all the conditions of the contract of the Bidding Document and will supply the complete systems as per the Technical Specifications and requirements of the bidding documents. In addition to this, the particulars of our organization such as legal status, principal place of business, details of experience and past performance, service support details, capability statement are furnished with this bid form.

We further undertake, if our bid is accepted, to provide comprehensive solution for Installation, Commissioning and maintenance of Lead Management Software Solution along with associated peripherals, accessories and services as detailed in the Scope of Work at the mentioned sites in accordance with the requirements and the delivery schedule discussed and agreed and as mentioned in the Schedule of Requirements.

We declare that all the services shall be performed strictly in accordance with the bid documents except for the variations, assumptions and deviations, all of which have been detailed out exhaustively in the following statements, irrespective of whatever has been stated to the contrary and where else in our bid :

(a) Details of Litigation (Annexure E.3)

(b) Statement of deviations from Schedule of Requirements (Annexure E.4) ;

(c) Statement of deviations from RFP Terms and Conditions (Annexure E.5);

Further we agree that additional conditions, assumptions if any, found in the bid document, other than those stated in deviation schedule, shall not be given effect to.

We agree to provide fresh bid security as specified.

We agree to abide by this bid for the Bid validity period specified in Clause B.13 of the ITB and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1998".

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this day of 20.....

(Signature) (in the capacity of)
Duly authorized to sign Bid for and on behalf of
Name, Designation, Address
Date:

Seal;
Date, Place,
Business Address:

Witness:

Signature

Name
Address
Date

Bidder:

Signature

Name
Designation
Company
Seal

Date

Annexure E.1 Technical Bid Particulars

Bid Particulars for RFP Ref : **LIC/CO/Dir.Mktg/LMS dated 16/06/2009**

1	Name of the Bidder	
2	Address of the Bidder	
3	Name of the Person to whom all references shall be made regarding this bid.	
4	Designation of the authorized person	
5	Address of the person to whom all references shall be made regarding this bid.	
6	Telephone No. (with STD Code)	
7	E-Mail of the contact Person	
8	Fax No. (with STD Code)	
<p>9 COMPLIANCE TO A.4 Minimum Eligibility Criteria:</p> <p>The Bidder must provide explicit documentary evidence in support of each qualification criteria, in absence of which the bid will be rejected summarily without any notice and the bids of the bidder may not be processed further.</p>		
Criteria		Compliance (YES/NO)

A.2.1	Bidder should be a company incorporated under Indian Companies Act, 1956 or a Government Concern i.e it should be an existing Indian legal entity	
A.2.2	Bidder must have a registered office with a legal presence in India. Bidder should have a branch/office in Mumbai Details of the Registered office address and Mumbai office address	
A.2.3	The bidder should have at least 5(five) years of proven experience of I.T. software development, design, implementation and system integration in India.	
A.2.4	Bidder should have made profits during atleast 2 of the last three accounting years ie. F.Y. 2005-06, 2006-07, 2007-08. Audited Balance sheet and Profit and Loss account (amounts in INR) for last three years should be submitted.	Revenue Figures for 2005-2006 2006-2007 2007-2008
A.2.5	The bidder should not have been blacklisted by any Govt/PSU/Reputed Listed company for corrupt or fraudulent practices or non delivery, non performance in the last three years.The bidder must warrant that there is no legal action being taken against it for any cause in any legal jurisdiction. If such an action exists and the bidder considers that it does not affect its ability to deliver the requirements as per the Tender, it shall provide details of the action(s).	
A2.6	The bidder should have implemented at least one project on lead management software solutions at any Indian organization. References, contact details, and URLs to be provided	
A2.11	The bidder must provide Earnest Money Deposit of Rs.50,000(Rupees Fifty thousand only). The EMD shall be in the form of a demand draft favouring “Life Insurance Corporation of India”	

	issued by a scheduled commercial bank only. Details of the Demand draft submitted.	
--	---------------------------------------------------------------------------------------	--

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Seal :

Date:

Annexure E.3 Details of Litigation(s)**Details of Litigation(s)**

(A) Details of litigation(s) the Bidder is currently involved in, or has been involved in for the last three years :

1. Party in dispute with :
2. Year of initiation of dispute:
3. Detailed description of dispute:
4. Resolution / Arrangement arrived at (if concluded) :

(B) Whether blacklisted by any Govt/PSU/Reputed Listed company for corrupt or fraudulent practices or non delivery, non performance in the last three years. (Yes/No)

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Date:

Annexure E.4 Statement of Deviation from Schedule of Requirements

Statement of Deviations from Schedule of Requirements

Date :

REF :

To,

The Executive Director(Director Marketing) ,

Direct Marketing Department,

Life Insurance Corporation of India ,

Central Office, 'Yogakshema' ,

4th Floor, West Wing, J B Marg ,

Mumbai 400 021 .

Sir ,

Following are the technical deviations, variations and assumptions from the requirements for the Request for Proposals For Installation, Integration, Commissioning and Maintenance of Lead Management Software solution for Life Insurance Corporation of India,Ref : LIC/CO/Dir.Mktg/LMS dated 16/06/2009

These deviations, variations and assumptions are exhaustive. Except these deviations, assumptions and variations, the entire work shall be performed as per RFP requirements and documents.

Clause No.	Brief Narration	Specify deviation, assumption, variations.

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Date:

Annexure E.5 Statement of Deviation from RFP Terms and Conditions

Statement of Deviations from RFP Terms and Conditions

Date :
REF :

To,
The Executive Director(Director Marketing) ,
Direct Marketing Department,
Life Insurance Corporation of India ,
Central Office,'Yogakshema' ,
4th Floor, West Wing, J B Marg ,
Mumbai 400 021 .

Sir ,

Following are the deviations from the Terms and Conditions in the Request for Proposals For Installation, Integration, Commissioning and Maintenance of Lead Management Software solution for Life Insurance Corporation of India, Ref : LIC/CO/Dir.Mktg/LMS dated 16/06/2009

These deviations, assumptions and variations are exhaustive. Except these deviations, assumptions and variations, all other Terms and Conditions of the RFP are acceptable to us.

S. NO	Page No	Clause No	Brief Narration	Statement of Deviations and Variations, assumption.	Remarks

Witness:

Signature:
Name and Address:

Date:

Bidder:

Signature:
Name and Address:

Date:

Annexure E. 6 Commercial Bid Particulars .**COMMERCIAL BID PARTICULARS**Bid Particulars for RFP Ref .: **LIC/CO/Dir.Mktg/LMS dated 16/06/2009**

1	Name of the Bidder	
2	Address of the Bidder	
3	Name of the Person to whom all references shall be made regarding this bid.	
4	Designation of the person to whom all references shall be made regarding this bid.	
5	Address of the person to whom all references shall be made regarding this bid.	
6	Telephone No. (with STD Code)	
7	E-Mail of the contact Person	
8	Fax No. (with STD Code)	

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Date:

Annexure E.7 Commercial Bid Form .

Commercial Bid Form

Date :

Ref :

To,

The Executive Director(Director Marketing) ,
Direct Marketing Department,
Life Insurance Corporation of India ,
Central Office, 'Yogakshema' ,
4th Floor, West Wing, J B Marg ,
Mumbai 400 021 .

Dear Sir ,

Having examined the Bidding Documents (RFP Ref : LIC/CO/Dir.Mktg/LMS dated 16/06/2009 , the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide comprehensive solution for Installation, Integration, Commissioning and Maintenance of Lead Management Software solution for Life Insurance Corporation of India in conformity with the said Bidding Documents for the sum of(*Total bid amount in words and figures*) or such other sums as may be ascertained in accordance with the Schedule of Prices attached herewith and made part of this bid, and hereby undertake that we accept all the conditions of the contract of the Bidding Document and will supply, implement and commission the systems as per the Technical Specifications of the bidding documents.

In addition to this, the particulars of our organization such as legal status, principal place of business, details of experience and past performance, service support details, capability statement are furnished with this bid form.

We further undertake, if our bid is accepted, to deliver the goods in accordance with the delivery schedule finalized .

We agree to abide by this bid for the Bid validity period specified in the ITB and it shall remain binding upon us and may be accepted at any time before the expiration of that period. Until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1998".

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this day of 20.....

(Signature) (in the capacity of)

Duly authorized to sign Bid for and on behalf of

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Date:

E.8 Statement of Commercial Deviations from RFP Terms and Conditions.

Statement of Commercial Deviations from RFP terms and Conditions.

Date :

REF :

To,
The Executive Director(Director Marketing) ,
Direct Marketing Department,
Life Insurance Corporation of India ,
Central Office,'Yogakshema' ,
4th Floor, West Wing, J B Marg ,
Mumbai 400 021 .

Sir ,

Following are the deviations from commercial Terms and Conditions in the Request for Proposals to provide comprehensive solution for Installation, Integration, Commissioning and Maintenance of Lead Management Software solution for Life Insurance Corporation of India,Ref : LIC/CO/Dir.Mktg/LMS dated 16/06/2009

These deviations, assumptions and variations are exhaustive. Except these deviations, assumptions and variations, all other Terms and Conditions of the RFP are acceptable to us.

S. No.	Page No	Clause No	Brief Narration	Statement of Deviations and Variations, assumption.	Remarks

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Date:

E.9. Financial Bid Format.
FINANCIAL BID FORMAT

Sr.no	Item	As per Clause	Cost per person-day	Estimated number of days	Total Cost
1	Application Software Cost	F.2.1			
2	Add on Costs	F.2.2			
3	Modification Costs	F.2.3			
4	Database Management System / License costs	F.2.4			
5	Implementation Costs	F.2.5			
6	Training Costs	F.2.6			
7	Documentation Costs	F.2.7			
8	Other Costs	F.2.8			
9	TOTAL PROJECT COST (total of Sr.no.1 to 8)				
10	Annual Maintenance for 2 nd year	F.2.9			
11	Annual Maintenance for 3rd year	F.2.9			
12	Annual Maintenance for 4th year	F.2.9			
13	Annual Maintenance for 5th year	F.2.9			
	TOTAL SOLUTION COST (total of Sr.no.9 to 13)				

Witness:

Signature:

Name and Address:

Date:

Bidder:

Signature:

Name and Address:

Date:

E.10 : Non Disclosure Agreement.

NON-DISCLOSURE AGREEMENT

WHEREAS, we the undersigned Bidder ,

_____, having our principal place of business/ registered office at _____, hereinafter referred to as the **BIDDER**, are desirous of bidding for Bid No. _____ dated _____ covering

Request for Proposals to provide comprehensive solution for Installation, Integration, Commissioning and Maintenance of Lead Management Software solution for Life Insurance Corporation of India, Ref : LIC/CO/Dir.Mktg/LMS dated 16/06/2009 (hereinafter called the said 'Bid') to the Life Insurance Corporation of India , Central Office,'Yogakshema' ,J B Marg , Mumbai 400 021 , hereinafter referred to as Corporation and ,

WHEREAS, the Bidder is aware and confirms that the Corporation's business/ operations information, Application/software, hardware, business data, architecture schematics, designs, storage, media and other information / documents made available by Corporation in the Bid documents during the bidding process and thereafter, or otherwise (**confidential information** for short) is privileged and strictly confidential and/or proprietary to Corporation, NOW THEREFORE, in consideration of the foregoing, the Bidder agrees to all of the following conditions, in order to induce Corporation to grant the Bidder specific access to Corporation's confidential information, property, information systems, network, databases and other data.

IT IS HEREBY AGREED AS UNDER:

- a) The Bidder agrees to hold in trust any confidential information received by the Bidder, as part of the Biding process or otherwise, and the Bidder shall maintain strictest of confidence in respect of such confidential information. The Bidder also agrees:
- (i) to maintain and use the confidential information only for the purposes of bidding for this Bid and thereafter only as permitted herein;
 - (ii) to only make copies as specifically authorized by the prior written consent of Corporation and with the same confidential or proprietary notices as may be printed or displayed on the original;
 - (iii) to restrict access and disclosure of confidential information to such of their employees, agents, consultants and representatives strictly on a "need to know" basis, to maintain confidentiality of the confidential information disclosed to them in accordance with this clause; and
 - (iv) to treat confidential information as confidential unless and until Corporation notifies the Bidder of release of its obligations in relation to the said confidential information.
- b) Confidential information does not include information which:
- (i) the Bidder knew or had in its possession, prior to disclosure, without limitation on its confidentiality;
 - (ii) is independently developed by the Bidder without breach of conditions under this Bid;
 - (iii) information in the public domain as a matter of law;

- (iv) is received from a third party not subject to the obligation of confidentiality with respect to such information;
- (v) is released from confidentiality with the written consent of Corporation .

The Bidder shall have the burden of proving hereinabove as applicable to the information in the possession of the Bidder.

c) Notwithstanding the foregoing, the Bidder acknowledges that the nature of activities to be performed as part of the Biding process or thereafter may require the Bidder's personnel to be present on premises of Corporation or may require the Bidder's personnel to have access to software, hardware, computer networks, databases and storage media of Corporation while on or off premises of Corporation . It is understood that it would be impractical for Corporation to monitor all information made available to the Bidder's personnel under such circumstances and to provide notice to the Bidder of the confidentiality of all such information.

Therefore, the Bidder agrees that any technical or business or other information of Corporation that the Bidder's personnel, representatives or agents acquire while on Corporation premises, or through access to Corporation computer systems or databases while on or off Corporation premises, shall be deemed confidential information.

d) Confidential information shall at all times remain the sole and exclusive property of Corporation . Upon completion of the Biding process and/or termination of the contract, confidential information shall be returned to Corporation or destroyed, if incapable of return. The destruction shall be witnessed and so recorded, in writing, by an authorized representative of Corporation . Nothing contained herein shall in any manner impair rights of Corporation in respect of the confidential information.

e) In the event that the Bidder hereto becomes legally compelled to disclose any confidential information, the Bidder shall give sufficient notice to Corporation to enable Corporation to prevent or minimize to the extent possible, such disclosure. Bidder shall not disclose to a third party any confidential information or the contents of this Bid without the prior written consent of Corporation . The obligations of this Clause shall be satisfied by handling Confidential Information with the same degree of care, which the Bidder applies to its own similar confidential information but in no event less than reasonable care.

f) The obligations herein shall survive the completion or cancellation of the Biding process.

For and on behalf of: _____ (BIDDER)

Authorised Signatory

Name: _____

Designation: _____

Office Seal: _____

Place: _____

Date: _____

END OF DOCUMENT