



LIFE INSURANCE CORPORATION OF INDIA
INFORMATION TECHNOLOGY, CENTRAL OFFICE, 6TH FLOOR, WEST
WING, "YOGAKSHEMA", J.B.MARG, MUMBAI – 400021.

**Invitation for Expression of Interest for Selection of Firms to
provide chatbots as a service in the domains of Artificial
Intelligence, Cognitive learning, machine learning and robotics
for LIC of India**

Against Notice No: CO/IT-SD/PORTAL/CB/2019-20/

Life Insurance Corporation of India invites Expression of Interest (EOI) from established, reputed and reliable solution providers with previous experience for providing chatbot as a service (CaaS).

(The Executive Director, IT/SD, Life Insurance Corporation of India reserves the right to cancel the Notice No: CO/IT-SD/PORTAL/CB/2019-20/ for EOI and / or invite afresh with or without amendments to this Notice for EOI, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and the Executive Director, IT/SD, reserves the right to amend / add further details in the RFP document.)

	#	TABLE OF CONTENTS	PAGE #
PART I GENERAL TERMS	1.1	Introduction	03
	1.2	Purpose of the EOI	03
	1.3	EOI Issuing Authority	03
	1.4	Tentative Schedule of Events	03
	1.5	Availability of the EOI Documents	04
	1.6	EOI Processing Fees	04
	1.7	Venue & Deadline for Submission of Proposals	04
	1.8	Currency	04
	1.9	Governing Laws	05
PART II SCOPE OF SERVICES	2.0	Scope of Work	05
PART III ELIGIBILITY CRITERIA & TERMS OF APPLICATION	3.1	Eligibility Criteria	06
	3.2	Conditions Under Which This EOI is Issued	07
	3.3	Rights to the Content of the Proposal	09
	3.4	Acknowledgement of Understanding of Terms	09
	3.5	Language of Proposals	09
	3.6	Proposal Requirements	09
	3.7	Proposal Documents	10
	3.8	Evaluation of Proposals	11
PART IV EVALUATION & TECHNICAL CRITERIA	4.1	Annexure A – Evaluation Criteria for Technical Scoring	13
	4.2	Annexure B – Technical Requirements for Chatbot	14
PART V ANNEXURES – RESPONSE FORMATS	5.1	Annexure I - Covering Letter From The Applicant	16
	5.2	Annexure II - Draft Letter For EOI Submission.	18
	5.3	Annexure III – Applicant’s compliance to eligibility criteria.	19
	5.4	Annexure IV - Applicant’s compliance to functional and technical criteria.	20
	5.5	Annexure V - Applicant’s Organization And Experience And Expertise.	22
	5.6	Annexure VI - Applicant’s Financials	24
	5.7	Annexure VII - Information Regarding Any Conflicting Activities And Declaration Thereof	25
	5.8	Annexure VIII- Compliance Statement	26
	5.9	Annexure IX - List Of Litigation Pending By /Against The Applicant	27
	5.10	Annexure X- Format Of Presentation Of Project Proposed	28
	5.11	Annexure XI(Project Citations) and XII (CV of Key Resources)	29



Part I: General Terms

1.1 INTRODUCTION

The Life Insurance Corporation of India, a Statutory Corporation established under section 3 of the Life Insurance Corporation Act, 1956 (31 of 1956) and having its Central Office at 'Yogakshema', Jeevan Bima Marg, Nariman Point, Mumbai, hereinafter referred as LIC or Corporation is planning to adopt latest technologies in the fields of artificial intelligence, cognitive learning, machine learning, robotics and other allied fields.

1.2 PURPOSE OF INVITATION OF EOI

The purpose of this invitation for Expression of Interest is to identify eligible firms working in the domain of artificial intelligence, cognitive learning, machine learning, robotics and other allied fields for implementation of projects such as chatbots. The aim is to leverage chatbot as a service (CaaS) to improve LIC's processes and activities in various operations including marketing, customer service and others. The firms applying in response to this invitation of EOI are expected to propose / showcase various virtual assistant (chatbots) solutions as a service that can fulfil LIC's aim.

1.3 EOI ISSUING AUTHORITY

Designation and address of the person inviting the proposal

The Executive Director (IT/SD),
LIC of India, Central Office, IT/SD Department,
3rd Floor, Jeevan Seva Annexe Building,
S.V. Road, Santacruz (W), Mumbai – 400 054

Contact details : Mr K S Nirmalraj 022-67090305 / Mr Pramod Kumar 022-67090510

E-mail: co_ittenders@licindia.com

1.4 TENTATIVE SCHEDULE OF EVENTS (TIMELINES)

LIC of India may, in exceptional circumstances, and at its sole discretion, extend the Application Submission Due Date by issuing an Addendum. The following tentative schedule would be followed for this EOI.

1. Publishing of EOI document on e-Procurement Portal	15 th June, 2019 at 4.00 PM.
2. Pre-Bid meeting	25 th June, 2019 at 3.00 PM.
3. Last Date and time for submission of response	10 th July, 2019 at 3.00PM
4. Opening of responses to EOI	10 th July, 2019, 3.30PM onwards

1.5 AVAILABILITY OF THE EOI DOCUMENTS

EOI can be downloaded from the website www.licindia.in under the 'tenders' link and at Central Public Procurement Portal of GOI (<http://eprocure.gov.in/cppp/>). The applicants are expected to examine all instructions, forms, terms, proposal requirements and other details in the EOI documents. Failure to furnish complete information as mentioned in the EOI documents or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the applicant's risk and may result in rejection of the proposal.

1.6 EOI PROCESSING FEE

No processing fee will be applicable for this EOI.

1.7 VENUE & DEADLINE FOR SUBMISSION OF PROPOSALS

Proposals, in its complete form in all respects as specified in the EOI, must be submitted in a sealed envelope to

The Executive Director (IT/SD),
LIC of India, Central Office, IT/SD Department,
3rd Floor, Jeevan Seva Annexe Building,
S.V. Road, Santacruz (W), Mumbai – 400 054

EOI should be submitted to the above mentioned address in a sealed cover envelope only. Submission of EOI at any other address or by email shall be deemed unresponsive and as such shall be rejected summarily.

The last date and time of submission is 10th July, 2019 by 3.00 pm.

LIC may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing an addendum to be made available on the LIC's website, in which case all rights and obligations of LIC and the applicants previously subject to the original deadline will thereafter be subject to the deadline as extended.

1.8 CURRENCY

All monetary values in the proposals in response to this invitation of EOI shall be in Indian Rupees.

1.9 GOVERNING LAWS/JURISDICTION

The validity, performance, construction and effect of this EOI shall be governed by the substantive laws of India. Any controversy or claim arising out of or in relation to this EOI, or breach, hereof, shall be finally settled under the jurisdiction of Mumbai High Court only.

Part II: Scope of Services

2.0 SCOPE OF WORK

Firms eligible under this EOI document proposing in response to this EOI are expected to:

1. Showcase existing solutions pertaining to chatbot deployments in India provided in the insurance/financial sector for leveraging technologies in the fields of artificial intelligence, cognitive learning, machine learning and robotics.
2. Demonstrate the benefits of chatbots proposed by them in the context of LIC's operations.
3. Provide actual timelines and cost estimates for each such proposed solution.
4. Substantiate their technical capabilities in providing such a solution with supporting documentation of experience on similar projects as laid out in the eligibility criterion.
5. May propose multiple such solutions with separate documentation for each proposed solution.
6. Highlight their strengths in the fields of technology on which proposed solutions are based.

Part III: Eligibility Criteria & Terms of Applications

3.1 ELIGIBILITY CRITERIA(Pre-Qualification)

The firm should satisfy all the qualifying criteria below on its own.

- i.** Bidder must be a Start-up i.e. an entity up to a period of seven years from the date of incorporation/registration, incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under Section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India.
- ii.** Bidder should also be registered with the Service Tax Authorities, and should be registered with the appropriate authorities for all applicable statutory taxes/duties.
- iii.** Bidder must be original software developer / OEM for platform based on Artificial Intelligence (AI), Machine Learning (ML) and Natural Language Processing (NLP).
- iv.** The bidder must provide reference of 3 clients for whom the bidder has implemented chatbot as a service solution and is actively being used.
- v.** The chatbot as a service must be provided from a data centre in India.
- vi.** Bidder is working towards innovation, development, deployment or commercialization of chatbot with AI, ML & NLP as its prime business.
- vii.** Bidder had obtained patents or filed patents on their chatbot related technology.
- viii.** The Bidder should not have been blacklisted by any Govt/ PSU/ Company/Firm/any other statutory or regulatory body for corrupt or fraudulent practices or non delivery, non performance in the last three years.
- ix.** The Bidder should not bring any external undue influence on the EOI team/Corporation which will affect the EOI evaluation process. If any applicant is found to have indulged in such practices such applicant will be disqualified and EOI submitted by such applicant will be rejected.

3.2 CONDITIONS UNDER WHICH THIS EOI IS ISSUED

- i)** This EOI is not an offer and is issued with no commitment. Without limiting its rights in law or otherwise, LIC reserves the right, in its absolute discretion, at all times, in relation to accepting or rejecting any EOI response; varying or discounting the EOI and related processes including "scope of work". LIC shall not be bound to give reasons for any decision made under this clause and its decision will be final and binding on all respondents to this EOI. LIC also reserves the right to disqualify any applicant, should it be so necessary at any stage.
- ii)** LIC is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award without thereby incurring any liability to the applicants. LIC also reserves the right to cancel this invitation for EOI and/or invite afresh with or without amendments to this invitation for EOI, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and LIC reserves the right to amend/add further details in the EOI document.
- iii)** Timing and sequence of events resulting from this EOI shall ultimately be determined by LIC.
- iv)** No oral conversations or agreements with any official, agent, or employee of LIC shall affect or modify any terms of this EOI and any alleged oral agreement or arrangement made by a applicant with any department, agency, official or employee of LIC shall be superseded by the definitive agreement that results from this EOI process. Oral communications by LIC to applicants shall not be considered binding on LIC, nor shall any written materials provided by any person other than LIC.
- v)** Neither the applicant nor any of the applicant's representatives shall have any claims whatsoever against LIC or any of their respective officials, agents, or employees arising out of, or relating to this EOI or these procedures (other than those arising under a definitive service agreement with the applicant in accordance with the terms thereof).
- vi)** Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without

limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

vii) Costs to be borne by applicants

All costs and expenses incurred by applicants in any way associated with the development, preparation, and submission of proposals, including but not limited to the attendance at meetings, discussions, demonstrations, etc and providing any additional information required by LIC, will be borne entirely and exclusively by the applicant.

viii) No Legal Relationship

No binding legal relationship will exist between any of the applicants and LIC until the execution of a contractual agreement. The selection in the EOI or participation in the EOI process does not qualify for any contractual obligation from LIC. The issuance of RFP for the selected applicants does not qualify for any contractual obligations from LIC. Mere submission of this EOI or Pre-qualification or issue of RFP does not vest any right in the applicant for being selected for the project.

ix) Compliance with Eligibility criteria

The firms desiring to respond to the invitation for EOI will submit their details in Annexure regarding their meeting the eligibility criteria. The organizations are responsible for submitting all supporting documents that evidence their fulfilment of the pre qualification criteria. LIC of India is entitled to ask the applicant to submit any additional supporting documents regarding its meeting the pre-qualification criteria, which may include letters from past clients, copies of contracts and it will be the responsibility of the applicant to satisfy LIC. The applicant will not take refuge under Non-disclosure Agreements, Confidentiality agreements for non submission of documents supporting its claims of fulfilling the eligibility criteria.

xi) Validity clause

The Expression of Interest submitted by the applicant would be valid for a period of six months from the date of opening of EOI.

xii) LIC OF INDIA is not responsible for non-receipt of EOIs within the specified date and time due to any reason including postal delays or holidays in between.

- xiii) Shortlisted applicants must not advertise or publish the same in any form without the prior written consent of LIC OF INDIA.

3.3 RIGHTS TO THE CONTENT OF THE PROPOSAL

For all the proposals received before the last date and time of proposal submission, the proposals and accompanying documentation of the proposal will become the property of LIC and will not be returned after opening of the pre-qualification proposals. LIC is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the proposers. LIC shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

3.4 ACKNOWLEDGEMENT OF UNDERSTANDING OF TERMS

By submitting a proposal, each applicant shall be deemed to acknowledge that it has carefully read all sections of this EOI, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

3.5 LANGUAGE OF PROPOSALS

The proposal and all correspondence and documents shall be written in English.

3.6. PROPOSAL REQUIREMENTS

- i) The proposals shall be prepared in accordance with the requirements specified in this EOI and in the format prescribed in this document.
- ii) Proposals must be direct, concise, and complete. All information not directly relevant to this EOI should be omitted.
- iii) The Proposal shall be sealed and super scribed "Response to EOI by LIC on chatbot procurement" on the top right hand corner and addressed to LIC at the address specified in this document. All envelopes should indicate clearly name, address, telephone no. email id and fax number of Applicant.
- iv) The proposal should be submitted with one printed copy of the entire proposal duly stamped and signed, along with the mentioned annexures. The Hard Copy shall be signed by the authorized signatory on all the

pages before being put along with the annexures in the envelope and sealed.

- v) The proposal should contain the copies of references and other documents as specified in the EOI.
- vi) EOI should be typed and submitted on A4 size paper, spirally and securely bound and with all pages therein numbered in serial order. The EOI should bear the rubber stamp of the applicant on each page except for the un-amendable printed literature.
- vii) All pages of the EOI should be signed by only the authorized person(s) of the company/firm. Any interlineations, erases or overwriting shall be valid only if the person(s) signing the EOI authenticates them.

3.7 PROPOSAL DOCUMENTS TO BE SUBMITTED BY THE APPLICANTS FOR EOI:

Following documents are to be submitted in response to the EOI (Kindly use the formats provided, if the information as asked in the provided Formats are not given or if given in some other format such expression of Interest shall be rejected summarily):

- i. Annexure I - Covering letter from the Applicant
- ii. Annexure II - Draft letter for EOI submission. (To be submitted on a local stamp paper of appropriate value duly notarized).
- iii. Annexure III – Applicant’s compliance to Eligibility Criteria.
- iv. Annexure IV – Applicant’s compliance to Functional & Technical Criteria.
- v. Annexure V - Applicant’s organization, experience and expertise (along with all required documents)
- vi. Annexure VI - Applicant’s Financials.
- vii. Annexure VII - Information regarding any conflicting activities and declaration thereof.
- viii. Annexure VIII - Compliance Statement

- ix. Annexure IX - List of litigation pending by /against the Applicant, if any, along with brief details.
- x. Annexure X- Format of presentation of each project proposed.

3.8 EVALUATION OF PROPOSALS

Information relating to the examination, clarification and comparison of the EOI proposals and shall not be disclosed to applicants or any other persons not officially concerned with such process until the selection of firms has been announced.

Evaluation of EOI proposals

The proposals responded to the EOI including the enclosed documentation shall be evaluated in the following manner:

- a. The documentation furnished by the applicant will be examined prima facie to see if the submissions meet the eligibility criteria as specified in related sections.
- b. Preliminary scrutiny of the proposal to EOI will be made to determine whether they are complete, whether the documents have been properly signed, and whether the proposal is generally in order.
- c. Prior to the detailed evaluation, EOI inviting authority will determine the substantial responsiveness of each proposal to the EOI documents. For purposes of these clauses, a substantially responsive proposal is one, which conforms to all the terms and conditions of the EOI document.
- d. EOI inviting authority may waive any minor infirmity; nonconformity or irregularity in a response, which does not constitute a material deviation, provided such waiver does not prejudice or affect any applicant.
- e. Based on the evaluation of submitted documents, LIC will call the selected firms for proof of concept (PoC).

Evaluation of Proof of Concept (PoC)

Eligible firms should demonstrate compliance to the Technical and Functional requirement based on the use cases (provided by LIC) and presentation to an evaluation committee. Technical and Functional requirement compliance will also be judged from existing implementations of the Bidder.

The presentation and proof of concept should cover:

- Understanding of Scope of work
- Planned Technologies/Solutions
- Strategy & Planning for the execution of project
- Live Demo of proposed Solutions
- Timeline for the Execution of project
- Past Experience of the Firm & Reference
- Demonstration of LIC use cases

The Evaluation Approach for the PoC will be as per the following stages:

Stage 1	Eligibility Evaluation Outcome : Qualified / Not Qualified
Stage 2	Technical Evaluation Outcome : Technical Score for the Bidders Eligible Bidders will be evaluated based on the Technical Scoring Criteria. Only Bidders scoring 70 or more will be considered to have qualified in the technical evaluation.
Stage 3	Top 5 Technically Qualified Bidders based on the technical scores will be eligible for Commercial Proposal Evaluation

6. Based on the evaluation of the EOI and the Demo/presentation (PoC) of the firms, LIC may float a RFP for the selection of one or more vendors for chatbot as a service involving latest technologies. LIC reserves the right to float a fresh/open RFP for selection of bidders, not restricted to the entities shortlisted through this EOI process.

7. LIC may seek additional information or clarification at any stage of evaluation.

8. LIC reserves the right to reject any or all of proposals submitted in response to this EOI, invitation at any stage without assigning any reasons whatsoever. LIC also reserves the right to hold, or withdraw from, or cancel the process at any stage up to the final selection.

CHIEF (IT/SD)

**PART IV: ANNEXURES FOR EVALUATION CRITERIA
AND TECHNICAL REQUIREMENT**

**ANNEXURE A
FUNCTIONAL AND TECHNICAL REQUIREMENTS**

Evaluation Criteria for Technical Scoring		
#	Criteria	Maximum Marks
1	Functionality Basis : Compliance to Requirements	20
2	Technology , Architecture and NLP Engine Basis: Compliance to Requirements <ul style="list-style-type: none"> • AI/NLP Capabilities • Operations • Performance and Monitoring • QA Tools 	20
3	Experience/Maturity Basis: <ul style="list-style-type: none"> • Productions / Customers/ • Experience in handling Queries /day • Customer Recommendations • Financial Domain experience • Team • Deployment Plan • Future Roadmap Product/Platform Vision • Key items lined up for delivery 	20
4	Integration and Security Basis: <ul style="list-style-type: none"> • Ease of Integration with Backend Authentication Security Basis : <ul style="list-style-type: none"> • Certifications (Process and Security) • Industry Security Compliance 	10
5	PoC / Use Case Demo Basis : <ul style="list-style-type: none"> • Successful conduct of PoC/Demo with the use cases/requirements in the allotted time. 	30
TOTAL MARKS		100

ANNEXURE B

Sl. no	Type	Parameters	Requirements
1.	Functionality	Chatbot Type	Text, Voice, either of the two, both
2.		Language Support	Multiple language support (Mandatory : English/Hindi) Capability for other Regional Languages.
3.		User Interface	Instinctive Chat Interface as per the branding of the Corporation and Auto Suggestion for queries. UI Widgets for conversational interface e.g carousels, buttons, forms etc.
4.		Dialog Flow Management	predefined work flows like greeting on entry or exit, response to cuss words, error messages on no internet etc.
5.		Multimedia	Option to run video , rich media , forms , cards on chatbot
6.		Rich Text	redirection to external web pages or documents etc.
7.		Feedback	Each Response wise or overall feedback. Measuring customer satisfaction.
8.		Live Chat	Integration of live chat platform wherever necessary
9.		Authentication	Policy Number based, Mobile OTP based etc. for personalized experience
10.		Dashboard	Applying sentiment analytics like feedbacks, number of questions asked etc.
11.		AI Operational Tools	Tools to monitor customer behaviour and to ensure virtual assistant learn, adapts, and evolves with customer needs. Continuous improvement of intents and models supporting customer interactions. Operational Tools to define and create customer conversations, understanding failure points, optimizing contents, journey's, new channels and adding new intents. Tools to provide necessary insights, recommendations. Tools supported by AI experts at the Bidder to

			optimize the VA on daily basis.
12.		Multiple Intents	Support for multiple intents in the same sentence
13.		Context Continuity/State	Continuing conversation without losing context. Support for continuity in conversation to anticipate and understand user intent.
14.	Technology	Technology	Artificial Intelligence, Machine Learning and Natural Language Processing based Chatbot.
15.		Integration	Easy Integration option, Integration Connectors,
16.		Platforms	Multiple Channels support and channel aware i.e. Web, Android, iOS, Alexa, facebook messenger, twitter etc. Platform agnostic.
17.		Scalability	maximum number of concurrent users at a time
18.		Response Time	less than 1 second
19.		Deployment	on vendors' infrastructure / cloud
20.		Data	Must be stored in India.
21.		Application Security	Compliance with 3rd party web security test.
22.		Experience / Maturity	Experience
23.	Patent		Applied for patent/Obtained patent for the IP of the AI chatbot platform
24.	Domain		Chatbot client in financial domain
25.	clients		3 or more Clients who are live with your AI Chatbot platform.



PART V – ANNEXURES: RESPONSE FORMATS

ANNEXURE I

Covering Letter from the Applicant:

(On Company Letterhead)

[Date]

Executive Director (IT/SD),
Life Insurance Corporation of India,
Central Office, Information Technology Department,
3rd Floor, Jeevan Seva Annex, S. V. Road, Santacruz (W),
Mumbai-400054.

Ref.: EOI for Selection of Firms to provide chatbots as a service in the domains of Artificial Intelligence, Cognitive learning, machine learning and robotics for LIC of India , Ref :CO/IT-SD/PORTAL/CB/2019-20/

Dear Sir,

This is to notify you that our Company intends to submit a Bid in response to the EOI for "EOI by LIC on latest technologies".

Primary and Secondary contacts for our Company are:

Primary Contact

Secondary Contact

Name

Title

Company / Bidder Name

Address

Phone

Mobile

Website :

e-mail

We confirm that the information contained in this response or any part thereof, including its exhibits, and other documents and instruments delivered or to be delivered to LIC is true, accurate, verifiable and complete in all aspects. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the Corporation in its short-listing process.



LIFE INSURANCE CORPORATION OF INDIA

INFORMATION TECHNOLOGY, CENTRAL OFFICE, 6TH FLOOR, WEST WING, "YOGAKSHEMA", J.B.MARG, MUMBAI – 400021.

We fully understand and agree to comply that on verification, if any of the information provided here, is found to be misleading the short listing process or unduly favours our Company in the short listing process, we are liable to be dismissed from the selection process.

We understand that we are liable to be dismissed from the selection process if any association is revealed that may give rise to conflict of interests.

We agree to abide by the conditions set forth in this EOI.

It is hereby confirmed that I/We are entitled to act on behalf of our Company / Firm / Organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this day of2019.

(Signature)

(In the capacity of)

Duly authorized to sign the EOI response for and on behalf of:

Sincerely,

[BIDDER'S NAME] Name

Designation

Signature

Date

(Name and Address of Bidder) Seal/Stamp of the Bidder

CERTIFICATE AS TO AUTHORISED SIGNATORIES

I,....., certify that I am
of....., and that who signed the above
response is authorized to bind the Company / Firm / Organization by authority of its
governing body.

(Seal here)

Date:



LIFE INSURANCE CORPORATION OF INDIA
INFORMATION TECHNOLOGY, CENTRAL OFFICE, 6TH FLOOR, WEST
WING, "YOGAKSHEMA", J.B.MARG, MUMBAI – 400021.

ANNEXURE II

DRAFT LETTER FOR EOI SUBMISSION

Ref:

[Location Date]

To
The Executive Director (IT/SD),
LIC of India, Central Office, IT/SD Department,
3rd Floor, Jeevan Seva Annexe Building,
S.V. Road, Santacruz (W), Mumbai – 400 054

Dear Sir,

Re: EOI for Selection of Firms to provide chatbots as a service in the domains of Artificial Intelligence, Cognitive learning, machine learning and robotics for LIC of India , Ref :CO/IT-SD/PORTAL/CB/2019-20/

We, the undersigned, offer to provide the Assignment/job in accordance with your invitation for EOI dated _____. We are hereby submitting our proposal with all the desired information and documents.

We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification at any point of time and/or cancellation of contract entered into.

We understand that you are not bound to accept any proposal you receive.

The undersigned has been duly authorized vide _____ dated _____ by the Board of Directors/Managing Director/Director/ Partners of _____) for the purpose of this assignment, a copy of the referred resolution/ authority letter is enclosed. The name and address of the contact person for this assignment including authorized email id is given under after the signature. We understand that any communication sent to the below mentioned contact details is deemed to be sent to the interested applicant.

Yours faithfully

Signature of Authorized person (in full and initials)

Name and Title of Signatory:

Name of the Applicant:

Address:

E-mail ID:

Contact Number:

Fax Number:

ANNEXURE III

APPLICANT'S COMPLAINT TO ELIGIBILITY CRITERIA

#	Eligibility Criteria	Yes / No
1.	Bidder must be a Start-up i.e. an entity up to a period of seven years from the date of incorporation/registration, incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under Section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India.	
2.	Bidder should also be registered with the Service Tax Authorities, and should be registered with the appropriate authorities for all applicable statutory taxes/duties.	
3.	Bidder must be original software developer / OEM for platform based on Artificial Intelligence (AI), Machine Learning (ML) and Natural Language Processing (NLP).	
4.	The bidder must provide reference of 3 clients for whom the bidder has implemented chatbot as a service solution and is actively being used.	
5.	The chatbot as a service must be provided from a data centre in India.	
6.	Bidder is working towards innovation, development, deployment or commercialization of chatbot with AI, ML & NLP as its prime business.	
7.	Bidder had obtained patents or filed patents on their chatbot related technology.	
8.	The Bidder should not have been blacklisted by any Govt/ PSU/ Company/Firm/any other statutory or regulatory body for corrupt or fraudulent practices or non delivery, non performance in the last three years.	
9.	The Bidder should not bring any external undue influence on the EOI team/Corporation which will affect the EOI evaluation process. If any applicant is found to have indulged in such practices such applicant will be disqualified and EOI submitted by such applicant will be rejected.	

ANNEXURE IV

APPLICANT'S COMPLAINT TO FUNCTIONAL AND TECHNICAL CRITERIA

Sl. No	Type	Parameters	Requirements	Yes /No
1.	Functionality	Chatbot Type	Text, Voice, either of the two, both	
2.		Language Support	Multiple language support (Mandatory : English/Hindi) Capability for other Regional Languages.	
3.		User Interface	Instinctive Chat Interface as per the branding of the Corporation and Auto Suggestion for queries. UI Widgets for conversational interface e.g carousels, buttons, forms etc.	
4.		Dialog Flow Management	predefined work flows like greeting on entry or exit, response to cuss words, error messages on no internet etc.	
5.		Multimedia	Option to run video , rich media , forms , cards on chatbot	
6.		Rich Text	redirection to external web pages or documents etc.	
7.		Feedback	Each Response wise or overall feedback. Measuring customer satisfaction.	
8.		Live Chat	Integration of live chat platform wherever necessary	
9.		Authentication	Policy Number based, Mobile OTP based etc. for personalized experience	
10.		Dashboard	Applying sentiment analytics like feedbacks, number of questions asked etc.	
11.		AI Operational Tools	Tools to monitor customer behaviour and to ensure virtual assistant learn, adapts, and evolves with customer needs. Continuous improvement of intents and models supporting customer interactions. Operational Tools to define and create customer conversations, understanding failure points, optimizing contents, journey's, new channels and adding new intents. Tools to provide necessary insights, recommendations.	

			Tools supported by AI experts at the Bidder to optimize the VA on daily basis.		
12.		Multiple Intents	Support for multiple intents in the same sentence		
13.		Context Continuity /State	Continuing conversation without losing context. Support for continuity in conversation to anticipate and understand user intent.		
14.	Technology	Technology	Artificial Intelligence, Machine Learning and Natural Language Processing based Chatbot.		
15.		Integration	Easy Integration option, Integration Connectors,		
16.		Platforms	Multiple Channels support and channel aware i.e. Web, Android, iOS, Alexa, facebook messenger, twitter etc. Platform agnostic.		
17.		Scalability	maximum number of concurrent users at a time		
18.		Response Time	less than 1 second		
19.		Deployment	on vendors' infrastructure / cloud		
20.		Data	Must be stored in India.		
21.		Application Security	Compliance with 3rd party web security test.		
22.		Experience / Maturity	Experience	Past Experience in chatbot domain	
23.			Patent	Applied for patent/Obtained patent for the IP of the AI chatbot platform	
24.	Domain		Chatbot client in financial domain		
25.	clients		3 or more Clients who are live with your AI Chatbot platform.		

Annexure V

APPLICANT'S ORGANIZATION, EXPERIENCE AND EXPERTISE

A- APPLICANT'S ORGANIZATION

- i. Provide here a brief description of the background and organization of your firm /Company. The brief description should include Name and address of the Company/firm, ownership details, date and place of incorporation of the Company/ firm, objectives of the Company/firm and any other relevant matter.

- ii. The Applicant is a registered legal Indian entity. YES/NO.
If yes give details of registration and copy of relevant documents.

- iii. The Applicant should be a start-up i.e. an entity up to a period of seven years from the date of incorporation/registration. YES/NO.
If yes give details of registration and copies of relevant document.

- iv. The Applicant should be registered with the Service tax authorities And other relevant tax authorities. YES/NO.
If yes give details of registration and copies of relevant document.

- v. Bidder must be original software developer / OEM for platform based on Artificial Intelligence (AI), Machine Learning (ML) and Natural Language Processing (NLP). YES/NO.
If yes give details of operations and copies of relevant document.

- vi. Bidder is working towards innovation, development, deployment or commercialization of chatbot with AI, ML & NLP as its prime business. YES/NO.
If yes give details of operations and copies of relevant document.



vii. Bidder had obtained patents or filed patents on their chatbot related technology.

YES/NO.

If yes give details of operations and copies of relevant document.

B. APPLICANT'S EXPERIENCE

The bidder must provide reference of 3 or more clients for whom the bidder has implemented chatbot as a service solution and is actively being used.

YES/NO.

If yes give relevant document (copy of work order, contract for each of the above mentioned assignment)

Signature of Authorized person (in full and initials)

Name and Title of Signatory:

Name of the Applicant:

Address:

E-mail ID:

Contact Number:

Fax Number:

Place:

Date:



ANNEXURE VI

APPLICANT'S FINANCIALS

Turnover & Profit Eligibility Criteria

S No.	*Financial year	Total Turnover (Rs.)	Turnover from Indian Operations (Rs.)	Profit/Loss (Rs.)
1				
2				
3				
4				
5				

Signature of Authorized person (in full and initials)

Name and Title of Signatory:

Name of the Applicant:

Address:

E-mail ID:

Contact Number:

Fax Number:

Place:

Date:

Note:



ANNEXURE VII

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

1. Are there any activities carried out by your Company/firm or * Group Company/Group Firms/ Associates which are of conflicting nature as mentioned in EOI document.

If yes, please furnish details of all such activities:

Details of Conflicting activities

If no, please certify:

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

Strike off 1 or 2 whichever is not applicable.

Signature of Authorized person (in full and initials)

Name and Title of Signatory:

Name of the Applicant:

Address:

E-mail ID:

Contact Number:

Fax Number:

Place:

Date:

* Group Company/Group Firm for the purpose of this format means an arrangement involving two or more entities related to each other through any of the following relationships, viz. Subsidiary – parent (defined in terms of AS 21), Joint venture (defined in terms of AS 27), Associate (defined in terms of AS 23), Promoter- promotee [as provided in the SEBI (Acquisition of Shares and Takeover) Regulations, 2015] for listed companies, a related party (defined in terms of AS 18) Common brand name, and investment in equity shares of 20% and above)

ANNEXURE VIII

Compliance Statement

DECLARATION

We hereby undertake and agree to abide by all the terms and conditions stipulated by Life Insurance Corporation of India (Corporation) in the Expression of Interest (EOI) document including all Annexures.

We hereby acknowledge and unconditionally accept that the evaluation criteria, evaluation of the responses to the EOI will be entirely at Corporation's discretion. Corporation's decision will be final and that the Corporation would entertain no further correspondence about the decision.

We also acknowledge that the Expression of Interest submitted by us is valid for a period of six months, from the date of opening of EOI.

We understand that the bid security furnished (if any) by us may be forfeited:

- (i) if we withdraw our participation from the EOI during the period of validity of EOI document; or
- (ii) in case we do not participate in the subsequent tender process after having been short listed.

Place:

Signature & Seal of Applicant

Date:



ANNEXURE IX

LIST OF LITIGATION/S AGAINST THE FIRM

S. NO.	LITIGATION REFERENCE AND DETAILS	VALUE INVOLVED
1		
2		
3		
4		
5		

We declare that in case of misrepresentation of the information given hereinabove, our proposals / contract shall be rejected / terminated by LIC which shall be binding on us.

Signature of Authorized person (in full and initials)

Name and Title of Signatory:

Name of the Applicant:

Address:

E-mail ID:

Contact Number:

Fax Number:

Place:

Date:

ANNEXURE X

Format of presentation of Chatbot as Service to LIC

1	SHORT TITLE OF PROJECT PROPOSED
2	DETAILED DESCRIPTION OF THE PROJECT
3	SPECIFIC TECHNOLOGIES AND HARDWARE REQUIREMENTS FOR THE PROJECT
3	ANALYSIS OF ADVANTAGES OF THE PROJECT TO LIC.
4	Technical and Functional Capabilities Proposed
5	TIMELINES FOR THE PROJECT
6	COST ESTIMATES FOR THE PROJECT

ANNEXURE XI Relevant Experience Details

Format for relevant experience (Project Citation Format)

It is mandatory to provide details for all the project to be evaluated under the Eligibility/**Pre-Qualification Criteria in the following Format.**

Important:

Bidders are required to provide details of relevant experiences in the format give below, highlighting experience of designing & implementing a similar project.

Use separate sheet for each citation

Sl. No	Particulars	Details
1	Citation Serial Number	
2	Name of Client	
3	URL where Chatbot As Service is live	
4	Contact Person Name and Mobile/Tel No	
5	Total Assignment Value (Rupees)	
6	Current Status of Deployment	
7	Avg Daily Interactions Per Day	
8	Total Interactions till May 2019 Since Deployment	
9	% Positive Feedbacks	
10	Achieved Accuracy / Answered Queries Vs Not Answered Queries	
11.	Brief narrative description of Project	
12.	Response Time SLA	
13.	Concurrent User SLA	
14.	Security Certifications	
15	Languages Available	



16	Voice/Chat/Video	
17	Is Handover to Live Agent available (Human in the loop in case of escalation to assist)	
18	Is Bi-directional contextual handover (VA to Agent and Agent to VA Available).	
17	No and Nature of API Integrations with Backend Systems of Client.	
18	Other relevant Information / Unique features	
Attach work orders/ certificates specifying "completion" OR "Appreciation Letter/Acknowledgement from Client"		

Authorized Signature (In full and initials):

Name and Title of Signatory:

Name of Firm:

Address:

Location:

Date:

ANNEXURE XII

Curriculum Vitae (CV) of Key Technical Personnel

(Separate for each Key Personnel)

1. **Name of Staff** [*Insert full name*]: _____

2. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: _____

3. a) **Total No. of years of experience:** _____

b) **Total No. of years of experience in AI/ML/NLP:** _____

4. **Total No. of years with the firm:** _____

5. **Certifications and Trainings attended:** _____

6. **Details of Involvement in Relevant Chatbot Projects** _____
