

REQUEST FOR PROPOSAL (RFP)
For
Outsourcing of Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services

RFP No. SBILIFE/OPS/CR&CE/2022-23/01



SBI Life Insurance Co. Ltd.

SBI Life Insurance Company Limited invites bids for **Outsourcing of Net Promoter Score (NPS) & Customer Satisfaction (C-SAT) Survey Feedback Management Related Services**. The detailed scope is mentioned in the RFP document.

Confidentiality – All information included in this RFP and contained in any subsequent communications is confidential and only for the recipient's knowledge. No information included in this document or any subsequent communications or disclosed in any discussions connected to it can be disclosed to any other party. Receipt and viewing of this document imply acceptance of the above confidentiality norms.

Tender documents can be downloaded from the website www.sbilife.co.in

Table of Contents

1. Introduction and Background	5
1.1. About SBI Life.....	5
1.2. Objective	5
2. Scope of Work	6
3. General Requirements under the scope:.....	9
4. Technical Requirements (IT)	10
5. Information Security Requirement	10
6. Eligibility Criteria	10
7. Evaluation Criteria	11
8. Evaluation Methodologies	12
9. Response to RFP	13
10. Clarification.....	16
11. Opening of Technical Proposals	17
12. Technical Presentation	17
13. Opening of the Commercial Proposals.....	17
14. Evaluation.....	17
15. Other Terms & Conditions	18
15.1. Modification and/or Withdrawal of Proposals.....	18
15.2. Material Alterations & Ambiguous Information	18
15.3. Confidentiality & Non-Disclosure	18
15.4. Empanelment of Service Provider(s) and Exit.....	18
15.5. Award of Contract.....	19
15.6. Signing of Contract.....	19
15.7. Service Level Agreement (SLA)	20
15.8. IT & IS Guidelines	21
15.9. Right of Verification.....	21
15.10. Indemnity	21
15.11. Disputes Resolution	22
15.12. Amendments to this RFP	22
15.13. Format and Signing the Proposals Submitted.....	22
15.14. Participant(s) indication of Authorization to Bid.....	22
15.15. Language of the Proposals	23
15.16. Completeness of the Proposals.....	23
15.17. Acceptance or Rejection of the Proposals.....	23
15.18. RFP Ownership.....	23
15.19. Participant(s) Status	23
15.20. Cost of the Proposal.....	23
15.21. Confidentiality	24
15.22. Intellectual Property Rights.....	24
15.23. Solicitation of Employees	24
15.24. Jurisdiction.....	24
15.25. Arbitration	24

15.26.	Force Majeure.....	25
15.27.	Condition of Acceptance	25
Annexure – I - Technical Proposal Format.....		26
Annexure – II - Commercial Proposal Format		29
Annexure – III – Technical Overview		30
Annexure – IV - CONFIDENTIALITY CUM NON DISCLOSURE UNDERTAKING		32
Annexure – V - Offer Letter and Compliance Certificate		34
Annexure - VI – Mandatory ‘Information Security Requirements’ Criteria		35
Annexure - VII – Technical Requirements.....		41

KEY - INFORMATION

Particulars	Details
RFP Number	RFP No. SBILIFE/OPS/CR&CE/2022-23/01
RFP Title	REQUEST FOR PROPOSAL for Outsourcing of Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services
Date of Publishing the RFP on SBI Life Website www.sbilife.co.in	03/08/2022
Last Date for submission of Pre-Bid Query	08/08/2022 till 15.00 Hrs. (IST) (queries must be mailed to operations.solution@sbilife.co.in only) Please mention the tender reference in Subject Line. Queries sent on any other mail-id and after scheduled time and date shall not be considered.
Date & time of Pre-Bid Meeting	11/08/2022 at 15.00 Hrs. (IST)
Last date for submission of Proposals (Technical & Commercial)	24/08/2022 at 15.00 Hrs. (IST)
Date and Time of Opening of Technical Proposals	24/08/2022 at 15.15 Hrs. (IST)
Date and Time of opening of Commercial Bids	To be notified later to the qualifying bidders only
Place of Opening of Technical Proposal and Commercial Bids	SBI Life Insurance Co. Ltd. 8th level, Seawoods Grand Central, Tower 2, Plot No. R-1, Sector 40, Seawoods, Nerul Node, Navi Mumbai 400706

Any change in the above-mentioned timelines will be communicated through corrigendum on the website of the company.

1. Introduction and Background

1.1. About SBI Life

SBI Life Insurance ('SBI Life' / 'The Company'), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.

Serving millions of families across India, SBI Life's diverse range of products caters to individuals as well as group customers through Protection, Pension, Savings and Health solutions.

Driven by 'Customer-First' approach, SBI Life places great emphasis on maintaining world class operating efficiency and providing hassle-free claim settlement experience to its customers by following high ethical standards of service. Additionally, SBI Life is committed to enhance digital experiences for its customers, distributors and employees alike.

SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 970 offices, 18,401 employees, a large and productive individual agent network of about 1,61,923 agents, 56 corporate agents and 14 bancassurance partners with more than 40,000 partner branches, 119 brokers and other insurance marketing firms.

In addition to doing what's right for the customers, the company is also committed to provide a healthy and flexible work environment for its employees to excel personally and professionally.

SBI Life strongly encourages a culture of giving back to the society and has made substantial contribution in the areas of child education, healthcare, disaster relief and environmental upgrade. In 2021-22, the Company touched over 2 lakh direct beneficiaries through various CSR interventions.

Listed on the Bombay Stock Exchange ('BSE') and the National Stock Exchange ('NSE'), the company has an authorized capital of Rs. 20.0 billion and a paid-up capital of Rs. 10.0 billion. The AUM is Rs. 2,623.5 billion.

For more information, please visit our website - www.sbilife.co.in and connect with us on Facebook, Twitter, YouTube, Instagram, and LinkedIn.

(Numbers & data mentioned above are for the quarter ended June 30, 2022)

1.2. Objective

“SBI Life” invites proposals from interested participant(s) of repute for providing services mentioned below.

Scope – Net Promoter Score (NPS) & Customer Satisfaction (C-SAT) Survey Feedback Management and Related Services.

This RFP is an invitation to the market players having experience and expertise and the requisite licenses and permissions in providing activities as detailed in the scope under **Section 2** of this RFP document.

No contractual obligation of whatsoever nature shall arise from the RFP process unless and until a formal contract is duly signed and executed between SBI Life and the selected participant(s).

2. Scope of Work

“SBI Life” is looking at a service solution that encompasses following capabilities/functionalities as mentioned below in Scope.

SBI Life considers below mentioned important activities under NPS & C-SAT Survey.

- I. NPS & C-SAT Survey Management
- II. Data analytics & Dashboard Management
- III. Hierarchy Management
- IV. Secured Data Hosting

Part I – NPS & C-SAT Survey Management

The survey management should be very convenient at ease process & should cover below mentioned capabilities-

- a. Minimum 30 survey projects capability throughout the journey as per requirement from SBI Life.
- b. Capability of Designing, Managing & conducting the surveys.
- c. Effective designing & review of survey questionnaires along with L1/L2 drivers.
- d. Multiple options to choose survey questionnaires from ready to use survey bank.
- e. Ready to use conversion templates (response templates for various modes SMS/Email/WhatsApp or any other mode which will be added as per requirement of SBI Life)
- f. Omni Channel coverage to conduct survey feedback such as SMS, Email, WhatsApp Embedded email, Web link, QR code, KIOSK, Tablet Surveys etc.
- g. Multi lingual capacity to conduct survey in English as well as 11 Indian languages Hindi, Marathi, Telegu, Malayalam, Tamil, Bengali, Assamese, Oriya, Kannada, Gujarati & Punjabi through various modes.
- h. Reminder mechanism to increase the response rate.
- i. Capability to conduct real time surveys.
- j. Loop closure mechanism.
- k. Dashboard integration capability with SBI Life systems.
- l. Cloud based server for data hosting in India only.
- m. Personalize interactions across the journey.
- n. Provision to trigger feedback link by User

Part II - Data analytics & Dashboard Management

The dashboard has to be customized, User friendly & easy in navigation. Robust data analytics for NPS & response rate.

- a. Advance analytics & automated reports as per requirements from SBI Life.
- b. Capability to store historic data.
- c. Dashboard access (Desktop & Mobile Application) to users (Current Users at SBI Life – 18,000 approximately).
- d. Drill down approach on NPS, response rate & Dashboard at Hierarchy level- Company, Channel, Department, Region, HPC, Primary Branch & Product level.
- e. Drill down approach on NPS, response rate & Dashboard at Individual level- Employee, Business Partners, Bank, CIF/Insurance advisors & customers.
- f. Time Slicing – Shift in NPS & Response Rate over weekly, monthly, quarterly & annually.
- g. Drill down approach on NPS, response rate & Dashboard at each touch point/ Survey level.
- h. Ability of recognizing survey device such as Smart Phone, Feature phone, tablets & desktop versions.
- i. Ability to capture delivery status of transaction SMS/Email/WhatsApp etc. of each survey triggered. Data to be made available for triggered, delivered, clicked, responded, no-response etc.
- j. Storage ability of non-respondent data across surveys, touch points & Hierarchy.
- k. Drill down approach on NPS, response rate & Dashboard on basis of location heat map at country level for overall as well as survey wise.
- l. Analysis of open text responses basis text analytics & other tools, if required supported by individual in person analysis for to uncover insights hidden deep in open text to predict what matters most to our stakeholders from their own words.
- m. Predictive analysis for positive/negative reactions.
- n. Non-respondent in-depth customer segment analysis to understand reasons & how to convert them into respondents.
- o. Predictive analysis with dice & slice to understand probable conversion ratio of NPS & response rate by converting detractors to promoters.
- p. Root Cause Analysis on survey feedback for identifying improvement opportunities and bringing in process improvements by redefining processes wherever required so as to improve efficiency leading to better customer experience.
- q. Identifying the reasons for cause of low NPS & methodology to be adapted to improvise the same.
- r. Geographically Penetrative analysis of areas having low response rates & suggestive measures to increase the response rate.
- s. Behavior & sensitivity analysis to understand customer's potential across touch point.
- t. Social media listening to understand social influences.
- u. Loop closure mechanism with capability to integrate with SBI Life CRM.
- v. Data report extraction in xls, csv, pdf etc.
- w. Ability to add fields/external data to enrich data analysis.

- x. Sentiment scoring analysis.
- y. Analysis of click count/landing page to identify how many customers have attempted the survey however not submitted the survey. Root cause analysis to persuade such customers to complete the survey.
- z. Comparative analysis of monthly, Quarterly, half yearly & Yearly NPS & response rate.
- aa. Automated Survey wise, Channel wise, Hierarchy wise, Region wise, HPC wise, Branch wise, Product wise, monthly, quarterly, half yearly & yearly reports.
- bb. Option to download the granular data as well report as required.
- cc. Automated dashboard usage report daily/weekly/fortnightly/monthly.
- dd. Deriving in depth customer insights based on survey drivers to analyze NPS impact.
- ee. Benchmarking (competitors/Industry) trends specially in insurance industry along with best practices in the market.
- ff. Role based admin & user dashboard access.

Part III - Hierarchy Management.

- a. Define the NPS workflow as per SBI Life hierarchy & process.
- b. Workflow management of assigning the score of respective team and person across hierarchy & survey.
- c. Mapping of response rate as per the hierarchy for each survey.

Part IV - Secured Data Hosting

To ensure data security the data would be tokenized which would ensure customer personal identifiable information is not shared with client & yet every survey response is mapped to correct recipient. The tokenize server to be deployed as below -

- a. NPS application infrastructure to be hosted in a secure cloud located in India, while tokenization server will be deployed at SBI Life's in-house data center.
- b. Client would subscribe to a dedicated hosting site in India based Data cloud such as amazon web services.
- c. The NPS software to be hosted in the cloud & client shall adhere to SBIL IT & Data security guidelines.
- d. Tokenization sever would be hosted at SBIL data center & integrated with SBIL MIS & CRM in future.
- e. The survey base along with demography info, product & SBIL hierarchy would be compiled & shared in cloud.
- f. The tokenization server would generate distinct token codes against each target customer. This token code would further be linked to short URL generated by NPS software.
- g. The token code along with the compiled info would be sent to NPS software.
- h. The NPS survey would generate short URL code unique to each token.
- i. The survey content would be designed in the NPS software.

- j. Distinct token code & short URL to be embedded in the communication to each recipient.
- k. The survey communication would be sent to the recipient using Bulk Emailer & SMS service provider of SBIL.
- l. The NPS software would receive the survey response data captured by the SBIL service provider.
- m. The NPS software would process the survey response data and map it to available Hierarchy & customer data.
- n. Survey analytics & Dashboard across hierarchy would be accessed from the NPS software in the cloud.

3. General Requirements under the scope:

3.1 Regulatory & Mandatory Requirements

- I. Participant(s) should adhere to IRDAI/RBI/CERTIn/PDP regulations and guidelines and other applicable laws & regulations applicable from time to time (issued from time to time) including outsourcing policy of SBI Life.
- II. The participant(s) should conform to SBI Life's Information Security Policy for third party.
- III. The participant(s) should also ensure the CSP being utilized for the SAAS adheres to all the regulations and guidelines and other applicable laws & regulations applicable from time to time (issued from time to time) including SBI Life policies.
- IV. It shall be the responsibility of the participant(s) to ensure that they possess and offer the necessary skills, expertise, manpower, infrastructure, licenses, authorities and approvals in case of any third-party patents, trademark, copyrights and intellectual property rights. Any statutory or regulatory approvals and compliances thereof shall be the sole responsibility of the participant(s). SBI Life shall not be a party to and shall not be made a party to any violation of any Laws / Regulations / Statutes / Intellectual Property Rights of whatsoever nature by the participant(s).

3.2 System Integration Capabilities

- I. Participant to integrate with SBIL's secure web services for SMS, Email and WhatsApp campaigns and execute the campaigns as per instructions from SBI Life. At the same time participant should have facility to push the SMS, WhatsApp messages with Bitly link at their end.
- II. Participants should have the capabilities to integrate with SBI Life systems, CRM and any other modules/applications as per requirement from time to time. API integration to be done for all critical services.

3.3 Security and Privacy

- I. All communications containing customer information between the Participant(s) and SBI Life must be in encrypted form.
- II. The participant(s) should confirm to SBI Life's Information Security Policy for third party.

4. Technical Requirements (IT)

Selected Participant(s) will need to demonstrate readiness to get this process completed with due security assessment completion from SBI Life & Participant's information security within agreed project timelines from date of due formalization of the engagement. Participant(s) to confirm feasibility for connectivity, data security and commit timeline for completion and successful commissioning of link between Participant's DC and SBI Life DC located at Kapas Bhavan, Belapur, Navi Mumbai - 400 614.

Further requirements as per Annexure VII- Technical requirements should be mandatorily followed.

5. Information Security Requirement

The participant should adhere to the Mandatory 'Information Security Requirements' criteria as mentioned in Annexure-VI.

6. Eligibility Criteria

Basic Eligibility Criteria

- Proposals should be submitted by single company. The participant(s) will not be permitted to submit the proposal in consortium with another participant(s).
- Company Registered under the relevant provisions of the Companies Act, 2013.
- Participants should not be a group entity or related party of any Insurer, Corporate Agent or Broker.
- Should have proven capability and prior experience of at least 3 years in carrying out the activities outlined under the scope mentioned above.
- Participant should be a profitable organization on the basis of Operating Profit at least in last Financial year.
- Should be providing services of similar nature to any other Life insurance company, BFSI/FIs, with minimum three references.
- Participants should not have been blacklisted by any bank/ Insurance Company/ BFSI Company/ any regulatory body etc., IRDAI, RBI, SEBI, TRAI, DOT in the past 3 years.
- Accreditation for Quality/Data Security Certifications like ISO 27001, ISO 9001 etc. for is essential.
- Shall ensure compliance to all regulatory and government laws including all Labour Laws of the country.

- Complete adherence to all ISMS guidelines as mandated by SBI Life to ensure strict security and confidentiality in terms of data and information while operating from its facility.
- Any statutory or regulatory approvals and compliances thereof shall be the sole responsibility of the participants. SBI Life shall not be a party to any violation of any Laws / Regulations / Statutes / Intellectual Property Rights of whatsoever nature by the participants.
- Should have software development capabilities.
- Should have effective Business Continuity Plan which works in situations like pandemic, natural calamities and any other types of disruptions.
- The Participant must adhere to the Information Technology & Information Security requirements for the activities that shall be carried out for SBI Life, as described in Annexure VI.
- The Participant should adhere to the Technical requirements as mentioned in the Annexure VII.

7. Evaluation Criteria

The basis of evaluation will be on techno-commercial criteria. The participants will be evaluated exclusively for scope. Weightage of the technical-commercial evaluation will be on 70:30 ratio. The participants should satisfy the basic eligibility criteria as mentioned above. Based on the bid submitted, technical evaluation would be done to shortlist eligible participants. Only those participants, who qualify in the technical evaluation, will be considered for techno-commercial evaluation. The decision of SBI Life in this regard shall be final and binding.

The participants will be broadly evaluated on the below mentioned parameters. These are only indicative parameters and not the exhaustive list.

- The services provided should conform to the best in industry standards and practices.
- Should have adequate technical capability and infrastructure to handle regular business volume and seasonal spikes as well. Degree of automation will be a significant criterion for evaluation.
- Should have capability and continuing experience of handling end to end NPS & C-Sat Survey management.
- Should be able to provide real time MIS and dashboard accessibility to SBI Life.
- Participants will be able to demonstrate end to end process which should be based on a robust automated software system with sound validations, logic, customizations, ability to scale etc. as per requirements of SBI Life. The strength of such customization in order to handle data discrepancies will be an important criterion to determine relative robustness of the bidder, as SBI Life expects minimum intervention by its staff post the required data is transferred to participant.

SBI Life also reserves their rights to alter the eligibility criteria if such an alteration is warranted.

8. Evaluation Methodologies

The evaluation will be a three-stage process –

- A – Eligibility Evaluation
- B – Technical Evaluation
- C – Commercial Evaluation
- D – Techno-Commercial Evaluation

A. Eligibility Evaluation

The evaluation will involve validating the credentials submitted in the format as prescribed. Credentials without valid proof will be invalid and will not be considered for eligibility. SBI Life reserves the right to accept or reject proof of credentials at its sole discretion without having to give reasons to the participants thereof. Only those participants meeting the eligibility criteria will be considered for further stages of evaluation.

B. Technical Evaluation

The technical evaluation will constitute evaluation of the participant responses to the technical bids submitted by them. The participants’ proposed implementation methodology, project management methodology and facility management methodology will also be considered for technical evaluation.

The following criteria will be adopted during technical evaluation. These are only indicative and not exhaustive.

Sr. No.	Evaluation Criteria	Participant's Response
1	Network & Systems Capabilities & Information Security	Supporting Documents are required to be enclosed.
2	Platform Capabilities	Supporting Documents are required to be enclosed.
3	Operational Facilities	Supporting Documents are required to be enclosed.
2	Training Capacity & Standards	Supporting Documents are required to be enclosed.
3	Site Visit & Presentation (If any required)	Supporting Documents are required to be enclosed.

C. Commercial Evaluation

The Commercial Proposal must contain charges proposed in the prescribed format only. The commercial proposal format is provided in the **Annexure – II** to this RFP. Any conditional or multiple submissions will result in disqualification of the participant(s).

D. Techno-Commercial Evaluation

The basis of evaluation will be on techno-commercial criteria. Weightage of the technical commercial evaluation will be on 70:30 ratio.

9. Response to RFP

The participant(s) should submit technical and commercial proposals in response to this RFP in sealed and separate envelopes, super scribed as “**Technical Proposal for Scope – RFP for Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services**” and “**Commercial Proposal for Scope - RFP for Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services**” as applicable.

9.1. Technical Proposal

The Technical Proposal should contain information necessary to establish the credentials for the solution being offered by the participant(s). The information to be covered is indicated below. Requisite documentary evidence needs to be enclosed.

The Technical proposal must contain information proposed in the prescribed format only. The technical proposal format is provided in **Annexure - I** to this RFP. Requisite documentary evidence needs to be enclosed, wherever required. The proposal should clearly mention the Scope of Activities on the proposal.

One (1) hard copy of the technical proposal needs to be provided. In addition, softcopies of the technical proposal and supporting documents should be provided on a USB drive device.

- Brief Company overview.
- Directors/ Management details including ownership pattern, shareholding, whether a listed company etc.
- Business performance during last three completed years along with brief summary of audited financial results
- Details of industry awards, recognitions, affiliations and certifications, if any.
- Information on the industry exposure, projects executed.
- List of existing clientele with overview of support provided on projects undertaken for them of similar nature and duration of such projects.
- References from clientele currently using the services defined in the Scope.
- Name, designation and contact details of the authorized official from the participant(s).
- Lead time required to start the activities (in weeks) under the Scope
- Demonstrable IT and Software capabilities w.r.t. end to end process flow

- Details of digital communication capabilities
- Details of Backup/Business Continuity Plan in place.
- Details of data security measures and certifications
- Details of ISO 9001, ISO 27001 & any other certifications pertaining to Operations & IT Security.
- Technical Overview Format attached as Annexure – III duly filled up by the Participant. Attach additional sheets to Annexure – III if required.
- The Participants should also give the details of the penalties imposed if any, during the last five years by various legal, regulatory and Statutory Authorities for violation of or non-compliance with any regulations, statutes etc. of whatsoever description. The Participants should also furnish the details of any penalties of whatsoever nature imposed on any of their Directors during the last 5 years and this statement should be signed by the CEO of the Company or by any Director of the Board duly authorized in this behalf.
- It is necessary to mention any criminal proceedings that have been initiated or pending during the last 5 years against the organization or against any of its Key Management Personnel and their outcome, if any. The certificate has to be furnished even if there are no penalties imposed.
- Letter from competent authority of participants on name, designation, contact details of the authorized person for communication.
- NDA & All other Annexures as prescribed in this RFP document.

9.2. Commercial Proposal

The Commercial Proposal must contain charges proposed in the prescribed format only. The commercial proposal format is provided in the **Annexure – II** to this RFP. Any conditional or multiple submissions will result in disqualification of the participant(s).

The charges proposed by the participant(s) and agreed to by SBI Life for the activities covered under scope of RFP shall remain frozen during the term of contract which is 3 years from the term date mentioned in Letter of Intent (LOI).

The cost/ charges should be quoted in Indian Rupees only and should be exclusive of the applicable taxes. Relative cost, cost as a percentage to some other factor is not acceptable in the commercial format. Tax Deduction at Source (TDS), as applicable, will be deducted by SBI Life.

Bids in consortium are strictly prohibited.

The Commercial proposal is required to be submitted separately in a sealed envelope and no other document should be submitted with the Commercial proposal. Only one (1) hardcopy (original) of the commercial proposal needs to be provided.

9.3. General Guidelines

The last date for submission of technical and commercial proposal is 24/08/2022 at 15.00 Hrs. (IST). The proposal is to be sealed in two separate envelopes, super scribed as “Technical Proposal for Scope – RFP for Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services” and “Commercial Proposal for Scope - RFP for Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services” respectively, and sent to:

***SVP and Head – Client Relationship & Customer Engagement
SBI Life Insurance Co. Ltd.
8th level, Seawoods Grand Central,
Tower 2, Plot No. R-1, Sector 40,
Seawoods, Nerul Node, Navi Mumbai 400706
Tel: +91 22 6645 6000 (Board)***

All pages of the original hardcopy (technical & commercial) proposal shall be initialed by the person(s) signing the proposal along with seal. In case the technical or commercial proposal is incomplete in any respect, SBI Life reserves the right to reject such proposals summarily.

All proposals and supporting documentation shall be submitted in English.

Proposal received through fax, email or any other electronic media shall not be considered.

SBI Life shall not be responsible for non-receipt of proposal(s) within the specified date and time, due to any reason whatsoever. Proposals received after the stipulated time or incomplete in any respect will be summarily rejected.

SBI Life reserves the right to accept or reject any proposal/s without assigning any reason thereof and SBI Life’s decision in this regard shall be final and binding. SBI Life also reserves its right to withdraw the RFP process at any stage without assigning any reasons thereof. No communication whatsoever, in any form shall be entertained in this regard.

Participant(s) should submit their bids at their own cost and should bear all the costs of whatsoever nature that they may incur for their participation in the entire process.

Participant(s) must organize their response in accordance with the scope as specified in the RFP (refer Section 2) and under no circumstances extraneous information should be included in the proposals.

This RFP is not an offer by SBI Life but an invitation for Proposals. No contractual obligation of whatsoever nature shall ever arise from the RFP process unless and until a formal agreement is signed and executed by the duly authorized signatories of SBI Life and the selected participant(s).

SBI Life reserves the rights to amend, modify, add or delete either in part or in full any conditions or specifications without assigning any reason during the entire process.

SBI Life reserves the right to disqualify the participant(s) blacklisted by State/Central Govt. undertakings/public sector units or whose contracts have been terminated on account of poor performance, if any such information comes to the knowledge of SBI Life at any stage, either during tendering process or after short listing the participant(s) or at any time thereafter.

The information contained in the proposals should be true and accurate and if it is found that any information furnished in the proposals is wrong or inaccurate, such proposals shall be rejected and if any contract is awarded based on such information and if such untrue averments or inaccuracies come to the knowledge of SBI Life subsequent to selection of bidder[s] and award of contracts, such contracts shall be cancelled and SBI Life may pursue such legal options which it may deem fit.

SBI Life reserves the right to negotiate/re-negotiate the prices with the shortlisted participant(s).

10. Clarification

Queries, if any, may be communicated through an email to operations.solution@sbilife.co.in.

The subject of the mail should be “**Queries on RFP – “Outsourcing of Net Promoter Score & Customer Satisfaction Survey Feedback Management and Related Services”**”. No other form of communication will be entertained. All queries must be sent to the email ID specified by 08/08/2022 till 15.00 Hrs. (IST). Queries received post cut off time may not be considered.

SBI Life shall provide the clarifications to the queries raised by participant(s) on 11/08/2022 at 15.00 Hrs. (IST) in the pre-bid meeting. The pre-bid meeting will be held at below address –

***SBI Life Insurance Co. Ltd.
8th level, Seawoods Grand Central,
Tower 2, Plot No. R-1, Sector 40,
Seawoods, Nerul Node, Navi Mumbai 400706***

It is necessary to inform us well in advance, the name(s) of the representative(s) of Participant(s), who will be attending the session as scheduled above, along with an authorization letter signed by the Competent Authority of participant(s). This can be communicated through an email on operations.solution@sbilife.co.in.

Participation in the Pre-Bid meeting is non-mandatory. However, it is advisable that participant(s) attend this meeting which would be mutually beneficial.

In addition, to assist in examination, evaluation and comparison of proposals SBI Life may, at its discretion, seek clarifications from participant(s). The response/clarifications shall be in writing and no change in the prices or substance of the proposal shall be sought, offered or permitted.

Note: Email sent by participant(s) to the aforementioned official email id of SBI Life would be considered as written communication in the scope of this RFP.

11. Opening of Technical Proposals

The technical proposals submitted shall be opened by SBI Life for evaluation on “24/08/2022 at 15.15 Hrs. (IST)”. Representatives of the participant(s), may at their convenience, witness the bid opening process. Technical proposals will be opened in presence of bidders.

12. Technical Presentation

Based on the proposals submitted and initial evaluation of the technical proposals, participant(s) will be required to present to SBI Life officials, the proposed solution, implementation approach & methodologies and introduce the project team and governance structure in the form of a presentation. These presentations should cover details of the proposal described in this RFP document and its annexure as well as enclosures. The presentations will also give SBI Life an opportunity to clarify issues arising out of the participant(s) response to this RFP. SBI Life shall not be under any obligation to bear any part of the expenses incurred by the participant(s) for the presentations. This technical presentation schedule will be communicated separately.

SBI Life reserves the right to visit the operational facilities of all or some participant(s) during the course of technical and commercial evaluation. The schedule for site visit, if required, will be intimated separately. Participant(s) might be requested by SBI Life to arrange a face to face meeting with referred customer(s) with whom similar projects have been undertaken as part of the evaluation process.

13. Opening of the Commercial Proposals

The commercial proposals of only those participants, who qualify and score the requisite rating as decided by SBI Life in the evaluation of technical proposals, shall be opened in the presence of their authorized signatories/representatives of the final shortlisted participant(s) who will be required to sign a register/document evidencing their presence. The schedule for opening of commercial proposals will be intimated separately to the shortlisted participant(s).

14. Evaluation

The basis of evaluation will be on techno-commercial criteria. Weightage of the technical commercial evaluation will be on 70:30 ratio. Participants should satisfy the basic eligibility criteria as mentioned in Section 6. Based on the bid submitted, technical evaluation would be done

first to short list eligible participant(s). Only those Participant(s) who qualify in the technical evaluation will be considered for techno-commercial evaluation. The decision of SBI Life in this regard shall be final and binding.

15. Other Terms & Conditions

15.1. Modification and/or Withdrawal of Proposals

Proposals once submitted will be treated as final and no further correspondence for modification shall be entertained. No proposal shall be modified after the deadline for submission of proposals. No proposal shall be allowed to be withdrawn after the last date of submission of the bid. The participant(s) will not be allowed to withdraw the proposals. The documents and proposals submitted to SBI Life shall become the property of SBI Life and shall not be returned to the bidder[s].

15.2. Material Alterations & Ambiguous Information

The participant(s) should ensure that there are no cuttings, erasures or over-writing, illegible or undecipherable figures in the documents submitted. The proposals may be disqualified on this score alone. The decision of SBI Life is final and binding.

15.3. Confidentiality & Non-Disclosure

The participant(s) shall be under obligation and binding of the confidentiality-cum-non disclosure undertaking to be submitted along with response to this RFP. The draft of the same is attached as **Annexure – IV**. The participant(s) have to execute Non-Disclosure Agreement on Rs.500/- Non-judicial stamp paper. The undertaking should be notarized and stamped.

15.4. Empanelment of Service Provider(s) and Exit

SBI Life reserves its right to empanel participant for the activities proposed. Deployment of services in terms of scope will be the sole prerogative of SBI Life.

Upon empanelment, selected participant shall be required to enter into Service Level Agreement (SLA). Such Service Level Agreement shall be initially for a period of three years and may be extended thereafter at mutually agreed terms and conditions. Such decision shall be at the sole discretion of SBI Life. **The service level agreement shall be on Principal to Principal basis.** (Refer clause 15.7 for details).

Empaneled participant shall be required to put in place necessary security and all possible safeguards to maintain necessary confidentiality of data and/or information received in any form from SBI Life. The empaneled participant shall be required to submit the details of all safeguards in place at its facility before commencement of the proposed activity.

The empaneled participant shall have to abide by SBI Life Information Security Policy for the activities that shall be carried out for SBI Life. This policy & procedures is almost aligned to requirements of ISO 27001 standards (ISMS). (Refer clause 15.8 for details).

The SLA between SBI Life & empaneled participant will have these security controls & liabilities of the empaneled participant for violation of SBI Life IT & IS policy, standards & procedures.

The detailed terms and conditions governing the contract shall be included in the service level agreement and shall undergo changes as per various Acts, Regulations, Guidelines, Circulars & Orders as applicable and issued by IRDAI and / or any Government/ Statutory Body and as per the outsourcing policy of SBI Life from time to time.

There shall be penalty on non-adherence to service deliverables such as turnaround time, non-availability of services due to breakdown / non-availability of systems etc.

The performance of empaneled participant shall be reviewed periodically, at least once in a year for continuation of contract. Any decision in this regard by SBI Life shall be final and binding on the empaneled participant.

15.5. Award of Contract

Any award to be made pursuant to this RFP will be, inter alia, based upon the proposal with appropriate consideration given to technical methodologies, quality of services, participant deliverables and factsheet of past projects of similar nature with similar clients, cost proposed and SBI Life's requirements.

The acceptance of a Bid will be communicated in writing at the address supplied by the participant(s) in the RFP response. Any change of address of the participant(s), should therefore be promptly notified in writing to SBI Life.

15.6. Signing of Contract

The selected participant shall be required to enter into a contract with SBI Life, within thirty (30) days of the award of the tender (i.e. issuance of a Letter of Intent by SBI Life) or within such extended period, as may be specified by SBI Life. At the time of execution of the contract a Memorandum of Understanding (MOU) containing the terms and conditions necessary for the due performance of the work in accordance with the bids and acceptance thereof will be signed. The contract will be based on this RFP, modification arising out of negotiation/clarification etc., the participant(s) offer document with all its enclosures and will include the following documents:

- The participant(s) proposal in response – technical and commercial proposals separately

- Modification to the proposal, if any, after negotiation/clarification.
- Related Technical Specifications
- Copies of the licenses, certifications etc.

Participant shall not sub-contract / outsource whole / any / or part of the processes, to any third party. Due to certain unavoidable exigencies/difficulties, if the Participant intends to sub-contract part of the activity; it should be with the prior written consent of the SBI Life. However, the Participant shall be entirely responsible for the activities sub-contracted by them.

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

15.7. Service Level Agreement (SLA)

This document, inter alia, describes the minimum acceptable level of service to be provided by the selected Participant. The SLA enlisted are indicative and an exhaustive list will be shared on award of the contract.

The services to be provided by the selected participant shall be governed by a detailed SLA, which will be finalized at the time of execution of the contract. The selected participant shall be required to enter into a contract with SBI Life, within thirty (30) days of the award of the tender (i.e. issuance of the LOI) or within such extended period, as may be specified by SBI Life. The SLA will include the following:

Change Request: SBI Life may, request for changes in the application software or any associated software used on behalf of SBI Life. Such changes must be carried out within a reasonable time. SBI Life solicits the SLA terms generally agreed by the participant regarding Change Requests. Detailed metrics of commercial, measurement, definition of terms and goal should be provided as and when major change request is communicated by SBI Life.

Reporting and Exceptions: Participant will perform a “root cause analysis” for any incident having a priority of “services stop” or “severe with no work around” which does not meet the goal established for any specified metric. The purpose of this analysis is to determine what corrective actions are to be taken to prevent reoccurrence of the failure and/or if the incident is removed from the metric.

Performance Parameters & Evaluation: Turn-around-time and quality parameters for processing the service request will be mutually agreed upon at the time of execution of the contract between SBI Life and the selected participant. Please find below some of the performance parameters to be followed:

1. Availability and uptime of services
2. Availability of Reports & Dashboard
3. TAT for New Development

Penalties for SLA Violation: Penalties will be imposed for violation of SLA terms and for failure on the part of the participant to adhere to the time lines agreed upon. Rate, quantum and measurement metrics will be decided at the time of execution of the contract between SBI Life and the selected participant. Also, deviation in any of the Performance Parameters mentioned above will attract penalty.

Penalty will be imposed for violation of data breach, PI information leakage, security breach, Mandatory Regulation breach and Brand & Reputation loss if any to SBI Life due to the activities by Participants & its employees.

15.8. IT & IS Guidelines

Participant(s) should adhere to Information Security & Information Technology guidelines as described in **Annexure VI & Annexure VII.**

15.9. Right of Verification

SBI Life reserves the right to verify any or all statements made by the participant(s) in the proposal documents and to inspect its facility or any other client site, if necessary, to establish about the participant(s) capabilities to undertake the required tasks. SBI Life reserves the right to inspect/audit any of the participant(s) offices, locations, software, hardware etc. through its employees or nominated agencies. The participant(s) would have to co-operate and provide access to these units, systems, software, etc. The participant(s) will need to furnish the contact details of their existing clients.

The SBI Life/IRDAI shall have the right to examine/access all books, records and information, systems, the internal control environment, internal audit reports or external audit findings (or sub-contractor as applicable), to the extent that relevant to the activities entrusted to The Service Provider under the SLA without any prior notice. The Cost of conducting an examination etc. shall be borne by The Service Receiver. The SBI Life/IRDAI shall have a right to carry out an audit at any frequency (including Information Security audit for network isolation and data security) and inspect the premises of the selected Participant to the extent if the process is required to be carried out by the selected Participant. The cost of conducting an audit, Travel, stay etc. shall be borne by the Service Receiver. The selected Participant shall provide the SBI Life such information and in such format as may be required by The SBI Life from time to time.

15.10. Indemnity

The participant(s) shall indemnify SBI Life, its Directors and its employees (“SBI Life Persons”) and keep them indemnified against any loss or damage that they may sustain on account of any violation(s)/breach/infringement of intellectual property, confidentiality, privacy, patents, trademarks, statutory/regulatory guidelines/instructions etc., by the participant(s).

The participant(s) shall, at its own cost and expenses, defend and indemnify SBI Life Persons against all third-party claims including, but not limited to, those of the infringement of Intellectual Property Rights, including patent, trademark, copyright, trade secret or industrial design rights, arising from use of the Products or any part thereof in India.

The participant(s) shall expeditiously meet any such claims and shall have full rights to defend itself there from. If SBI Life Persons are required to pay compensation to a third party resulting from such infringement, the participant(s) shall be fully responsible therefore, including all expenses and court and legal fees.

The participant(s) shall also be liable to indemnify SBI Life Persons, at its own cost and expenses, against all losses/damages, which SBI Life Persons may suffer on account of violation by the participant(s) of any or all national/international trade laws, norms, standards, procedures, etc.

Further, the participant(s) shall indemnify SBI Life Persons and keep indemnified against any loss or damage that SBI Life Persons may sustain on account of any violation of patents, trademark etc., by the participant(s) in respect of hardware, hardware components, system software, etc. supplied.

15.11. Disputes Resolution

Any dispute or differences whatsoever arising between the parties out of or in relation to the construction, meaning, interpretation and operation or effect of these Proposal Documents or breach thereof shall be decided by SBI Life. Such decision by SBI Life shall be final and binding on the participant(s), subject to arbitration, if any.

15.12. Amendments to this RFP

Amendments to the RFP may be issued by SBI Life during the RFP process as required. Amendments to RFP so made shall be deemed to form an integral part of the RFP.

15.13. Format and Signing the Proposals Submitted

The original and all copies of bid proposal submitted by the participant(s) shall be typed or printed in a clear typeface. An accompanying letter is required **Annexure - V**, signed by an authorized signatory of the participant(s), committing the participant(s) to the contents of the original response. All pages in the bid should be authenticated by a duly authorized signatory of the participant(s) under seal.

15.14. Participant(s) indication of Authorization to Bid

Responses submitted by participant(s) to this RFP represent a firm offer to contract on the terms and conditions described in the participant(s) response. The proposal must be signed by an official

authorized to commit the participant(s) to the terms and conditions of the proposal. The signatory should have the authority to sign the documents.

15.15. Language of the Proposals

All bids and supporting documentation shall be submitted in English.

15.16. Completeness of the Proposals

The participant's proposal is subject to an evaluation process. Therefore, it is important that the participant(s) carefully prepares the proposal and answers questionnaire completely. The quality of the participant(s) proposal will be viewed as an indicator of the participant(s) capability to provide the solution and participant(s) interest in the project. The participant(s) is required to respond to the RFP only in the prescribed format. Under no circumstances, should the format be changed, altered and modified. All pages including all supporting documents in the bid should be authenticated by a duly authorized signatory of the Participant(s) under seal.

15.17. Acceptance or Rejection of the Proposals

SBI Life reserves the right not to accept any bid, or to accept or reject a particular bid at its sole discretion without assigning any reason whatsoever and the decision of SBI Life will be treated as final. The RFP responses/bids/proposals not submitted in the prescribed format or incomplete in any sense are likely to be rejected.

15.18. RFP Ownership

The RFP and all supporting documentation/templates/annexure are the sole property of SBI Life and violation of this will be a breach of trust and SBI Life would be free to initiate any action deemed appropriate.

15.19. Participant(s) Status

Each Participant must indicate whether or not they have any actual or potential conflict of interest related to contracting services with SBI Life.

15.20. Cost of the Proposal

All costs relating to preparation, submission of its proposal, attending the clarification sessions and bid opening as well as arranging for the Technical Presentation to SBI Life will be borne by the participant and SBI Life will not be responsible or liable, in any way, for any such costs, regardless of the conduct or outcome of the process.

15.21. Confidentiality

This document contains information confidential and proprietary to SBI Life. Additionally, the participant(s) will be exposed by virtue of the contracted activities to internal business information of SBI Life, the Associates, Subsidiaries and/or business partners. Disclosure of receipt of this RFP or any part of the aforementioned information to parties not directly involved in providing the services requested could be treated as breach of trust and breach of confidentiality and SBI Life would be free to initiate any action deemed appropriate. No news release, public announcement, or any other reference to this RFP shall be made without written consent from SBI Life. Reproduction of this RFP, without prior written consent of SBI Life, by photographic, electronic, or other means is strictly prohibited. The provisions related to Indemnity and Confidentiality shall remain even after the expiry of the Agreement with the empaneled vendor.

15.22. Intellectual Property Rights

SBI Life will own all intellectual property rights to all design, software and/or systems created specifically for implementation at SBI Life under this contract. The participant(s) shall fully protect and indemnify SBI Life from all legal actions, claims, or damages from third parties arising out of use of software, designs or processes supplied by the participant(s).

15.23. Solicitation of Employees

Participant(s) will not hire employees of SBI Life or solicit or accept solicitation (either directly, indirectly, or through a third party) from employees of SBI Life directly involved in this contract during the period of the contract and one year thereafter, except as the parties may agree on a case-by-case basis.

15.24. Jurisdiction

All disputes or differences whatsoever arising between the parties out of or in relation to the construction, meaning and operation or effect of these Proposal Documents or breach thereof shall be settled amicably. If, however, the parties are not able to resolve them amicably, the same shall be settled by arbitration in accordance with the applicable Indian Laws, and the award made in pursuance thereof shall be binding on the parties. Any proceedings will be subject to the exclusive jurisdiction of courts at Mumbai, India.

15.25. Arbitration

All disputes and differences of any kind, whatsoever shall be referred by either party (SBI Life or the participant, after issuance of 30 days' notice in writing to the other, clearly mentioning the nature of the dispute/ differences, to a single arbitrator, acceptable to both the parties, for initiation of arbitration proceedings and settlement of the dispute(s) and difference/ strictly under the terms and conditions of this contract, executed between SBI Life and the participant. The arbitration

shall be governed by the provisions of the applicable Indian Laws. The award shall be final and binding on both the parties. The venue for arbitration shall be at Mumbai, India.

15.26. Force Majeure

The participant shall not be responsible for delay in delivery resulting from acts/events beyond his control provided notice for happening of such act/event is given by the participant to SBI Life within 15 days from the date of occurrence. Such act/event shall include acts of God, war, floods, earthquakes, epidemics, riots, fire or governmental regulations superimposed after the date of order/contract.

15.27. Condition of Acceptance

The selected participant and SBI Life will specify during contracting, the criterion for acceptance and milestones (both technical and functional). Failure, to meet the acceptance criterion may result in termination of the arrangement and/or contract. No payments will be made and SBI Life may claim damages from the participant. In such an eventuality, SBI Life will be free to engage any other participant.

Annexure – I - Technical Proposal Format

Cover Page

Information required on cover page:

RFP reference number: RFP – SBILIFE/OPS/CR&CE/2022-23/01

Name of Participant: <Name>

Type of document: Technical Proposal

RFP Name: Outsourcing of Net Promotor Score & Customer Satisfaction Survey Feedback Management and Related Services

Table of Contents Page - Index

Contents/Documents to be submitted in response to RFP

TECHNICAL PROPOSAL**Table of Contents**

Chapter 1 | Executive summary

Chapter 2 | Brief Company overview

Chapter 3 | Process Experience, Relevant experience and client testimonials

Chapter 4 | Technical Feasibility

Chapter 5 | Data Security Measures & IT&IS Policy Framework

Chapter 6 | BCP and DR

Chapter 7 | Other relevant information and supporting documents

Chapter 8 | Letter from Highest Authority

Chapter 9 | Technical Overview Document

Chapter 10 | Non-Disclosure Agreement

Chapter 11 | Offer Letter and Compliance Certificate

Chapter 12 | Mandatory 'Information Security Requirements' Criteria

Enclosures

Chapter 1 | Executive Summary

The executive summary should be a **one (1) page summary** of the RFP response highlighting the fitment of proposed solution to SBI Life. Please note that commercial terms **must not** be included here.

Chapter 2 | Brief Company Overview

Provide brief company overview with name & address and year of establishment.

Management details including ownership pattern, share holding pattern, whether a listed company, etc. (For 1 & 2 above: MOA/AOA, latest share holding pattern, certificate of incorporation, partnership deed etc. to be submitted.)

Business performance during last three completed financial years (FY 2019-20, 2020-21 and 2021-22) along with brief summary of audited financial results. (Audited business financials for above three years to be submitted)

Has company been blacklisted by any organization(s)? If Yes, Details to be submitted.

Chapter 3 | Process Experience, Relevant experience and client testimonials

This chapter should describe the overall solution in the context of SBI Life and describe how it would address the key requirements.

Please include list of existing clientele with information with overview of support provided on projects undertaken for them of similar nature.

Provide details for period of experience in similar activities with scaling capacity, core competency with other Life Insurance Companies, Geographical Locations of Operations.

Information on the industry exposure, projects executed. (This should include experience of working with Life Insurance Companies including SBI Life or experience in similar works with SBI Group to be provided.)

Chapter 4 | Technical Feasibility

Provide details of Network and System Capabilities installed at operative locations (along with address), internal work flow for carrying out activities, Real-time MIS & Reporting Capability.

Details explaining lead time required to set up activities.

Chapter 5 | Data Security Measures and IT & IS Policy Framework

Data security measures to protect interest of the SBI Life to be provided. Information with respect to External devices being used, overall IT infrastructures to protect misuse of data to be provided. Details for Purging Policy Mechanism.

Complete IT&IS Policy Framework of the Participant including Information Security measures, Network Security systems and controls, Physical security systems and controls etc. to be provided.

Due Diligence Checklist attached with this RFP to be answered & submitted.

Chapter 6 | BCP and DR

Complete Business Continuity Planning and Disaster Recovery to be provided.

Chapter 7 | Other relevant information and supporting documents

In this chapter the Participant(s) may include any other information deemed necessary to SBI Life regarding any other aspect of the proposed solution(s) and/or the project

Details of industry awards, recognitions, affiliations and Details on ISO 9001, ISO 27001 & any other certifications, if any

Should the Participants(s) deem it fit to provide any supporting documents other than the ones specifically asked for in this RFP, it should be included here.

Chapter 8 | Letter from Competent Authority

This should include letter from competent authority of the Participants providing name, designation, address and contact details of the authorized person for communication.

Chapter 9 | Technical Overview Document

Details to be filled in format & submitted.

Chapter 10 | Non-Disclosure Agreement

This should be under obligation and binding of the confidentiality-cum-non disclosure undertaking to be submitted.

Chapter 11 | Offer Letter and Compliance Certificate

The duly signed letter should be submitted.

Chapter 12 | Mandatory 'Information Security Requirements' Criteria

The duly signed letter should be submitted.

Enclosures to be attached wherever required.

Annexure – II - Commercial Proposal Format

Cover Page

Information required on cover page:

RFP reference number: RFP – SBILIFE/OPS/CR&CE/2022-23/01

Name of Participants(s): <Name>

Type of document: Commercial Proposal

RFP Name: Outsourcing of Net Promotor Score & Customer Satisfaction Survey Feedback Management and Related Services

COMMERCIAL PROPOSAL

• **Commercial Format**

Sr. No.	Particulars*	Details	Commercial per month
1	Count of Media used	Unlimited	
2	Frequency of Survey communication to Customers	Daily	
3	Count of Distinct Survey Campaigns per month	30	
4	Count of Survey Communications per month	Unlimited	
5	Count of Users – Admin & Campaign Creators	30	
6	Count of Users – Dashboard Users & Viewers	35000	
7	Ability of recognizing survey device such as Smart Phone, Feature phone, tablets & desktop versions	-	

*All enclosures received along with the proposal/document will be considered as single document
Note:

- Charges proposed should be in Indian Rupees (INR).
- Charges proposed should be exclusive of applicable taxes.
- SBI Life shall deduct the TDS as applicable.
- There should not be any overwriting or erasures or cuttings or corrections etc. whatsoever in the prices quoted. The prices should be legible without any ambiguity.
- Relative cost, cost as a percentage to some other factor is not acceptable in the commercial format.
- There shall be no minimum volume commitment for any of the activities under the scope of this RFP.
- The responsibility and cost of software and hardware for completing the above activities will be borne by the participant.
- All pages of commercial quote should be signed by the authorized representative of the participant.
- The quotes should not be handwritten. It should be duly printed. Any overwriting, cutting or correction will lead to rejection of quote.

Annexure – III – Technical Overview

Parameter	Details	Response
Name of the Company	Full Name	
Date & Year of Establishment	Mention Date & Year	
Registered Office Address	Complete Address	
Corporate Office Address	Complete Address	
Name, Designation, Address & Contact Details of Primary Contact Person	Full Details	
Incorporation Type	1. Partnership 2. Private Limited 3. Public Limited	
Listed/Not Listed	1. Company Listed 2. Parent Company Listed	
Profits in Rs. Crores (to be substantiated with audited balance sheet)	Details	
Quality Certifications	1. ISO 9001 2. ISO 27001 3. Any other certification/recognition	
Recognition or Quality Awards	Attach separate sheet along with photocopies of the awards/certificates as applicable	
Black Listed	Have you ever been black-listed by any organization?	
Existing Clientele	Details of Organizations along with Industry	
Core Competencies	Details	

Participant CRM Details	Furnish all details/features of CRM (Separate document to be attached relevant to SBI Life scope)	
Lead Time required to go live	To be mentioned in Weeks	
Due Diligence Checklist	Does Due Diligence Checklist is answered & submitted.	

*Details to be updated in Response column

Authorized Person Name:

Authorized Signature:

Company Seal:

Date:

Place:

Annexure – IV - CONFIDENTIALITY CUM NON DISCLOSURE UNDERTAKING

This Non-disclosure Undertaking is made and entered into on this ____ day of _____ in the year Two Thousand -----, by (*Name of interested commercial entity*) a company incorporated under Indian Companies Act, 1956 and having its registered office at (*Place*), hereinafter called as the First party, has been issued a request for proposal, hereinafter referred to as RFP, by **SBI Life Insurance Co. Ltd.**, a company incorporated under the laws of Indian Companies Act, 1956 and having its registered office at Mumbai, hereinafter referred to as the Second Party

Whereas the second party has provided certain proprietary information, concerning its products, service, organization, decision processes, strategic business initiatives, technical infrastructure, working processes, delegation of responsibilities, project management, planning methods, reports, plans and status including but not limited to technical manuals, specifications, product features, customer list, specializations, documents, financial statements and business/development plans etc. to the first party to facilitate response to the RFP.

Whereas the first party agreed to keep such information confidential

NOW, THEREFORE, in consideration thereof, the First party agrees

to hold all Confidential Information received from the Second party in confidence. The First party will use such Information only for the purpose of responding to the RFP.

to restrict disclosure of such Information to its employees and employees of its affiliated companies with a need to know and inform such employees of the obligations assumed herein. Recipient will not disclose such Information to any third party without the prior written approval of the Second Party.

to protect Information received from the second Party with at least the same degree of care as it normally exercised to protect its own proprietary information of similar nature.

to ensure that their employees will not disclose any information so received even after they cease to be employees of the recipient. The recipient party shall ensure this by own internal agreements.

Further, the First Party shall indemnify Second Party and keep indemnified against any loss or damage that Second party may sustain on account of any leakage of confidential information pertaining to and supplied by the Second Party or on account of any violation of intellectual property, confidentiality, privacy, patents, trademark etc., by the First Party in respect of any Intellectual Property, practices, hardware, software, systems, process, technologies, etc. in whatever manner described.

IN WITNESS WHEREOF, the Second party has caused this undertaking to be executed as of the date set forth above.

<Interested Participant >

Company Seal : _____
Authorized Signatory : _____
Name of Auth. Signatory : _____
Designation : _____
Date : _____

Witness

Name : _____
Designation : _____
Date : _____

Summary: -

The summary should be a **one (1)** page summary of the RFP response highlighting the fitment of proposed solution to SBI Life

Please note that commercial terms **must not** be included here

Annexure – V - Offer Letter and Compliance Certificate

Date:

To,
SVP & Head – Client Relationship & Customer Engagement
SBI Life Insurance Co. Ltd.
8th level, Seawoods Grand Central,
Tower 2, Plot No. R-1, Sector 40, Seawoods,
Nerul Node, Navi Mumbai - 400706

Dear Sir,

Re: RFP for Outsourcing of Net Promotor Score & Customer Satisfaction Survey Feedback Management and Related Services

1. Having examined the RFP documents including all annexures, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to undertake the services in conformity with the said RFP documents in accordance with the Prices indicated in the Commercial Proposal and made part of this RFP Response.

If our offer is accepted, we, the undersigned offer to carry out the said activities mentioned above in conformity with the terms and conditions of the said RFP Documents.

2. We confirm that this offer is valid for 180 days from the last date for submission of this RFP response to SBI Life.
3. Until a formal contract is prepared and executed, this offer, together with SBI Life's written acceptance thereof through LOI, submission of RFP shall not constitute a binding contract between us.
4. We undertake that in competing for this BID and if the award is made to us, in executing the subject Contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988" and all such other Laws as are applicable.
5. We understand and agree that SBI Life has right to reject the offer in full or part without assigning any reasons, whatsoever.
6. We have never been barred / black-listed by any regulatory/statutory authority in India.

Yours faithfully,
Authorized Signatory
Company Stamp Date:
Place:

Annexure - VI – Mandatory ‘Information Security Requirements’ Criteria

Overview: The services, processes and solutions designed and deployed for SBI Life shall follow a standard configuration/customization process and shall meet the functional, security, performance, legal, regulatory and statutory requirements of SBI Life. The participant(s) shall comply with SBI Life Policy on Information Security Requirements for CSP (Cloud Service Provider)/ SI (System Integrator)/ Participant(s)/ service provider (terms used interchangeably) in key concern areas as under:

- Responsibilities for data and application privacy and confidentiality
- Responsibilities on system and software access control and administration
- Custodial responsibilities for data, software, hardware and other assets of SBI Life being managed by or assigned to the Participant
- Physical Security of the facilities
- Incident response and reporting procedures
- Password Policy of SBI Life
- Data Encryption/Protection requirement of SBI Life
- Server hardening, security policies and Secure Configuration Documents
- Sharing of Background Verification of its personnel, working on SBI Life project

The CSP/ SI/ Participant(s) having access to IT infrastructure of SBI Life shall be managed as per Third-Party Access Standard & Procedure of SBI Life. If required, SBI Life Policy on Information security requirement for third-party document will be shared with the successful CSP/ SI/ Participant(s). SBI Life shall reserve the right to carry out Gray Box, White Box and Black Box Testing, VA/PT and Security Assessment of the application and underlying infrastructure components through their empaneled information security service providers. In case of any observations or vulnerabilities reported during these testing, the successful CSP/ SI/ Participant(s) shall close the observation and mitigate the risk within agreed timelines, before production go live without any additional commercial levied to SBI Life. The contracts relating to outsourced services with the selected CSP/ SI/ Participant(s) shall detail security requirements in compliance with SBI Life Security Policies and supporting Standards & Procedures and the selected CSP/ SI/ Participant(s) shall demonstrate compliance with such requirements.

Detailed:

1. The CSP/ SI/ Participant(s) shall adhere to, Information Technology Act 2000, its amendments and rules published by Government of India and applicable sections of IRDAI Information & Cyber Security Guidelines, its amendments & future amendments and Data privacy governance/advisory/laws issued by government of India from time to time. The CSP/ SI/ Participant(s) shall ensure that they have information security capability in place to implement the provisions of SBI Life's information security requirements and protection of intellectual property.

2. Information security requirements such as controls for maintaining confidentiality, integrity and availability of the SBI Life's data shall be considered at all stages throughout third Participant(s) having access/handling the organizational system/data.
3. All arrangements with external party/vendors / selected Participant(s) shall have a well-defined service level agreement (SLA) that shall specify information & cyber security requirements and controls, service levels and liability of supplier / selected Participant(s) in case of SLA violations, non-mitigation of information security (IS) vulnerabilities, IS incidents etc.
4. The CSP/ SI/ Participant(s) shall provide right to SBI Life or its empaneled vendors to audit / conduct security review of the centre/processing facility where the services will be carried out from while designing the required deliverable/output.
5. The CSP/ SI/ Participant(s) shall be subject to a relationship assessment (sometimes referred to as due diligence review) which shall cover:
 - 5.1. Dealing with the said party (e.g. details of provider history, previous and current business arrangement and dispute information).
 - 5.2. Demonstrable level of maturity in relation to information security and their degree of commitment to information security. This is via a self-assessment checklist covering controls related to information & cyber security
6. Prior to finalization of order, the CSP/ SI/ Participant(s) shall allow SBI Life Security Team or its empaneled vendors to inspect and check the designated framework/services proposed for SBI Life and undertakes necessary corrective actions as may be suggested by SBI Life prior to or during the implementation.
7. The CSP/ SI/ Participant(s) shall have a process to sign Confidentiality agreement with its employees for SBI Life related services. The CSP/ SI/ Participant(s) shall provide a letter of undertaking to SBI Life as adherence to secure usage and handling of information by its employees.
8. The CSP/ SI/ Participant(s) shall have process of background check on its employees prior to their induction into SBI Life project. Level of background checks should meet the sensitivity of information associated with the project.
9. The contract requirements with service provider's CSP/ SI/ Participant(s), if any shall include non-disclosure agreements, roles and responsibilities, and termination clauses and right to inspect/audit by Organization, Law enforcement agencies and regulating agencies including IRDAI.
10. The data shall be shared with the ONLY on "Need to know" basis, if any.

11. The CSP/ SI/ Participant(s) shall comply with data retention and purging requirements of SBI Life, in case any data (SBI Life production data for testing) is shared with CSP/ SI/ Participant(s). Compliance certificate for data retention and purging shall be sent to SBI Life as per stipulated time agreed with SBI Life
12. CSP/SI/Participant(s) shall implement and enforce data privacy through appropriate policies and procedures. The policy and procedure shall cover appropriate training to personnel, controls to be in place to ensure privacy of data, define roles and responsibilities with respect to data privacy, and disciplinary action for contravention.
13. CSP/SI/Participant(s) shall establish policies & procedures, and implement mechanisms for encrypting sensitive data in storage (e.g., file servers, databases, and end-user workstations), data in transmission (e.g., system interfaces, over public networks, and electronic messaging) and secure disposal & complete removal of data from all storage media, ensuring data is not recoverable by any computer forensic means.
14. In case of renewal, the security considerations in line with the Prior to engagement scenario shall be considered.
15. The CSP/ SI/ Participant(s) shall follow OWASP secure coding practices and other industry best practices, in case of any development of application functionality.
16. SBI Life's Internal Audit shall conduct audit for CSP/ SI/ Participant(s) (s) handling critical data/providing critical services to measure the effectiveness of the security controls implemented.
17. Network and infrastructure service level agreements (in-house or outsourced) shall clearly document security controls, capacity and service levels, and business or customer's requirements
18. The CSP/ SI/ Participant(s) shall be ISO Certified for the designated line of business e.g. ISO 27001, ISO 27017, ISO 22301, CSA Star, SOC2 preferably etc. If the CSP/ SI/ Participant(s) is not certified, then they shall adhere to the requirement of these aforesaid standards.
19. The information security responsibilities of all employees working for SBI Life shall be defined by CSP/ SI/ Participant(s). CSP/ SI/ Participant(s) shall ensure that all information security requirements in the Agreement are communicated, including in writing, to all its employees in relation to their role.
20. Independent security assessments (Gray Box, White Box and VAPT) shall be performed for the application(s) and related infrastructure components collectively referred to as Information Processing Facility, supplied to/used by SBI Life by the selected Participant(s) at its own cost through a Cert-In, empaneled Information Security service provider by the CSP/ SI/ Participant(s) at planned intervals, at least on annual basis.

21. CSP/ SI/ Participant(s) shall submit periodic (annually) integrity & compliance statements of application(s) and related IT infrastructure components used for SBI Life Project, providing for reasonable level of assurance that the setup is free of malware & viruses, free of any obvious bugs, free of any covert channels in the code, security breaches that can lead to core system failure such as a DDOS attack and is free of any known vulnerabilities and free of mis- configuration.
22. The CSP/ SI/ Participant(s) shall ensure that appropriate technology measures are in place to protect the storage and exchange of information. These measures may include the following, but not limited to:
 - 22.1. The CSP/ SI/ Participant(s) shall maintain integrity of the software in use, including patch upgrades, operating systems and applications.
 - 22.2. Mail attachments shall be encrypted before sending as the traffic could be sniffed in transit, leading to unauthorized disclosure and modification of information.
 - 22.3. The connectivity between the CSP/ SI/ Participant(s) and SBI Life shall be encrypted and data transfer shall be via Secure FTP. CSP/ SI/ Participant(s) shall agree to all the guidelines mentioned in SBI Life's policy on Information security requirement for third-party document and should be signed by authorized signatory of CSP/ SI/ Participant(s).
 - 22.4. The CSP/ SI/ Participant(s) shall have secure connectivity to the SBI Life's central data center in active fail-over mode and to disaster recovery centre.
23. CSP/ SI/ Participant(s) should have defined Business Continuity Management and Disaster Recovery (BCM-DR) procedures in place for effective handling of critical business processes in situations of any incident disrupting the business including:
 - 23.1. Backup and record protection, including equipment, program and data files, and maintenance of disaster recovery and contingency plans.
 - 23.2. CSP/ SI/ Participant(s) should have proper updating of the procedures in regular intervals to ensure effective and smooth functioning of such procedures.
 - 23.3. Business recovery time frames (RTO and RPO) supported by setup should meet SBI Life's business requirements.
24. The CSP/ SI/ Participant(s) shall comply with all legal, regulatory and statutory requirements.
25. In case of any changes to the application and related ICT infrastructure components, irrespective of the magnitude of the change, mandatory security testing including gray box, black box & white box / secure code review shall be conducted by the CSP / SI / Selected Participant(s) through a CERT-In empaneled information security service provider (ISSP). The Production move / change management shall be done after ensuring that the application is free of vulnerability.
26. Implementation of entire set of information & cyber security, Cloud Security Controls etc. defined in this section of "Mandatory Information and Cyber Security Requirements,

provided in Annexure VI of RFP as well as in Annexure VI A, B, C, D, E” shall be validated by an CERT-In empaneled information security service provider (ISSP) and the report shall be submitted to SBI Life initially during onboarding (as a part of pre-engagement due diligence), subsequently at least annually (as a part of during engagement due diligence) and in case of any change in services being provided by the CSP/ SI/ Selected Participant(s) as well as in-line with the regulatory requirements. SBI Life shall reserve the right to verify this validation report from time to time and request the CSP /SI/ Selected Participant(s) for additional evidence, if any, or visit the site to verify the controls. The CSP / SI / Selected Participant(s) shall comply with this request. The CERT-In empaneled ISSP shall be engaged by the selected Participant(s) at their own cost. SBI Life will be providing the list of two or three CERT-IN empaneled ISSPs with whom the CSP / SI / Selected Participant(s) shall engage in performing these Information Security assessments / Validations.

27. The CSP/ SI/ Selected Participant(s) shall establish policies & procedures, and implement mechanisms for securing sensitive data in storage (e.g., file servers, databases, end-user workstations etc.), data in transmission (e.g., system interfaces, over public networks, electronic messaging etc.) and secure disposal & complete removal of data from all storage media, ensuring data is not recoverable by any computer forensic means.
28. The CSP/ SI/ Selected Participant(s) shall ensure that appropriate technology measures are in place to protect the storage and exchange of information. The CSP/ SI/ Selected Participant(s) shall implement data privacy for all the SBI Life data while at rest as well as during transit.
29. In case, if the CSP/ SI/ Selected Participant(s) adopts multi-tenancy and data commingling architectures, SBI Life requires CSP/ SI/ Selected Participant(s) to isolate its information from other customer’s information, at the least, through logical separation at schema level for SBI Life related information database.
30. In case the data is stored on cloud, the same shall be hosted on servers located only within India and ensure compliance with applicable Indian regulatory circulars, guidelines issued by IRDAI and other law enforcement agencies.
31. Operating systems, Web servers, Database etc. used for processing SBI Life employee information shall be hardened in line with CIS (Center for Internet Security) Benchmarks and configuration review of these systems shall be performed at least yearly.
32. The CSP/ SI/ Selected Participant(s) shall follow security baselines guidelines for API integration before such integrations for the solution provided.
33. SBI Life may implement Data/Information Rights Management solution for protection of its data shared with the CSP/ SI/ Selected Participant(s). The CSP/ SI/ Selected Participant(s) shall provide all required assistance for implementation and maintenance of such solution.

34. The CSP / SI / Selected bidder shall provision for a set of security questionnaire (which will be provided by SBI Life) and a security question to be prompted to the user before/during login. This question should be different for different users and should be taken from the provisioned set of security questionnaire. In case the user provides a wrong answer then the right answer with justification should be displayed to the user.
The logs of security question, user's answer, date/time stamp, user info like user employee no. etc. shall be recorded in the system and system driven reporting mechanism shall be provisioned so that report can be extracted on periodic basis like monthly / quarterly.
35. The CSP/ SI/ Selected bidder shall have in place metrics to measure and address quality of service (QoS) issues such as:
- Availability
 - Outage duration
 - Capacity metrics
 - Performance metrics
 - Storage device metrics
 - Server capacity metrics
 - Instance startup time metric
 - Response time metric
 - Completion time metric
 - Mean time to switchover
 - Storage capability
 - Server scalability

In addition to the above details, the CSP / SI / Participant(s) must sign Declaration / Compliance Statement along with response of these **4 Mandatory** Parts as below:

Annexure VI-A– Mandatory Information and Cyber Security Requirement for CSP / SI /Selected Bidder

Annexure VI-B- Mandatory Legal Requirement for CSP / SI /Selected Bidder

Annexure VI-C & D - Mandatory Cloud Security & Compliance Control – SaaS

Annexure VI-E- Compliance Statement

The CSP / SI / Bidders are required to submit their response to Annexure VI and Annexure VI -A, B, C, D, E in their letter head and signature of the authorized signatory along with bidder's company seal.

The above annexures will be shared with the interested bidder post signing the NDA on stamp paper.

Annexure - VII – Technical Requirements

Sr. No	Requirement Description
1	All components proposed in the solution should be able to meet the entire requirement of SBI Life during the period of the contract and platform / component versions and capacity should not be a limiting factor. Participants will upgrade, change add capacity (whatever is required) without additional cost to meet the requirements
2	Participant to submit a detailed document on the technology architecture proposed. The technology architecture submitted by the participants, will go through an approval process by SBI Life and may be subject to changes which will need to be incorporated by the selected participant.
3	The proposed system should able to provide an interface to SBI Life's CRM-Next, Underwriting application, Policy Management System, Claims System, etc. These integrations will be any of the following: direct, API (REST, XML - RPC, JSON, SOAP, etc.), Web Services ESB JBI SOA environment etc.
4	All components proposed in the solution should be of the latest version that is available in the market at the time of going live
5	All components and systems should have effective anti-virus detecting capabilities with regular updation.
6	The proposed architecture should be compliant to all statutory laws of the geography it is operating in and operating for, including all necessary licenses to operate
7	Participants should notify SBI Life on all proprietary components, freeware's, sharewares, open source tools, platforms, applications or any other elements that are being proposed as part of this solution. Provide a separate annexure with these details.
8	The selected participant must provide an undertaking that the responsibility and liability towards any legal issues or Non-compliances with respect to licensing or usage policies of the 3rd party components (Open source, freeware's, sharewares) used in the proposed solution vests only with the participant and SBI Life is absolved from any liability arising out of it.
9	Participants must provide the source code review report for the latest version of the proposed solution from a CERT-IN empaneled auditor
10	The selected participant must provide an undertaking that the source code review by a CERT-IN empaneled auditor will be conducted at the release of every new version of the proposed solution and the reports will be shared with SBI Life on demand. Also fixes / recommendations from the source code review report will be implemented at participant's own cost within the stipulated timelines set by SBI Life.
11	All components should be upgraded without loss of feature functionality as defined in the RFP during the period of contract
12	The WAN link between Participants locations for overflow or DR or any other reasons should be provisioned, maintained and owned by the Participants. Participants to ensure that two links are provided by the Participants one as the primary and the other as secondary. Participants should ensure that both these links are provided by different service providers.
13	All equipment at the Participants center for connectivity to SBI Life data center, like the WAN routers should be provided by the Participants.

14	Access to all key components/applications from SBI Life and Participants should be traceable through log generation (E.g. User name, IP address, logged in from, time, etc.)
15	Connectivity: Ability to provide dedicated line (MPLS/ Leased line) by the Participants if required by SBI Life. Commercials for the same to be mentioned separately.
16	Participant should commit to co-ordinate for time bound implementation & successful commissioning of the solution
17	To provide/enable access as required to technical support/audit teams authorized by SBI Life for SBI Life related IT assets in Participant's premises.
18	Participant(s) should have DR & BCP plan in place
19	Ensuring space, power etc. in their DC / DR for equipment's involved in the proposed solution
20	Participant(s) must comply with SBI Life IS & IT Policy requirements
21	File transfer, if required in the process, will be through secure ftp. Control reports to be provide to confirm effective monitoring of daily files transferred
22	Single point technical contact for SBI Life IT team to complete deliverables in a time bound manner
23	Restrict unauthorized access to SBI Life IT assets and provide adequate advance notice to SBI Life in case any change at Participant's DC that impacts SBI Life
24	Participant should confirm capability monitoring for maintaining performance and capacity
25	Participant should confirm having professional NOC for problem management and ticketing system to meet system up-time requirements
26	Any upgrade on technology as required for the continuity of applications over time, need to be considered as a part of the overall technical deployments for the process
27	Solution support 100% automatic failover & fault tolerance at each component level
28	Solution should support redundancy for failures in Power, System Hardware, System Software & Applications
29	Participant should explain the proposed architecture in-terms of connectivity between components during failure, impact to process flow during failure for all scenarios
30	All interfaces to SBI Life back-ends will be allowed only through SBI Life Firewalls, Participants to ensure that this is complied
31	A list of Firewalls should be documented and kept both with SBI Life and Participants with full technical and functional details.
32	Participants to ensure that all critical components in the proposed solution should be 100% redundant
33	Redundancy of the database/application server including fully automated switchover without any manual intervention
34	The proposed system should support a high availability clustering architecture and redundant, where two or more systems will be present and sharing the workload in an active-active configuration
35	Apart from the DR drills and tests mandated by govt. regulations and SBI Life, Participants should conduct their own DR testing and failover once every six months.
36	Should support Scheduling of the daily file extract from the system if required

37	Should have the ability to upload the input files from SBI Life premises, if required. Web based approach would be desirable.
38	All URL links used and in interfacing or integrating to backend systems should be secured and encrypted in all other applications
39	Participants to ensure that all necessary backup, restore process is done regularly. Details and backup process for each element to be explained in a separate annexure including the frequency of these back up process
40	Participant will have to ensure that the bandwidth of the links should be appropriately considered for acceptable level of application performance and provide the bandwidth for the connectivity required from SBI Life

****End of RFP Document****