

Pre-qualification criteria for selection:

A pre-qualification criterion will be applied to short-list the bidders for technical evaluation. Please find below the details of the criteria:

1. The Bidder/Group Company/ Subsidiary/ Parental Company/ Entities (referred collectively as 'Firm' henceforth) providing services must be either a company registered under the Companies Act 1956/2013 or a Limited Liability Partnership (LLP) registered under the LLP Act, 2008. The firm must be registered with the GST Authorities and should have a valid PAN number
2. The Firm must have offices in Mumbai.
3. The Firm providing services must have been in operation for at least 5 years in market research as on 31st March 2021 in India.
4. Research across the document implies Primary and digital research.
5. The Firm must have a minimum 5 years' experience of having worked on projects with Life Insurance companies and should be currently working with at least 3 Life insurance companies
6. The Firm should have managed big ticket Marketing research campaigns of Advertising campaigns Rs 10 Crs (mass media expense) in one financial year in the last 3 years
 - a. Research agency to share the brand names of the campaigns managed by the research agency.
7. The Firm must have successfully completed at least 2 projects of similar nature in last 3 years
8. The firm should have handled a syndicated industry research to which at least 5 of the Insurance company's subscribing to the syndicated research in the last 24 months.
9. The Firm should be operating with an aggregate of at least 25 Full Time Equivalents (FTEs) on company payroll for its research institute as on date of RFP
10. The Firm should have a minimum turnover of Rs. 50 Crore per annum in two of last three financial years
11. The firm should have individuals who have experience and expertise working in the Financial Sector with varied tenure
12. As on date of submission, the Firm should not be involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this contract
13. The Firm shall not be debarred if they have been convicted of an offence under the Prevention of Corruption Act, 1988; or the Indian Penal Code or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract
14. The Firm should not have been blacklisted by any Government or PSU enterprise or Sponsored organizations in India as on the date of the RFP

The Firm should have managed brand/marketing and or/category research related projects that clearly support marketing objectives of the client. *Please note, documentary proof for pre-qualification criteria is essential without which the proposal will be rejected.*