

REQUEST FOR PROPOSAL

For

(Advertising and Marketing Services)



Issue Date: 11/Oct/13

Last Date for submission of proposals: 01/Nov/13 (Time 4:00 PM)

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1.0 INTRODUCTION AND SCOPE

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited (“Company”) is carrying on life insurance business in India. As part of supporting its operations and processes, the Company intends to identify and engage for advertising and marketing services at national level, for which this RFP is being issued.

1.1 Purpose

The purpose of this RFP is to inform potential Bidders of a business opportunity and to solicit proposals for Advertising and Marketing Services as currently contemplated by the Company. Based upon the review and evaluation of proposals offered in response to this RFP, Company may at its sole discretion negotiate and enter into contracts with one or more successful Bidders for a period of two (2 years).

Notwithstanding any other provision herein, Bidder participation in this process is voluntary and at Bidder's sole discretion. Price will be a consideration but will not be the sole factor in Company’s decision to award a contractual relationship. Company reserves the right to accept or reject any or all bids from a specific or multiple Bidders for any reason at any time. Company also reserves the right at its sole discretion to select or reject any or all Bidder(s) in this process and will not be responsible for any direct or indirect costs incurred by the Bidders in this process.

1.2 Request for Proposal Definitions

Throughout this Request for Proposal, the following definitions are used:

- “Bidder” means an company incorporated under the Companies Act 1956, that submits, or intends to submit, a proposal in response to this “Request for Proposal”;
- “Vendor” means the Bidder(s) awarded a Contract resulting from this RFP;
- “Contract” means the agreement formed between the Company and the successful bidder as evidenced by an Agreement issued to the Company;
- “Contract Documents” means the Agreement, the Bidders proposal document, the RFP and such other documents as listed in the Agreement, including all amendments or addenda agreed between the parties;
- “Must”, “mandatory” or “required” means an absolute minimum function or capacity, which, if not satisfied in the proposal, may result in disqualification in the final evaluation;
- “De-identification” is the process of removing from data any information from electronic media that identifies a particular individual.
- “RFP” means this request for proposal including any amendments, attachments, and/or clarifications pertaining to this RFP that may be issued prior to the closing date; and,
- “Should”, “may” or “is desirable” means desirable but not mandatory functions or capacities. Bidders who are able to provide these functions or capacities may be evaluated more

favorably than those who cannot.

2.0 Terms of the RFP

2.1 Acknowledgement

Company is going to release the RFP for Advertising and Marketing Services online on its website (www.canarahsbclife.com) with the sole aim of making the process free, fair & transparent and user friendly. The Bid (as per attached formats) duly sealed and super scribed "RFP for Advertising and Marketing Services" **should be addressed to, Anil Raina, Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited, Augusta Point, 2nd Floor, DLF Golf Course Road, Sector-53,Gurgaon- Haryana (INDIA) 122002** . Please note that the Technical and Commercial bid has to be in separate sealed envelopes duly marked as Technical Bid and Commercial Bids respectively. Company is not responsible for non-receipt of quotations by the specified date and time due to any reason including holidays. All questions / clarifications should be communicated only on email ID amit.void1@canarahsbclife.in. marking a CC to milind.pawar@canarahsbclife.in Last date for receipt of any query is **23/Oct/2013**. Quotations received after the stipulated time or the Due date or incomplete in any respect are liable to be rejected.

2.2 Proposal Deadlines

Company must receive duly completed and signed proposals no later than **01/Nov/2013 by 4 PM.**

2.3 Company's Obligations

The submission and receipt of proposals does not obligate Company in any way. Company shall not be liable for any costs incurred by Bidders in the preparation, presentation or any other aspect of the proposals received by reason of this request, nor is Company obligated to negotiate separately with any sources whatsoever in any manner necessary to serve Bidder's best interests. Company makes no representation, implied or express, that it will accept and approve any proposal submitted. Any and all Contracts which result from this RFP shall be non-exclusive, non-commitment, as-ordered agreements. Company shall not have any liability to bidders for any interruption or delay in access to the site irrespective of the cause. Company will also be not responsible for any damages, including damages that result from, but are not limited to negligence. Also Company will not be held responsible for consequential damages, including but not limited to systems problems, inability to use the system, loss of electronic information etc.

2.4 Proposal Evaluation

Proposals submitted may be reviewed and evaluated by any person at the discretion of Company's internal evaluation team, including non-allied and independent consultants retained by Company now or in the future for the sole purpose of obtaining evaluations to proposals.

Bidders may be asked to further explain or clarify areas of their proposal in writing during the evaluation process.

Bidders are expected to submit their best bid in response to the RFP. The bids quoted shall be according to the scope of work in this document.

The only information regarding status of the evaluation of proposals that the team will give to any inquiring Bidder shall be whether or not that Bidder has been awarded a Contract. Company may, at its sole discretion, inform any inquiring Bidder of the reason(s) why it was not awarded the bid.

Company reserves the right to conduct a reverse e-auction after the completion of the RFP process, the schedule of which will be intimated later to all the pre-qualified bidders.

2.5 RFP Terms and Conditions Applied to Final Contract

The terms and conditions of the RFP, including the specifications and the completed proposal, will become, at Company's sole discretion, part of the final Contract (the "Contract") between Company and the selected Bidder. In the event that responses to the terms and conditions will materially impair a Bidder's ability to respond to the RFP, Bidder should notify Company in writing of the impairment. If Bidder fails to object to any condition incorporated herein, it shall mean that Bidder agrees with, and will comply with the conditions set forth herein.

Any exceptions to the terms and conditions or any additions, which Bidder may wish to include in the RFP, should be made in writing and included in the form of an attachment to the applicable Section in the RFP.

2.6 Terms Binding on Bidder

Following the date for submission of proposals, and prior to Contract award, the RFP shall be binding upon Bidder in all respects for a period of 180 days.

2.7 Hold Harmless

In submitting a proposal, Bidder understands that Company will determine at its sole discretion which proposal, if any, is accepted. Bidder waives any right to claim damages of any nature whatsoever based on the selection process, final selection, and any communications associated with the selection.

Company reserves the right to award the Contract to the Bidder(s) whose proposal is deemed to be the most advantageous in meeting the specifications of the RFP. In addition, Company reserves the right to add or waive any requirements contained in this RFP at its sole discretion with regard to proposals submitted. Company's decision on award of Contract shall be final and binding on all the Bidders.

Company shall be at liberty to cancel the online RFP / online reverse auction process at any time, before ordering, without assigning any reason.

2.8 Confidentiality Provision

The terms of this RFP, the information provided by Company herein and all other information provided by Bidder in connection with the services offered to be provided by the Bidder pursuant to this RFP, are to be treated by Bidder as strictly confidential and proprietary. Such materials are to be used solely for the purpose of responding to this request. Access shall not be granted to third parties except upon prior consent of Company and upon the written agreement of the intended recipient to treat the same as confidential. Company may request at any time that any of Company's material be returned or destroyed.

Should Bidder choose not to respond to this RFP, please return all materials and any duplicates thereof at:

Title: RFP for "for Advertising and Marketing Services"

Kind Attn: Mr. Anil Raina

Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.

2nd Floor, Augusta Point

Golf Course Road, Gurgaon

Haryana 122002

2.9 Sub-Contracting

The services offered to be undertaken in response to this RFP shall be undertaken to be provided by the Bidder directly employing their employees, and there shall not be any sub-contracting,

franchisee, contract to hire, consultant etc. arrangement done by the Bidder. The deputed person should be only on bidder rolls.

2.10 Acceptance of Proposals

Company reserves the right to modify the terms of the RFP at any time at its sole discretion and the same will be uploaded on the website <http://www.canarahsbclife.com>. The bidders have to remain updated about the same from the website and Company will not be responsible for such information not being downloaded by the bidder. Subsequent to the submission of proposals, interviews and negotiations may be conducted with one or more Bidders, but there will be no obligation to receive further information, whether written or oral, from any Bidder not to disclose the nature of any proposal received.

This RFP should not be construed as an agreement to purchase products or services. Company is not bound to accept the lowest price or any proposal of those submitted. Proposals will be assessed in accordance with the evaluation criteria.

Company reserves the right to terminate the Agreement/ Contract in case bidder gets blacklisted by any other organization/Department of Government of India or State Governments during the course of supply of material or services, if Bidder is convicted in a legal/tax evasion case or on account of any other legal misconduct of the Bidder, unsatisfactory past performance, corrupt or fraudulent practices, any other unethical business practices

In case of related parties/sister concerns or any relatives or participating in RFP- Voluntary disclosure by bidders.

2.11 Evaluation and Selection

A committee will evaluate proposals against the mandatory criteria as detailed herein. Proposals meeting all the mandatory criteria will then be assessed and scored against the evaluation criteria. Company's decision on evaluation shall be final and binding on all the bidders. Bidders who qualify the evaluation criteria will be empanelled for services. Commercial bids will be opened for the empanelled bidders post technical evaluation. Any deviations from the skill set / experience / prerequisites/ requirements and/or the terms and conditions of the Tender Document shall be submitted explicitly along with convincing reasons in the format attached (refer Clause 5.1). Company will not provide any justification in case rejects deviation and Company reserves all rights to reject or accept any deviation.

2.12 Liability for Errors

While Company has used considerable efforts to ensure an accurate representation of outsourced, the information contained in this RFP is supplied as a guideline for Bidders. The information is not guaranteed or warranted accurate by Company, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve information in this RFP as per its current understanding of the requirements under various activities to be Bidders from forming their own opinions and conclusions with respect to the matters addressed in this RFP. In the event Company finds that the objectives of the intended outsourcing is better achieved by processes/procedures other than those mentioned in this document, Company shall have the right irrespective of the fact whether it has already received proposals from intending bidders or not, to effect such changes and enter into negotiations with one or more Bidders at its sole discretion for such changed/modified processes.

2.13 Acceptance of Terms

All the terms and conditions of this RFP shall be deemed to be accepted by the Bidder and incorporated in its proposal unless specifically notified otherwise.

2.14 Ownership of Proposals

All documentation, including proposals, submitted to Company will become the property of Company.

2.15 Use of Request for Proposal

This document or any portion thereof, is the property of Company and may not be used or copied for any purpose other than the submission of the Bidder's proposal.

2.16 RFP Schedule

- Company advertises RFP on its website 11/Oct/2013
- All inquiries regarding RFP due by close of business 23/Oct/2013
- Bidders' deadline for submitting responses to RFP 01/Nov/2013(4 PM)
- Company informs final selection to bidders 15/Dec/2013
- Independent Handling by Selected Bidder End Dec,2013

2.17 Delay in performance of the obligations by the Bidder

The Bidder must strictly adhere to the time lines, specified in the agreement to be executed between the Company and the Bidder for performance of the obligations arising out of the agreement and any delay will enable Company to resort to any or both of the following:

- i. Time and date stipulated for completion of work is the essence of the contract.
- ii. If any part of the contract is not satisfactorily remedied within reasonable time, Company may proceed to do the work at Bidder's risk and expenses without prejudice to any other contractual rights, which Company may have against Bidder in respect of any such non performance.

3.0 Proposal Preparation

This section defines the proposal preparation and submission procedures, which are to be followed by all Bidders. Bidders are cautioned to carefully read and follow the procedures required by this RFP. Please note that deviations may be cause for rejection of your proposal.

3.1 Proposal Format

The Bid (attached formats) duly sealed and super scribed "Request for Proposal for **Advertising and Marketing Services Agency**" should be addressed to

**Anil Raina,
AVP (Procurement)
Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited,
Augusta Point,
2nd Floor, DLF Golf Course Road, Sector-53,
Gurgaon- Haryana (INDIA) 122002.**

Please note that the Technical and Commercial bid has to be in separate sealed envelopes duly marked as **Technical Bid** and **Commercial Bids** respectively. Company is not responsible for non-

receipt of quotations by the specified date and time due to any reason including holidays. Quotations received after the stipulated time of the Due date or incomplete in any respect are liable to be rejected.

- a) Bidder's name and address, Bidder's telephone number, email address and a contact person.
- b) One page letter of introduction identifying the Bidder and signed by the person or persons authorised to sign and bind the Bidder to statements made in the proposal. The returned RFP will be referenced as an attachment if/when a contractual agreement is executed. This document has to be uploaded and mapped with this corresponding schedule.
- c) Please follow the format of this RFP, placing answers in the text box immediately after sections requiring responses. Please do not enter any information into any part of this document other than the boxes provided. The boxes will expand to accommodate responses of any length.
- d) NO CHANGES TO THE LINES, FORMAT OR STRUCTURE OF ANY SPREADSHEETS IS PERMITTED. CHANGING THE SPREADSHEETS IN ANY WAY, OTHER THAN INSERTING THE REQUIRED INFORMATION, SHALL BE CONSIDERED CAUSE FOR YOUR COMPANY'S DISQUALIFICATION FROM FURTHER ANALYSIS AND PARTICIPATION IN THE RFP PROCESS.
- e) Any additional information, brochures, etc., can be provided at the discretion of the Bidder and should be clearly labelled and uploaded.

3.2 Notification of Changes

All recipients of this RFP will be notified of any changes if any made to this document prior to the due date of submission of proposals.

3.3 Changes to Proposed Wording

The Bidder will not be permitted to change the wording of its proposal after submission to Company. No words or comments will be added to the general conditions or detailed specifications unless requested by Company for the purposes of clarification.

3.4 Bidder's Expenses

Bidders are solely responsible for their own expenses in preparing and submitting a proposal to Company, if any.

3.5 Currency and Taxes

Prices quoted are to be:

- In Indian rupees;
- Exclusive of all taxes.

3.6 Completeness of Proposal

By submission of a proposal, the Bidder warrants that all components required to manage the program have been identified in the proposal or will be provided by the Company at no charge.

4.0 Scope of Work / Services

Please find below the detail scope of activities proposed to be undertaken by the bidder. Any other work / services not specifically mentioned in scope but required for successful execution is also in the bidders scope. It primarily includes but not limits to the following services:

- Marketing Strategy Development
- Market Planning and conceptualising
- Design and artwork
- Campaign conceptualisation and production
- Event planning and execution
- Direct marketing conceptualisation and implementation
- Marketing activation conceptualisation and implementation
 - Strategic Account Planning – Development of Annual Brand Plan.
 - Creative Execution for all Communication either through Above the Line and Below the Line Media – Ideation, Planning, and Execution of all communication in the form of advertisement in newspapers, magazines, journal, outdoor advertisements, Poster, Brochure, Direct Mailer etc as may be directed by the client.
 - Marketing & Tactical Communication – Development and Execution of Communications to address tactical issues in select markets using both Above the Line and Below Line Media
 - Event planning and execution – Plan and execute all trade and consumer events in markets serviced by CHOICE
 - Direct marketing conceptualisation and implementation – Plan and implement direct marketing initiatives for different customer and trade segments of CHOICE
 - Marketing activation conceptualisation and implementation – Plan and implement activation programs at branches to help achieve sales targets.

The service provider will be measured qualitatively and quantitatively through the usage of Service Level Agreements (SLAs), Key Performance Indicators (KPIs). These SLAs and KPIs will be agreed during the contract negotiation process

Technically shortlisted bidders will be called for presentation Pitch for further short listing.

4.1 Criteria

The purpose of this section is for Bidders to provide information to demonstrate to Company that its services offering satisfy Company’s requirements. The bidder should also demonstrate that it has the financial and organizational infrastructure to fulfil the fundamental requirements set out in this RFP. Bidders not meeting them or not demonstrating that they do meet them may not receive further consideration during the evaluation process. A complete listing of the specific bid evaluation criteria is included in below attached Annexure-I.

4.2 Pricing Model

The prices have to be submitted in a separate sealed envelope.

Company expects complete transparency in pricing. All expenses, fees, reimbursable, etc should be based on an open book concept to be audited by Company from time to time. You will need to send your rates with all assumptions and details attached separately. You should include:

| SI NO | Description | Monthly Rate (INR) | Total cost per Annum (INR) |
|-------|------------------------|--------------------|----------------------------|
| 1 | Cost for Retainer ship | | |

- a) Hope you will clearly mention the inclusions and exclusions in terms of scope against the above retainer cost in the price sheet so that there is complete clarity
- b) Any other cost should be mentioned separately
- c) Applicable taxes should be mentioned separately
- d) In case of any deviation in the submission of commercials same will not be considered for further evaluation

5.0 Intent

Please find attached the detail scope of activities proposed to be outsourced, as per Company's current understanding of the processes.

5.1 Deviation Sheet

Deviations from Technical Specifications and Terms and Conditions of the Tender

| | RFP Document Clause | Technical Specification or Terms and Condition in the RFP document | Deviation offered | Reasons and whether deviation adds to the operational efficiency in case of the systems |
|----|---------------------|--|-------------------|---|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
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| 6 | | | | |
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| 8 | | | | |
| 9 | | | | |
| 10 | | | | |

Note:

Deviations from any of the terms and conditions of the tender document should be specified

If any deviations from the technical specifications are warranted, reasons for such variations should be specified and if such deviations/ variations add to improvement of the overall performance of the systems, those should be specifically mentioned and supported by relevant technical documentation as specified above.

Annexure-I

Inputs for Marketing Services Evaluation

All participating bidders are requested to respond to the following points supported by necessary documents:

1. Agency credentials:

- 1.1 How many insurance companies does your agency work with currently? (Please specify life and non-life insurance companies separately). Please mention the names.
- 1.2 How many insurance companies has your agency worked with in the past? (Please specify life and non-life insurance companies separately). Please mention the names.
- 1.3 Do any of your insurance clients have an exclusivity clause, or any conflict of interest, that may interfere with your agency's ability to effectively deliver to the Company?
- 1.4 How many offices does your agency have in India? Please specify locations along with employee strength in each location.
- 1.5 If you have an office in NCR region, please specify in detail the no of personnel by department and the clients handled (Office presence in Delhi is mandatory for further evaluation of bidder).
- 1.6 What are the various services that your agency offers?
- 1.7 How many international clients does your agency work with (India office only)? Please mention the names.
- 1.8 Yearly Billing with clients in below sectors (Please share the Client Name and Billing done in Cr with each account for past one year)
 - FMCG
 - Consumer Durables
 - Telecom
 - Financial Services / Insurance
 - Others

2. Agency productivity:

- 2.1 How many rewards and recognitions has your agency won in the last 2 years. Please specify details of the awards, and attach the creative for which they were awarded.
- 2.2 What elements will the retainer ship include, and what elements will it exclude? (Example: creative, artwork etc.)
- 2.3 Please detail out the proposed agency team structure for the Company.

3. Creative evaluation:

- 3.1 Please attach samples of creative work done for your other clients in the last 1 year (financial services clients taking more precedence). Please ensure that the samples include both material developed for different types of media – including print, outdoor and online.

4 Statutory Requirement:

- 4.1 Copy of Incorporation Certificate (if applicable)
- 4.2 Certified copies of Memorandum & Articles of Association (if applicable)
- 4.3 List of Directors and Shareholding Pattern (if applicable)
- 4.4 Copies of licenses/ approvals from various authorities entitling the bidder to conduct the outsourced activity
- 4.5 Audited balance sheets for the last three financial years (if applicable)
- 4.6 Copies of registration under any applicable enactments
- 4.7 Pan no, Tan no, Service tax registration

Note: Please respond to each point above in a separate sheet appropriately supported with necessary document.