

REQUEST FOR PROPOSAL - TECHNICAL BID FOR

LIFE INSURANCE COUNCIL

(On the letterhead of the Firm duly stamped and signed)

Ref No : _____

Date: _____

To,
Secretary General
Life Insurance Council

Application Form

1. Name of the Media Agency:
2. Address of the Media Agency:
(Corporate Office / Head Office)
3. Address in Mumbai:
4. Contact Details:
 - Name of the contact person:
 - Numbers (Landline/Mobile):
 - E-Mail:
5. Firm Registration No. & Date:
6. Year of establishment: _____

7. Information on Media Agency (Current Client)

SN	Name of Client	Sector of client (BFSI/consortiums/ conglomerates)	Financial Year	Documentary evidence attached
1				
2				
3				

SN	Name of Client	Sector of client (BFSI/consortiums/ conglomerates)	Financial Year	Documentary evidence attached
4				
5				

8. List of Clients whose marketing campaign managed by the Agency (100 Crs plus Ad Campaigns)

SN	Name of Client	Ad campaign name	Financial Year	Documentary evidence attached
1				
2				
3				

9. Life Insurance client experience

SN	Life Insurer name	Campaign name	Period	Media marketing expense
1				
2				
3				

10. Client and campaign details wherein Public Relations campaign executed along with subsidiaries/partners/associates

SN	Name of Client	Campaign name & subsidiary/partner/associate details	Financial Year	Documentary evidence attached
1				
2				
3				

11. Earnest Money Deposit (EMD) of Rs 50,000/- only in the form of a Bank Draft / Bankers Cheque drawn in favor of Life Insurance Council. EMD will be refunded to Bidder after the selected bidder has been contracted. The EMD of those bidders who withdraw during the selection process will be forfeited.

12. Pre-qualification criteria

Sr. no	Criteria*	Documentary requirement
1	<p>The Bidder should be a company registered in India under the Indian Companies Act or a registered partnership company / firm / society and have been in operation for a minimum period of 5 years, as on 30-09-2021, working in the following field:</p> <p>1) Offline and digital media buying 2) Media planning for offline and digital platforms</p>	Copy of the certificate of incorporation issued by the Registrar of Companies or MCA and Memorandum & Articles of Association
2	The bidder must have a cumulative turnover of INR 100 crores in the last 3 financial years 2018-19, 2019-20 and 2020-21	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
3	The bidder must have registered net profit (after tax) continuously for the last 3 financial years 2018-19, 2019-20 and 2020-21	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
4	<p>The Bidder must have successfully completed the following number of digital and offline marketing campaigns in the BFSI sector, during the last 3 years as on 30-09-2021, of value specified herein:</p> <ul style="list-style-type: none"> • One campaign with marketing spend not less than INR 50 crores. <p>OR</p> <ul style="list-style-type: none"> • Two campaigns with marketing spend not less than INR 30 crores each. 	Self-attested copy of relevant work order issued by client to be submitted along with the bid
5	The Bidder should have at least 40 professionally qualified personnel working cumulatively across the functions of media buying and planning across offline and digital media as on 30-09-2021	Self-attested certificate on the bidder's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted
6	The Bidder should neither have been Debarred and/ or blacklisted by any Central/ State Govt. Department nor should have any litigation enquiry pending and/ or initiated by any of these Department or Court of Law.	<p>Self-attested copy</p> <p>The bidder shall furnish an undertaking duly attested by notary in a non-judicial stamp paper of value Rs. 100/-</p>
7	The Bidder should necessarily furnish an affirmative statement as to existence of, absence of, or potential for conflict of interest on the part of the bidder, due to prior, current, or proposed contracts, engagements, or affiliations with any of the clients – that may have an impact on the contract with the Client	Self-attested certificate on the bidder's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted

Sr. no	Criteria*	Documentary requirement
8	The Bidder should have successfully executed offline and digital media campaigns (buying and planning) in the BFSI sector in the last 5 years	Self-attested copy of relevant work order issued by client to be submitted along with the bid
9	The bidder must have a registered office in Mumbai with CEO based in Mumbai office	Self-attested certificate on the bidder's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted
10	Agency Billings [2019-20 and 2020-21]	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
11	Digital Revenues as a % of overall agency revenues	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
12	Number of clients where AVB commitments are clearly outlined in contract with % of volume bonus by channel	Self-attested copy with the relevant details
13	Exposure level: Top 3 clients as % of overall activity/billings	Self-attested copy with the relevant details
14	Tenure of CEO and Head of Mumbai offices	Self-attested copy with the relevant details
15	New-biz balance. Account moves announced during the last year	Self-attested copy with the relevant details
16	Pitch participation over three years & new-biz balance	Self-attested copy with the relevant details
17	Total staff in Mumbai	Self-attested copy of number of staff
18	IAC conflict clients	List of BFSI clients

*The bidder must fulfil the eligibility criteria

13. Bid evaluation and selection process

Life Insurance Council (LIC) will constitute a Insurance Awareness Committee (IAC) comprising of LIC officials to evaluate the responses of the bidders. The Insurance Awareness Committee (IAC) constituted by LIC shall evaluate the responses to the RFPs and all supporting documents / documentary evidence. The decision of the Insurance Awareness Committee (IAC) in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the committee. The Insurance Awareness Committee (IAC) reserves the right to reject any or all proposals on the basis of any deviations. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

Bid evaluation and selection shall be a 3 stage process given as under:

Evaluation stage	Base score	Qualifying score*	Stage outcome
Technical evaluation First	65	40	Shortlisting qualified

Evaluation stage	Base score	Qualifying score*	Stage outcome
stage -			bidders for pitch presentation
Technical evaluation Second stage – Pitch presentation	35	20	Shortlisting qualified bidders for commercial evaluation
Third stage – Tabulation of aggregate score (Technical evaluation + Financial evaluation)**			Identification of commercial bid evaluation for L1

Note:

* Agency/ies scoring less than 40 will not be considered for pitch presentation

** Weightage of 70% & 30% will be applicable for Technical and Commercial evaluation respectively

Scoring pattern -

Sr. no	Category		Criteria	Marking	Maximum marks
1	Firm Size	a	The bidder must have a cumulative turnover equivalent to INR 100 crores in the last 3 financial years 2018-19, 2019-20 and 2020-21	• For turnover equal to or greater than INR 100 crores and less than INR 120 crores: 5 marks	10
				• For turnover greater than INR 120 crores and less than INR 150 crores: 7.5 marks	
				• For turnover greater than or equal to INR 150 crores: 10 marks	
2	Experience	a	The Bidder must have been working in the field of media buying and planning for digital and offline media campaigns for the last 5 years from the date of submission of proposal	• For experience greater than or equal to 5 years and less than 7 years: 5 marks	10
				• For experience greater than or equal to 7 years and less than 10 years: 7.5 marks	
				• For experience greater than or equal	

Sr. no	Category		Criteria	Marking	Maximum marks
				to 10 years: 10 marks	
		b	The Bidder should have successfully executed offline media campaigns (buying and planning) in the BFSI sector in the last 5 years	Marks: 1 project: 1 mark 2- 3 projects: 2 marks 4-5 projects: 3 marks 6+ projects: 5 marks	5
		c	The Bidder should have successfully executed digital media campaigns (buying and planning) in the BFSI sector in the last 5 years	Marks: 1 project: 1 mark 2- 3 projects: 2 marks 4-5 projects: 3 marks 6+ projects: 5 marks	5
		d	The bidder should have deployed metrics & measurement tools for media buying, planning activities and monitoring	For every tool: 1 mark	5
		e	The bidder should have won awards in the field of offline and digital media buying and planning in the last 5 years	For every award: 1 mark	5
		f	The bidder should have successfully executed offline media activities (buying and planning) for clients having marketing spends of at least 100 Crores (each) annually	For clients with marketing spends of 100 Crores 1 client - 2 marks 2 clients - 4 marks 3+ clients - 5 marks	5
		g	The bidder should have successfully executed digital media activities (buying and planning) for clients having marketing spends of at least 50 Crores (each) annually	For clients with marketing spends of 50 Crores (5 marks) 1 client - 2 marks 2 clients - 4 marks 3+clients - 5 marks	5
		h	PR campaigns: a) Experience in handling PR campaigns for BFSI clients b) Executed campaigns of at least 10 Crores per client annually	Total 5 marks 1 client - 1 mark 2+ clients - 2.5 marks 1 client - 1 mark 2+ clients - 2.5 marks	5
3	Team	a	The bidder must have minimum 10 personnel (in the area of offline and digital media buying and planning in its core team each having minimum 4 years of experience in relevant field)	• Experience of 4 years for at least 10 personnel - 5 marks • Experience of more than 4 years and less than 6 years for at	10

Sr. no	Category		Criteria	Marking	Maximum marks
				least 10 personnel - 7 marks	
				• Experience of more than 6 years for at least 10 personnel – 10 marks	
			Tech total**		65
4	Presentation	a	Understanding of Scope of Work, deliverables & business context for deployment at IAC		35
		b	Success stories of other clients		
		c	Robustness of work plan, approach & methodology to meet objectives and timelines of deliverables with weekly break up of activities.		
			Pitch total***		35
Total tech marks					100

Note:

**Bidders scoring below 40 marks in the Technical evaluation as per the above scoring grid will be disqualified (40 out of 65)

Bidders who have scored 40 and above marks only will qualify for pitch presentations

***Bidders scoring below 20 marks in the pitch presentation as per the above scoring grid will be disqualified (20 out of 35) and their commercials would not be opened.

Bidders who have scored 60 and above marks, only their commercials will be opened.

Following process will be followed for calculation of final aggregate score:

- I. Weighted technical score = Total technical score (technical + presentation)*0.7
- II. Normalized commercial score = {Lowest Financial Bid / Financial Bid of the bidder under consideration} X 100
- III. Weighted commercial score = Normalized commercial score*0.3
- IV. Final aggregate score = Weighted technical score + Weighted commercial score

Documents required

All the participating agencies are requested to share applicable supporting documents as defined in the pre-qualification criteria.

Agencies are also requested to fill the requisite details as per the proformas shared as an annexure in the RFP folder. All these proformas should be submitted along with the technical bid.

Special Note: If any documents are not attached or are not applicable then submit proper reason for the same in an attached statement.

Declaration

I / We, the undersigned, partners of M/s _____ do hereby declare that the particulars as given above are as on _____ and are correct in all respects to the best of my / our knowledge and belief .

I / we hereby declare that no separate application for any of our branches or for associate concern having common partner / proprietor or in individual name has been made.

I / we hereby declare that research / other assignment allotted on the basis of information furnished in the application form will not be accepted and carried out if the firm in whose name of application is made is not in existence at the time of research.

Name of the Media Agency	Designation	Signature*
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_____	_____	_____
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Place : _____

Date : _____

Seal of the Firm: _____

* The declaration should be signed by the partner of the Firm.

Enclosures: -

1. EMD of Rs 50,000/- , Bank Name _____ Bank Draft / Bankers Cheque Number _____ & Date _____

2.

3.

4.

5.