

# REQUEST FOR PROPOSAL

For

**Digital Marketing for Brand Campaign ( Impact Buys )**



**Issue Date : 04-Dec-2017**

**Last Date for submission of proposal: 12-Dec-2017**

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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 marketing and brand campaign activity, the Company is looking for a partner for Digital Marketing for Brand Campaign ( Impact Buys )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 Digital Marketing for Brand Campaign ( Impact Buys )as per requirements of 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. As such there will be no volume commitment for the services to be delivered under this RFP by the shortlisted bidder.

Notwithstanding any other provision herein, Bidder participation in this process is voluntary and at Bidder's sole discretion. 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 a company incorporated under the Companies Act 1956, or a partnership firm (or such other entities or body of individuals/association) that submits, or intends to submit, a proposal in response to this “Request for Proposal”;
- “Service Provider” 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;
- “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. However the final decision shall rest with the company.

## 2.0 Terms of the RFP

### 2.1 Acknowledgement

Company is releasing this RFP for Digital Marketing for Brand Campaign ( Impact Buys )online on its website ([www.canarahsbclife.com](http://www.canarahsbclife.com)) and on e-procurement website ([www.canarahsbclife.abcpurchase.com](http://www.canarahsbclife.abcpurchase.com)) with the sole aim of making the process free, fair & transparent and user friendly.

The Bid (as per formats) duly sealed and super scribed “**Response to RFP – Digital Marketing for Brand Campaign ( Impact Buys )**” should be addressed to **Shaikh Qutubuddin, Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd, 2nd Floor, Orchid Business Park, Sector-48, Sohna Road, Gurgaon - 122018, Haryana (INDIA).**

Please note that the Technical and Commercial bid has to be in separate sealed envelopes duly marked as **Technical Bid and Commercial Bid** 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 [kaustav.mukerji@canarahsbclife.in](mailto:kaustav.mukerji@canarahsbclife.in) marking a copy to [shaikh.qutub@canarahsbclife.in](mailto:shaikh.qutub@canarahsbclife.in) and [procurement@canarahsbclife.in](mailto:procurement@canarahsbclife.in). Quotations received after the stipulated time or the Due date or incomplete in any respect are liable to be rejected without any prior notice.

#### **Kindly note below the complete details of our organization**

|                        |  |
|------------------------|--|
| Name                   | - Canara HSBC Oriental Bank of Commerce Life Insurance Co. Ltd.                            |
| Regd. off. address     | - 208, 2nd Floor, Kanchenjunga Building, 18 Barakhamba Road<br>New Delhi - 110001          |
| Corporate Identity no. | - U66010DL2007PLC248825  |
| Telephone no.          | - +91 0124 4535500   |
| Fax no.                | - +91 0124 4535999   |
| E-mail                 | - <a href="mailto:customerservice@canarahsbclife.in">customerservice@canarahsbclife.in</a> |
| Website address        | - <a href="http://www.canarahsbclife.com">www.canarahsbclife.com</a>                       |

### 2.2 Proposal Deadlines

**Pre-bid meeting:** A pre-bid meeting to give any clarifications will be held at the Company’s office on **07-Dec-17 (11 AM- 11.45 AM)**. Bidders are welcome to attend the meeting and ask their questions in an open forum at the appointed time and venue. Preferably Bidders should send all their queries/clarifications 2 days in advance and confirm participation on pre bid meeting 1 day in advance. All queries and their answers will be put on the Company’s website and will be part of this bid document.

**Bid Submission:** Company must receive duly completed and signed proposals in the manner prescribed no later than **12-Dec-17**.

### 2.3 Company’s Obligations

The submission and receipt of proposals does not obligate the Company in any way to commit to any Bidder(s). The 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 website to obtain the RFP document/details irrespective of the cause. Company will also not be 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.

The Company may, at its sole discretion, negotiate and enter into contracts with one or more successful Bidders for the said services.

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

The evaluation will be done in two stages:-

Stage 1: - Stage 1 consists of two parts as follows:

i) Technical Evaluation - Technical evaluation for the proposed solution via documentation provided. Post technical evaluation, only shortlisted bidders may be called for detailed presentation.

ii) Presentation – Detailed Presentation of the services (presentation should include case studies, work samples, company credentials, competition benchmarking, proposed service solution, proposed methodology etc.)

Stage 2: - Commercial evaluation. Only Technically shortlisted bidders will be considered for the commercial evaluation.

Bidders are expected to submit their best bid in response to the RFP. The bids quoted shall be according to the scope of work ( Refer Annexure I ) 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 RFP / 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 the 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 "Digital Marketing for Brand Campaign ( Impact Buys )"**  
**Kind Attn: Shaikh Qutubuddin**  
**Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.**  
**2nd Floor, Orchid Business Park,**  
**Sector-48, Gurgaon**  
**Haryana (INDIA) 122018**

## **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.

a) The bidder is required to voluntarily disclose at the time of bidding if any of its sister concerns/group companies/relatives are directly or indirectly participating in this RFP.

b) All quotes to be supported by Copy of Pan Card, Certificate of incorporation, GST registration detail and address proof.

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

d) The bidder shall disclose if any of the bidder(s) are sister concerns/group companies/associates/affiliate entities or any of such entities employees/directors/shareholders are applying for this RFP/RFP process. Further the Service Provider shall disclose if any of its sister concerns/group companies/associates/affiliate entities or any of such entities employees/directors/shareholders are related to the Company and/or to its employees/directors/shareholders.

**e) Please submit the flowing document along with proposal.**

Service Provider Profile form. Duly filled Service Provider profile form along with the document mentioned above in point no. b

The bidder is required to voluntarily disclose at the time of bidding if any of its sister concerns/group companies/relatives are directly or indirectly participating in this RFP.

Duly filled Non-Disclosure Agreement to be printed on non judicial stamp paper of Rs 100/- and signed. Same should be part of the response document.

## **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 asked from the qualifying 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 it rejects the deviation and Company reserves all rights to reject or accept any deviation.

In case the Bidder intends to notify any grievance or concerns pertaining to the fairness of the complete process including but not limiting to bid submission or selection of Service Provider then the Bidder may send an e-mail at **whistleblower@canarahsbclife** giving requisite details for seeking any clarification.

### **2.12 Liability for Errors**

While Company has used considerable efforts to ensure an accurate representation of all the details as is required for the proposed services, the information contained in this RFP is supplied only as a guideline for Bidders. The information is not guaranteed or warranted accurate by Company, nor is it necessarily comprehensive or exhaustive.. 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 **04-Dec-17**
- All inquiries/clarifications regarding RFP **07-Dec-17**
- Pre-Bid Meeting **07-Dec-17 (11 AM )**
- Bidders' deadline for submitting responses to RFP **12-Dec-17**
- Company informs final selection to bidders **TBD**

### **2.17 Delay in performance of the obligations by the Bidder**

The short listed Bidder(s) must strictly adhere to the schedule, specified in the agreement to be executed between the Company and the Bidder(s) 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 “**RFP Response – Digital Marketing for Brand Campaign ( Search )**” for Company should be addressed to **Shaikh Qutubuddin , Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited, 2nd Floor, Orchid Business Park, Sector-48, Sohna Road, Gurgaon - 122018, Haryana (INDIA).**

Please note that the Technical and Commercial bid has to be in separate sealed envelopes duly marked as **Technical Bid and Commercial Bid** 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 [kaustav.mukerji@canarahsbclife.in](mailto:kaustav.mukerji@canarahsbclife.in) marking copy to [procurement@canarahsbclife.in](mailto:procurement@canarahsbclife.in), & [shaikh.qutub@canarahsbclife.in](mailto:shaikh.qutub@canarahsbclife.in). Proposals received after the stipulated time of the Due date or incomplete in any respect are liable to be rejected. As part of the Bid documents, the Bidder shall provide among other details, the following information and shall also adhere to the instructions mentioned below:

- 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.
- f) Bidders are requested to submit the draft agreement copy along with the RFP response.

### **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 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.

### **3.6 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 be no sub-contracting done by the Bidder.

## **4.0 Scope**

**Detailed scope shall be as per Annexure-I.**

### **4.1 Business Continuity:**

The Service provider shall mandatorily have a Business Continuity strategy in place.

The same will be taken into consideration as part of the Technical Evaluation.

### **4.2 Information Security:**

Information security requirements shall be put in place by the service provider to ensure protection of confidential information of the Company and its policyholders from intentional / inadvertent disclosures to the unauthorized persons.

The Service Provider shall provide details of their Information Security and the same will taken into consideration as part of the Technical Evaluation.

The Service Provider shall be required to comply with information security directives/changes issued by the Company from time to time.

### **4.3 Fraud:**

The Service Provider shall provide details of their Anti-Fraud controls and the same will taken into consideration as part of the Technical Evaluation.

#### 4.4 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.

#### 4.5 Eligibility

| S.No. | Minimum Eligibility Criteria  |
|-------|---|
| 1     | Bidder should be a Company incorporated under the Companies Act. 1956.  |
| 2     | The Bidder must have considerable experience in the field of digital marketing  |
| 3     | Agency to have managed deployment of Display impact ad units across atleast 10 of the Top 50 website of India as per Comscore in the last 3 Months. Supporting for the same to be provided.     |
| 4     | Agency to have worked with minimum 4 BFSI campaigns in the last 3 months. Work Order for the same to be provided  |
| 5     | Bidders must have GST Registration & PF Establishment Code issued by the PF Commissioner and other applicable licenses and certificates.  |
| 6     | The Bidder should not have been blacklisted by Central / State Governments or PSUs and should not be in the currency of any punitive measures against itself on the date of opening the tender. |
| 7     | Consortium way of bidding and subcontracting will not be entertained.   |
| 8     | In case any Bidder fails to meet the Company's Anti Money Laundering (AML) check, bid will automatically stand rejected and no further evaluation will be carried out against the same.         |
| 9     | Bidder shall not solicit life insurance on behalf of the Company.   |
| 10    | The Bidder should have an electronic work flow for distribution, monitoring and control of work and real-time MIS reporting capability.   |

The Bidding organizations must comply with the above mentioned criteria. Non compliance of any of the criteria will entail summary rejection of the offer.

Wherever applicable photocopies of relevant documents / certificates must be submitted as proof in support of the claims made for each of the above mentioned criteria. Company reserves the right to verify / evaluate the claims made by the Bidding Organizations independently.

#### 4.6 Pricing Model

The prices have to be submitted in sealed envelopes as per the format given in **Annexure III**.

#### 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**

| Sl No | 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     |                     |  |                   |   |
| 5     |                     |  |                   |   |
| 6     |                     |  |                   |   |
| 7     |                     |  |                   |   |
| 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.

### 5.2 Compliance

If there is any deviation reported in managing IT Software & Hardware inventory, 100% software or hardware cost would be charge from the monthly payment.

### 5.3 Contract

The Contract / Agreement to be signed with the selected bidder(s) shall be as per the format of the Company.

**Annexure-I**  
**Scope of Services**

**Impact buys**

- The agency will be responsible for executing the Display campaign for the launch phase of the brand marketing campaign by ensuring brand presence on impactful display takeover on a minimum of top 10 websites amongst the top 50 as per comscore, which is scheduled to launch from December 18<sup>th</sup>
- The specialist agency needs to ensure delivery of the deliverables as per the details mentioned below.
- Details of the campaign:
  - To drive brand awareness with impactful display presence
  - To drive brand exposure across relevant website with impactful display takeovers
- Platforms to be leveraged:
  - Impactful display banners across highly visited websites
- The evaluation would be based on a Technical basis approach
  - Technical Qualification:
    - Strategy to be adopted
      - Rationale behind selection of impactful websites
      - Suggested display placements
      - Innovative ad formats to be leveraged
    - Optimization & analytics

## **Annexure – II ( Technical Bid )**

Please share the following in technical bid

1. Strategy to be adopted
2. TG targeting methods to be adopted
3. Media approach to be adopted to achieve deliverables
4. Usage of innovative ad platforms
5. Analytics
6. Deployment of Analytical / reporting tools to track & manage the campaigns
7. Qualitative Checks to be adopted

**Annexure – III ( Commercial Bid )**

To be printed on letter head, duly signed  
& stamped

Company Name :  
Contact Person :  
Mobile No :  
Email ID :

| <b>Sr No</b> | <b>Particulars</b>   | <b>UOM</b> | <b>Cost ( INR )</b> |
|--------------|--|------------|---------------------|
| 1            | 7 Mn+ Impressions @ avg. CPM 250 across a minimum of TOP 10 websites out of the top 50 as per ComScore |            |                     |
| 6            | Any other charges, Please specify  |            |                     |

**Taxes will be paid extra. Please specify**

**ANNEXURE-IV**

**Please submit vendor registration document as per attached XLS file**

**Bidders are requested to share the draft of agreement along with RFP response**

## ANNEXURE-V

### NON-DISCLOSURE AGREEMENT

This Non -Disclosure Agreement (this "Agreement") is made on \_\_\_ day of \_\_\_\_\_ 2017 ("Effective Date"), by and between

**Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited**, a Company incorporated under the Companies Act, 1956 having its Registered Office at 208, 2nd Floor, Kanchenjunga Building, 18 Barakhamba Road, New Delhi- 110001 and Corporate office at 2nd Floor, Orchid Business Park, Sector-48, Sohna Road, Gurgaon - 122018, Haryana (hereinafter referred to as the 'Discloser'),

and

\_\_\_\_\_ a \_\_\_\_\_ incorporated under the \_\_\_\_\_ having its Registered office at \_\_\_\_\_ (hereinafter referred to as the 'Recipient')

(Disclosure and Recipient referred to above are hereinafter collectively referred to as the "Parties" and individually to as a "Party".)

The Parties agree as follows:

*Purpose:* The Discloser wishes to avail the services of the Recipient for carrying out a \_\_\_\_\_ within the Discloser's organization as detailed in the letter of engagement/Agreement dated \_\_\_\_\_ (the "Opportunity"), and in connection with the Opportunity, the Discloser would disclose to the Recipient confidential technical and business information, sample(s), materials, and/or prototype(s) that the Discloser desires the Recipient to treat as confidential.

"*Confidential Information*" means (a) any information disclosed by the Discloser to the Recipient, either directly or indirectly, in writing, orally, electronically, other media format, and/or in tangible objects, including, without limitation, algorithms, invention summaries, inventions, mask works, business plans, customer data, customer lists, customer names, financial analysis, forecasts, formulas, hardware configuration information, know-how, ideas, designs, discoveries, market information, marketing plans, processes, products, product plans, research, specifications, software, source code, trade secrets or any other information which is designated as "confidential," "proprietary" or some similar designation, or any third party information that the Discloser has an obligation of confidentiality to protect (collectively, the "Disclosed Materials") (b) any information otherwise obtained, directly or indirectly, by the Recipient through inspection, review or analysis of the Disclosed Materials and (c) any information shared through the Engagement Letter/Agreement / Documents dated \_\_\_\_\_. Information disclosed orally shall also be considered Confidential Information irrespective of whether such information is stated as such by the Discloser at the time of disclosure.

*Exceptions:* Confidential Information shall not, however, include any information that (i) was publicly known and made generally available in the public domain prior to the time of disclosure by the Discloser; (ii) becomes publicly known and made generally available after disclosure by the Discloser to the Recipient through no action or inaction of the Recipient; (iii) is already in the possession of the Recipient at the time of disclosure by

the Discloser as shown by the Recipient's files and records immediately prior to the time of disclosure; (iv) is obtained by the Recipient from a third party lawfully in possession of such information, without a breach of such third party's obligations of confidentiality and as shown by documents and other competent evidence in the Recipient's possession; or (v) is independently developed by the Recipient without use of or reference to the Discloser's Confidential Information, as shown by documents and other competent evidence in the Recipient's possession.

*Non-use and Non-disclosure:* The Recipient agrees not to use, directly or indirectly, in whole or in part, any Confidential Information of the Discloser for any purpose except for activities covered within the scope of the Opportunity. The Recipient agrees not to disclose any Confidential Information of the Discloser, except as specifically provided for in this Agreement. The Recipient may disclose the Confidential Information to those employees of the Recipient who are required to have the information in order to provide services falling within the scope of the Opportunity. If the Recipient is required by law to make any disclosure that is prohibited or otherwise constrained by this Agreement, the Recipient shall provide the Discloser with prompt written notice of such requirement so that the Discloser may seek a protective order or other appropriate relief. Subject to the foregoing sentence, the Recipient may furnish that portion (and only that portion) of the Confidential Information that the Recipient is legally compelled or is otherwise legally required to disclose; provided, however, that the Recipient provides such assistance as the Discloser may reasonably request in obtaining such order or other relief.

*Maintenance of Confidentiality:* The recipient agrees that it shall take reasonable measures to protect the secrecy of and avoid disclosure and unauthorized use of the Confidential Information. Without limiting the foregoing, the Recipient shall take at least those measures that it takes to protect its own confidential information of a similar nature, but in no case less than reasonable care (including, without limitation, all precautions the Recipient employs with respect to its confidential materials). The Recipient shall ensure that its employees who have access to the Confidential Information have signed a non-use and non-disclosure agreement in content similar to the provisions of this Agreement or are otherwise legally obligated not to disclose such Confidential Information. The Recipient shall not make any copies of the Confidential Information except upon the Disclosers prior written approval.

*No Warranty & Assumption of Risk.* The Recipient acknowledges that all characteristics of the information or owned Intellectual Property exchanged may not be or are not fully understood and its use may involve risks or dangers that are not known or fully appreciated. ALL INFORMATION INCLUDING ALL CONFIDENTIAL INFORMATION IS PROVIDED "AS IS." THE DISCLOSER MAKES NO WARRANTIES, EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, REGARDING THE ACCURACY, COMPLETENESS, FUNCTIONALITY, NONINFRINGEMENT, FITNESS FOR A PARTICULAR PURPOSE OR MERCHANTABILITY OF THE INFORMATION PROVIDED.

*Return of Materials:* All documents, data and other tangible objects (in whatever media or format) containing or representing Confidential Information that have been disclosed by the Discloser to the Recipient, and all copies or extracts thereof that are in the possession of the Recipient, shall be and remain the property of the Discloser and shall be promptly returned to the Discloser upon the Discloser's written request.

*No License, Testing or Publicity:* Nothing in this Agreement is intended to grant any rights to Recipient under any discovery, disclosed invention, patent, mask work right, copyright, trade secret, trademark or service mark, or other intellectual property right of the Discloser, nor shall this Agreement grant the Recipient any rights in or to the

Discloser's Confidential Information. Nothing herein grants any rights whatsoever to the Recipient to test, disassemble, decompile, reverse engineer, replicate, or otherwise copy any of the Confidential Information or the Discloser's intellectual property. To the extent applicable, the Recipient shall reproduce the Discloser's proprietary rights notices on any such authorized copies, in the same manner in which such notices were set forth in or on the original. The Recipient shall not use or cause to be published in any kind of media or communication the name, logo or other identifying information of the Discloser without the prior expressed written consent of the Discloser.

*Term:* The obligations of the Recipient under this Agreement shall survive until such time as all Confidential Information of the Discloser disclosed hereunder becomes publicly known and made generally available through no action or inaction of the Recipient.

*10 Availability of Equitable Relief:* The Recipient understands and agrees that its breach or threatened breach of this Agreement will cause irreparable injury to the Discloser and that money damages will not provide an adequate remedy for such breach or threatened breach, and the Recipient hereby agrees that, in the event of such a breach or threatened breach, the Discloser will also be entitled, without the requirement of posting a bond or other security, to equitable relief, including injunctive relief and specific performance. The Discloser's rights under this Agreement are cumulative, and exercise of one right shall not waive the Discloser's right to assert any other legal remedy. Should any proceeding or litigation be commenced by the Discloser concerning breach or anticipated breach of the terms of this Agreement by the Recipient, the Discloser shall be entitled, in addition to such other relief as may be granted, to a reasonable sum as the Discloser's attorneys' fees.

*11 Governing Law and Jurisdiction:* This Agreement shall be subject to, and interpreted in accordance with, the laws of the Union of India. The parties agree to the exclusive venue and jurisdiction of the courts situated in New Delhi.

*12 Severability:* If any provision of this Agreement is found to be illegal or unenforceable, the other provisions shall remain effective and enforceable to the greatest extent permitted by law.

*13 Counterparts:* The Parties may execute this Agreement in counterparts, each of which is deemed an original, but all of which together constitute one and the same agreement.

*14 Expenses:* Each of the Parties shall be responsible for its own expenses.

*15 Miscellaneous:* No provision of this Agreement may be waived except by a writing executed by the Party against whom the waiver is to be effective. A Party's failure to enforce any provision of this Agreement shall neither be construed as a waiver of the provision nor prevent the Party from enforcing any other provision of this Agreement. No provision of this Agreement may be amended or otherwise modified except by a writing signed by the Parties to this Agreement.

By their signatures below, the authorized representatives of each of the Parties acknowledges their agreement to this Agreement made on the Effective Date first written above.

For the Discloser

For the Recipient

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_