

**REQUEST FOR PROPOSAL  
FOR  
Selection of Social Media Management & Digital Media  
Buying Agency**

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**RFP REF NO.: LICPFL/RFP/Marketing/2025/01**

**DATE: 24/01/2025**  
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-ISSUED BY-  
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## **Table of Content**

1. Introduction .....	4
2. Pre-Qualification / Eligibility Criteria.....	4
3. Scope of Work .....	6
5. RFP Process - Terms and Conditions.....	10
6. General Terms and Conditions .....	20
<u>Annexure I: Bid Letter Form</u> .....	24
<u>Annexure II: No Deviation Certificate</u> .....	25
<u>Annexure III: Pre Bid Query Format</u> .....	26
<u>Annexure IV: Technical Proposal Letter</u> .....	27
<u>Annexure V: Format of Technical Proposal</u> .....	28
<u>Annexure VI: Financial Proposal Letter</u> .....	30
<u>Annexure VII: Format of Financial Proposal</u> .....	32
<u>Annexure VIII: Brief for technical presentation</u> .....	35
<u>Annexure IX: Declaration cum Certificate</u> .....	36
<u>Annexure X: Curriculum Vitae Format</u> .....	37
<u>Annexure XI: Deliverables as per section 4 of the RFP</u> .....	38
<u>Annexure XII: Project Citation Format</u> .....	39

## **DISCLAIMER**

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3. The information provided by the bidders in response to this RFP Document will become the property of LIC PFL and will not be returned. LIC PFL reserves the right to amend, rescind or reissue this RFP Document and all amendments will be communicated to the bidders and such amendments will be binding on them. LIC PFL also reserves its right to accept or reject any or all the responses to this RFP Document without assigning any reason whatsoever.
4. This document is prepared by LIC Pension Fund Ltd. (LIC PFL) for inviting bids / proposals for selection of Social Media Management & Digital Media Buying Agency.
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6. The RFP is not an offer by LIC PFL, but an invitation for bidder's responses. No contractual obligation on behalf of LIC PFL, whatsoever, shall arise from the offer process unless and until a formal contract is signed and executed by duly authorized officials of LIC PFL and the Bidder.

## 1. Introduction

- 1.1 The Central Government has introduced the New Pension System (NPS), with effect from 01 January 2004. LIC Pension Fund, sponsored by LIC, was appointed by Pension Fund Regulatory and Development Authority (PFRDA) as one of the three Pension Fund Managers (PFM) under NPS to manage the pension contributions of Govt employees.
- 1.2 While the scheme was initially designed for government employees only, it was opened up for all citizens of India in 2009. Today, The Company manages the funds under the NPS's Central Government Scheme, State Government Scheme, NPS Lite Scheme, Corporate CG Scheme, Private Sector Scheme, Atal Pension Yojana and NPS Vatsalya Scheme. The Company manages the Investment Portfolio according to the Investment guidelines issued by PFRDA from time to time.
- 1.3 LIC PFL intends to invite proposals/bids from professional Media Agency to prepare and execute, in consultation with LIC PFL, an effective Social Media and Digital Media buying strategy and plan for LIC PFL. The interested Media Agencies are invited to submit their proposals/bids in the form of (i) Technical Proposal and (ii) Financial Proposal.
- 1.5 Proposals received in response to this RFP will be evaluated in terms of the conditions laid out herein and the Agency which is thus selected will be required to provide professional, objective, and impartial service at all times, hold the LIC PFL interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

## 2. Pre-Qualification / Eligibility Criteria

- 2.1 The Bidder/Applicant must fulfil the minimum eligibility criteria enumerated below. Supporting documents as prescribed below need to be attached with the proposal.

Sl. No.	Conditions	Documents to be submitted
1	The Bidder should be a registered entity as per Company Act in India for a minimum period of 5 years as on 01st January 2025	<ul style="list-style-type: none"><li>In case the Bidder(s) is/are a registered company in India, they should produce the copy of the certificate of incorporation issued by the Registrar of Companies or MCA</li><li>Certificate of CA for a minimum 5 years of operation</li></ul>
2	The Bidder should have a minimum cumulative turnover of Rs. 15 Cr. for the last 3 financial years & should be profitable	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts

	entity for all three years (2021-22, 2022-23 & 2023-24)	
3	The Bidder should not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies / ministries or PSU's and should not have been black listed at the time of submission of bid	Affidavit for not being blacklisted, signed by the authorized signatory of the Bidder.
4	In the last 3 Financial Years (2021-22, 2022-23 & 2023-24), the Bidder must have completed/have in progress a minimum of 10 clients/campaign of Social Media Management / Digital Marketing / Digital media buying with contract value of minimum Rs. 20 lakhs	a) Experience details as per the format specified in Appendix XII: (Project Citation Format)  b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order
5	The Bidder must have a minimum of 25 experienced professionals in the area of Social Media Management / Digital Marketing / Digital media buying with an overall employment of minimum 50 permanent employees.	Self-attested certificate on the agency's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted
6	In the last 3 Financial Years (2021-22, 2022-23 & 2023-24), the Bidder must have executed at least 1 (one) Social Media Management / Digital Marketing / Digital media buying project for a client in the BFSI sector with a minimum value of Rs. 20 Lakhs or above	Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order

2.2 Even though the Bidder's may meet the above pre-qualification/eligibility criteria, they are subject to be disqualified at any stage, including post award of contract, in case of following circumstances/ conditions:

- a) The Bidder has made any false representation including in the forms, statements and attachments submitted in proof of the pre-qualification requirements.
- b) The Bidder has a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.
- c) The Bidder has been black listed by any Government or organizations or its contract with any organization has been terminated for breach of contract.

2.3 An undertaking to this effect is required from the Bidder. If at a later stage it is found that any Bidder has wrongly certified, the bidder shall be liable for action under the applicable laws besides termination of contract.

### **3. Scope of Work**

Below given is the list of proposed Digital Media Activities that LIC PFL desires the Agency to execute. However, LIC PFL is not obliged to employ all activities mentioned below. LIC PFL has the discretion to change the scope of activities without having any commercial implication. The activities to be engaged will be based on LIC PFL's discretion and payment will be made for those activities only. The scope of work includes but is not limited to the following:

#### **3.1 Brand Management on Social Media:**

Assessment of LIC PFL's Social Media Management and provide a comprehensive Social Media Strategy, to be reviewed periodically as per LIC PFL's requirement. Setting up social media channels, defining social media policies and guidelines, acquiring/verifying LIC PFL social channels, increasing positive brand sentiment, merging/acquiring other channels/pages with LIC PFL's channels/pages, defining brand signature for social media communication, managing crisis and issues which pose reputation risk, identifying and engaging influencers, social listening, creation of reports, peer comparison, providing high-level dashboards as MIS on brand. Periodic review and Optimization of LIC PFL's presence on Social Media Channels as per the changing trends in these platforms. The objective is to set up a social networking management system to enhance the brand and reach of the LIC PFL.

#### **3.2 Content Creation:**

Developing social media content and creatives, defining social media content strategy based on channel, audience etc., developing content as per themes and key pillars, ensuring approved content is shared, achieve high user engagement

across social channels. The format of post primarily shall be dynamic (Videos, GIFs, Reels, Stories etc) and supported in the form of GIF, jpeg, carousel, emails, sms, new age innovative adapts, articles, infographics etc. The Agency will also be required to create 3-4 mins of educational videos for subscriber awareness and Blog post content. The Agency will have to provide the Blog content in the required format to be hosted on the LIC PFL website. The content once provided to LIC PFL will be a property of the LIC PFL and may be deployed at any other channel/platform as decided by LIC PFL. Open files of all creative assets to be shared with the LIC PFL.

### **3.3 Social Media Campaigns & Digital Advertising:**

Should LIC PFL decide to undertake paid advertising on any digital media including Social Media, the agency should develop and implement strategies with approval from the LIC PFL. The budget for the same would be as decided by LIC PFL. The agency will share their inputs based on KPIs and expected outcomes from the advertising campaign.

The campaigns will require to engage end users and key stakeholders based on LIC PFL brand strategy, scheme promotions, new initiatives, etc. These campaigns are to be designed and executed throughout the year on the discretion of LIC PFL. LIC PFL may require the Agency to create and execute social media campaigns and contests for drawing users to LIC PFL's pages as per the requirement given by LIC PFL from time-to-time basis.

The campaigns so created, if need be and as per directives of LIC PFL, may be promoted via social advertising. In such case, the agency shall be advised to develop a specific media plan to target end consumers and key stakeholders as per individual social media channel to ensure Content reach, Grow the community, Drive traffic to web/mobile destination, Brand visibility & Achieving Social Advertising KPIs.

The advertising campaigns can be in the form

- 1) Facebook Ads
- 2) YouTube Featured Ads, In-stream Ads, Display Ads, Trending Ads, etc.
- 3) Influencer Marketing on X (Formerly Twitter), Instagram, YouTube etc.
- 4) Lead generation Ads
- 5) Product promotion Ads
- 6) Traffic Ads
- 7) Promoted Tweets and Promoted Accounts Ads
- 8) Ads for Quora (Image Ads, Traffic Ads, etc.)
- 9) Social Bookmarking
- 10) Any other promotional methods offered by the platforms LIC PFL already has presence on or LIC PFL intends to have its presence.

The responsibilities of the Agency for paid campaigns will be:

- Close monitoring/ tracking of Ads/ Campaigns/ Contests and optimisation by plugging in different technologies required to amplify the performance, suggest alterations, etc.
- Making sure the campaign performance is tracked through proper channels.
- Partner with Bloggers/ Influencers for creating buzz around the brand and to influence social signals.
- The cost of media buying/image purchase, etc. including Taxes/GST will be reimbursed by LIC PFL subject to prior approval. The Agency may levy a commission as a percentage of the spend of the campaign. The percentage Digital buying commission will be decided through the financial bidding process and would remain valid for the entire contract period and for any contract extensions provided by LIC PFL.
- Any other requirements.

### **3.4 Social Listening**

The bidder will use the most effective tool for Social Listening, for real-time listening and monitoring for LIC PFL's Campaigns on Social Media. This will include:

- a) Listening to conversations happening about LIC PFL or any related topic to NPS.
- b) Trend Monitoring: Spot and flag emerging trends (positive or negative).
- c) Brand Monitoring: Monitor conversations on the brand pages and provide insights on incoming queries, reach, campaigns.
- d) Reports: Prepare monthly reports on Sentiment and Audience Analysis.

### **3.5 Digital Coverage and Amplification of BTL Activities/Events/Programs/Press Releases etc. through Social Media Channels**

Developing social media coverage, engagement, integration and content creation strategies for LIC PFL's various BTL activities, sponsored events, awareness programs, Press Releases.

### **3.6 REPORTS & Insights for the LIC PFL**

A. The Agency will be expected to submit monthly Social Media Channel, Content & Campaign Performance comprising of:

- Channel Performance
- Channel wise break down of Social Media chatter and online activities on daily basis
- Reports to analyse effectiveness of the Social Media strategy.
- Content Performance
- Conversation and Sentiment Drivers



- Timing Impact - Agency to analyse and submit a report on most effective times to post content and engage.
- Geography Identification - Geographical areas from where the engagement is coming on the page/ post.
- Influencers
- Opportunities and Threats
- Competition Intelligence
- How people talk about our competitors
- Positioning in industry/ product area/ topic

B. The Agency will be expected to provide the following additional reports:

- Provide weekly metrics of how many people viewed, shared and liked your content.
- Provide subscriber and reach growth report at the end of every quarter in a financial year.

C. Campaign Performance (Organic & Paid) - Post Campaign launch

- Provide weekly performance reports of social media campaigns.
- Keep a complete track of all campaigns and submit post evaluation reports for each campaign.
- Campaign Level Report indicating the KPI's, goals and targets reached to be shared via Daily Automated Report/ Weekly/ Monthly/Quarterly Report/Annual Plan.
- Provide weekly performance reports of paid media campaigns, if executed.

### **3.7 SOCIAL MEDIA COMPLIANCE & SECURITY**

The Agency will ensure that the Social Media Services including the Tools used complies with all the rules, regulations prevalent in the country. The Successful Bidder shall undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

Agency will provide alerts of various threats/ dynamic risks as and when it appears on social sites, which may be detected real-time by use of tool/ software or any other technique and initiate appropriate actions to be protected from it. Below are some threats which are just illustrative but not exhaustive.

- Brand and executive impersonations
- Financial frauds, Profanity & Customer attacks
- Scams (Recruitment, Coupons, Lottery, Counterfeit, etc.)
- Piracy and trademark infringement
- Viruses
- Phishing and Social engineering

- Data leakage or posting inappropriate corporate data
- Targeted attacks
- Insider threat
- Social account hijacking
- Spamming

#### 4. Deliverables

4.1 The selected bidder would be required to provide continuous ongoing support to LIC PFL for implementing all its Social Media activities and if required, Digital Media buying activities. The Agency will design and execute an ongoing program during the tenure of engagement to ensure digital media visibility, awareness / dissemination / promotion of activities and schemes of LIC PFL.

The Agency shall execute an agreement specifying the deliverables (Annexure-XI). LIC PFL may at its discretion ask the Agency to alter the plan as per the requirement of LIC PFL from time to time.

4.2 The time frame for the deliverables are denoted below:-

Sl	Milestones	Time of Completion
1	Issuance of Letter of Award /Contract & Signing	T
2	Existing Market Analysis and Submission of strategy/plan	T+ 15 days
3	Other deliverables	As per the Contract/work order and directions issued by LIC PFL from time to time

#### 5. RFP Process - Terms and Conditions

##### 5.1 Content of RFP Documents

- a) The RFP document should be read in conjunction with any Addendum/corrigendum issued in accordance with section 5.8 (Amendment of RFP documents) of this RFP document and proceedings of Pre-Bid meeting issued in accordance with section 5.4 (Pre- Bid meeting)
- b) The bidder is expected to examine all instructions, forms, terms, requirements and other information in this RFP documents. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every aspect would be at the bidder's risk and may result in rejection of its proposal.

## 5.2 Non- Refundable Application Fee

- a) The bidder shall be required to deposit a non-refundable application fee of Rs. 1,180/- (Rupees One Thousand One Hundred and Eighty Only) inclusive of GST in the form of Demand Draft/Pay Order from any nationalized or scheduled commercial bank favoring LIC Pension Fund Limited and payable at Mumbai or in cash along with the bid/proposal in a separate sealed envelope.
- b) Bid/Proposal not accompanied with requisite non-refundable application fee shall not be entertained and summarily rejected.

## 5.3 Earnest Money Deposit (EMD) - Bid security

- a) Bidder will have to provide a EMD/Bid security of Rs.50,000/- (Rupees Fifty Thousand only) by way of either a demand draft/pay order, issued in favour of LIC Pension Fund Limited, payable at Mumbai.
- b) In the event of non- submission of the EMD/bid-security money of Rs. 50,000/- , the bid/proposal will be summarily rejected.
- c) No interest will be payable on the EMD/Bid Security amount.
- d) The EMD/bid security amount will be forfeited if upon being declared successful the Bidder/ Agency refuses to accept work order or having accepted the work order, fails to carry out its obligations mentioned therein.
- e) The EMD/Bid Security will be refunded to the unsuccessful bidders only after completion of the entire RFP process.
- f) The EMD/Bid security of the successful bidder would be refunded upon submission of Performance Guarantee (PG) as mention in **section 6.5 of this RFP**.

## 5.4 Pre-Bid Meeting

- a) A prospective bidder requiring any clarification on the RFP documents may notify LIC PFL in writing at the address indicated in this RFP. The format for the same is prescribed at **Annexure III**. The same shall also be mailed to [licpensionfund@licpensionfund.in](mailto:licpensionfund@licpensionfund.in) (MS Word format). All queries and clarifications should reach LIC PFL latest by the date and time as specified in the **section 5.16** of this RFP. Any queries received after the indicated date and time will not be entertained.
- b) The bidders' authorized representatives are invited to attend the Pre-bid meeting at their own cost, which would take place at the venue mentioned below

and time as stipulated in this RFP. The maximum number of authorized representatives for each bidder shall not be more than two.

Venue:

LIC Pension Fund Limited (LIC PFL)  
1st Floor, A Wing, Industrial Assurance Building,  
Veer Nariman Road,  
Churchgate, Mumbai-400020, (India)

- c) LIC PFL would provide clarifications to the bidders in the pre-bid meeting only. LIC PFL would prepare and send responses/ clarifications to the queries in a consolidated manner and the same will be hosted on the websites of LIC PFL [www.licpensionfund.in](http://www.licpensionfund.in). LIC PFL will not entertain or respond to bidders' queries after the pre-bid meeting.

## 5.5 Submission of Proposal

- a) Interested bidders may respond to the RFP and submit their bid/proposal comprising of:-

**Envelope I:** Non-refundable application fee in sealed cover super scribing on the right hand side top of the cover as "Non-refundable Application Fee" **as per section 5.2 of the RFP**

**Envelope II:** Earnest money deposit in sealed cover super scribing on the right hand side top of the cover as "Earnest Money Deposit" **as per section 5.3 of the RFP.**

**Envelope III:** Technical Proposal, including a softcopy on pen drive: In a sealed cover super scribing on the right hand side top of the cover as "Technical Proposal" **as per Annexure – I, II, IV, V, IX and X**

**Envelope IV:** Commercial Proposal, in a sealed cover super scribing on the right hand side top of the cover as "Commercial Proposal" **as per Annexure – VI & VII.**

- b) The bidder shall submit a sealed cover consisting of all envelopes mentioned in **section 5.5 (a) of this RFP** consisting of non-refundable application fee, earnest money deposit, two (2) hard copies of the Technical Proposal, softcopy of technical proposal on pen drive and the Financial Proposal.
- c) The name of the project, the bidder's name and address, email id and the name of the primary and secondary contact person should be provided on the right hand side of the main sealed proposal/envelope.
- d) There should be an index at the beginning of the proposal detailing the summary of all information contained in the proposal and all the pages of the proposal should be serially numbered. All pages of the Technical and Financial Proposals are to be authenticated by the authorized signatory.

- e) The currency of the proposal and payments shall be in Indian Rupees only. All proposals and correspondence and documents shall be written in English language only.
- f) All eligibility conditions as stipulated **under section 2 of the RFP** shall have to be strictly satisfied on the date of submission of bids and not at a later date.
- g) The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.
- h) No modification/ correction in quotations will be entertained once the commercial bid/proposal is submitted. Bidders are advised to exercise adequate care in quoting the prices/fees. In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern.
- i) The Technical Proposal should not include the commercial/financial bid under any circumstances; else it would be summarily rejected. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
- j) LIC PFL will not accept delivery of proposal by fax or email. Proposals received in such manner shall be treated as defective/invalid and rejected.
- k) The bidder is responsible for all costs incurred in connection with participation in this RFP process, including but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings, presentation, preparation of proposal and in providing additional information required by LIC PFL. This RFP does not commit LIC PFL to award a contract or to engage in negotiations.
- l) The costs of preparing the proposal are not reimbursable and LIC PFL is not bound to accept any of the proposals submitted.
- m) All proposals and accompanying documents received within the stipulated time will become the property of LIC PFL and will not be returned. The hard copy version will be considered as the official proposal.

#### 5.6 Address and Dateline for Proposal Submission

- a) Proposals should reach LIC PFL at the following address not beyond the time limit as **specified in section 5.16 of the RFP**:

Managing Director & CEO,  
LIC Pension Fund Limited (LIC PFL)  
1st Floor, A Wing, Industrial Assurance Building,  
Veer Nariman Road,  
Churchgate, Mumbai-400020, (India)

- b) In case the proposal is submitted by hand, bidders' representative(s) shall sign a register evidencing their attendance.
- c) Bids received after the stipulated date and time or is incomplete, or not in prescribed format or unaccompanied by fees or EMD shall be summarily rejected.
- d) LIC PFL will not accept delivery of proposal by fax or email. Proposals received in such manner shall be treated as defective/invalid and rejected.

#### 5.7 Late Bids

Any proposal received by LIC PFL after the deadline for submission of proposal prescribed in **Section 5.16 this RFP** shall be summarily rejected and will not be processed further.

#### 5.8 Amendments to the RFP

At any time prior to the deadline for submission of proposals, LIC PFL may modify/amend or vary, for any reason deemed necessary, the RFP by an amendment notified on LIC PFL website or in writing or by fax or email to all the bidders and such amendment shall be binding on them.

#### 5.9 LIC PFL's Right to Terminate the RFP

LIC PFL may terminate the RFP process at any time and without assigning any reason. LIC PFL makes no commitment, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by LIC PFL. The bidder's participation in this process may result in LIC PFL selecting the bidder to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by LIC PFL to execute a contract or to continue negotiations. LIC PFL may terminate negotiations or cancel or annul the RFP process at any stage prior to signing of the contract with the successful bidder, without assigning any reason.

#### 5.10 Modification, Substitution and Withdrawal of Proposal

No proposal can be withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period as specified in **section 5.11 of**

**this RFP.** However, bidder is allowed to withdraw his bid documents till deadline for submission of proposals as specified under **section 5.16 of this RFP.** Once the bid documents are submitted, modifications and substitutions in the bid documents shall not be allowed.

#### 5.11 Period of Validity of Proposals

- a) The proposals shall be valid for a period of 90 days from the date of opening of the technical proposals. A proposal valid for a shorter period may be rejected as nonresponsive.
- b) In exceptional circumstances, at its discretion, LIC PFL may solicit the bidder's consent for an extension of the validity period. The request and responses shall be made in writing.

#### 5.12 Proposal Opening

- a) Total transparency will be observed while opening of proposals. Sealed envelopes of the bids will be opened at the date and time as prescribed in **section 5.16** of this RFP in the presence of authorized representatives of the bidders' who wish to attend the event. The maximum number of authorized representatives for each bidder will not be more than two. The bidder's representative(s) shall sign a register evidencing their attendance. LIC PFL reserves the right at all times to postpone or cancel a scheduled RFP opening. The venue for the opening of proposals is as mentioned under **section 5.4 of the RFP.**
- b) Commercial bids of the technically qualified proposals will be opened and only the representatives of the bidders, who have been declared as technically qualified, will be allowed to attend the opening of commercial bids.

#### 5.13 Evaluation of Bid/Proposal

- a) Proposals will be examined by an Evaluation cum Selection Committee constituted by LIC PFL or its designated representative(s). LIC PFL, or such other authority designated by LIC PFL, as the case may be, is also referred to herein as the 'Committee'. The evaluation of proposals (technical and financial) will be undertaken in two stages.
- b) The first stage of evaluation would involve examination of the technical proposal by the evaluation cum selection committee of each of the bidder(s) against the qualification/eligibility criteria set out **under section 2 of this RFP.**
- c) Bidders who fulfill the eligibility criteria and have submitted all required documents in their Technical Proposal will be invited to make presentations as per **Annexure VIII** at a date/time to be specified and conveyed by LIC PFL and

scores will be assigned by the Committee for the technical proposal and presentations made by the bidder.

- d) In the process of examination, evaluation and comparison of proposal, LIC PFL may, at its discretion, ask bidder(s) for clarification of its proposal which the bidder will be obliged to furnish in writing failing which its bid is not liable to be evaluated. The bidder(s) are expected to respond/provide the information/clarifications within the stipulated time. The failure to provide the information may lead to disqualification of the bidder.
- e) The Technical Proposal, which includes presentation, will be evaluated by the Committee on the basis of the following criteria.

Sr.	Criteria for evaluation	Maximum	Documents to be submitted
<b>A</b>	<b>Bidder's Turnover</b>	<b>10</b>	
A1	<p>The Bidder should have a cumulative turnover of at least INR 15 crores during the last 3 financial years (i.e. 2021-22, 2022-23 &amp; 2023-24).</p> <p>Cumulative annual turnover of the bidder for the last three financial years (2021-22, 2022-23 &amp; 2023-24)</p> <ul style="list-style-type: none"> <li>For turnover greater than or equal to INR 15 crores: 5 marks</li> <li>For turnover greater than or equal to INR 20 crores: 7.5 marks</li> <li>For turnover greater than INR 25 crores: 10 marks</li> </ul>	10	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts
<b>B</b>	<b>Bidder's Experience</b>	<b>30</b>	
	The Bidder should have successfully executed projects of Social Media Management / Digital Marketing / Digital media buying during the FY 2023-24		a) Experience details as per the format specified in Appendix XII (Project Citation Format)



B1	<ul style="list-style-type: none"> <li>For experience in handling at least 10 contracts with a budget of at least INR 20 lakhs each: 5 marks</li> <li>For every additional contract with a budget of at least INR 20 lakhs each: 2 marks</li> </ul>	15	b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order
B2	<p>The Bidder should have successfully executed BFSI sector Social Media Management / Digital Marketing / Digital media buying projects in the last financial year 2023-24 with each project value of minimum Rs. 10 lakhs or above.</p> <ul style="list-style-type: none"> <li>5 marks per project for a maximum of 15 Marks</li> </ul>	15	<p>a) Experience details as per the format specified in Appendix I: Form 5 (Project Citation Format)</p> <p>b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order</p>
<b>C</b>	<b>Manpower</b>	<b>10</b>	
C1	<p>Account Manager to be assigned to LIC PFL with minimum 10 years of experience in the area of Digital Marketing, Social Media Management and Campaign Manager)</p> <ul style="list-style-type: none"> <li>Experience = 10 years– 5 marks</li> <li>Experience Between 10 to 15 years – 7 marks</li> <li>Experience Greater than 15 years – 10 marks</li> </ul>	10	Self-attested certificate on the agency's letterhead signed by an authorized HR representative along with Curriculum Vitae in the format in Annexure X to be submitted

- a) The Bidder(s) scoring 60% marks or more in the Technical Evaluation (i.e. 30 out of 50), will be shortlisted for presentation. These Agencies will be given sufficient notice for this presentation.

- b) The above short-listed Agencies will be advised to make a presentation to the Evaluation Committee Members on their capabilities, experiences, understanding of the NPS ecosystem etc. The evaluation parameter for the same will be as follows:

Sr. No	Item	Marks	Evaluation Method
1	Understanding of project & Scope of Work	10	Subjective
2	Methodology & approach for ORGANIC marketing of NPS on Social Media - Creating Awareness about NPS - Lead Generation for direct NPS Account Opening	20	
3	Sample creatives - Social Media Posts on different handles - Newsletter sample which may have been created for an existing client	20	
	Total	50	

- c) The total marks for technical evaluation and presentation will be called Total Technical Score. Bidders can achieve a maximum Total Technical Score of 100 marks (50 for Technical Evaluation and 50 for Presentation Assessment). Bidders achieving minimum 70% Total Technical Score (i.e. 70 out of 100) will be eligible for Financial Evaluation.
- d) Financial Bids of the shortlisted technically qualified Bidders will be opened in the presence of Bidders authorized representatives on a date /time specified **under section 5.16 of the RFP.**

#### 5.14 Evaluation Criteria and Identification of Best Evaluated Bid

- a) The Financial bid/proposal of only those bidders (technically qualified) who have scored a minimum of 70 marks on the Technical Proposal and assessment of Presentation would be opened. The final selection will be done on a composite evaluation of the technical score and financial score of the technically qualified bidders. The composite evaluation criteria will be the Quality cum Cost Based System (QCBS) where Technical Bid will get a weightage of 50% and Commercial/Financial Bid will get a weightage of 50%. The methodology of QCBS calculation is as under:-

**Description of variables used:**

ST is the Total Technical Score for each Bid

F is the Commercial Bid Price quoted in the Bid under consideration

FL is the value of lowest Qualifying Commercial Bid Price

Commercial Bid Score (SF) for each Bid shall be computed as:  $SF = 100 \times (FL / F)$

**Total Score (T) for each Bid shall be computed as:**  $T = (0.5 \times ST) + (0.5 \times SF)$

- b) The Bid/Proposal, that obtains the highest Total Score (T) value, will be rated as the Best Value Bid.

**5.15 Negotiations, Finalization and notification of award**

The evaluation cum selection committee shall reserve the right to negotiate with the bidder whose proposal has been ranked 1<sup>st</sup>. If LIC PFL is unable to finalize the agreement with the bidder ranked 1<sup>st</sup>, LIC PFL may proceed to the next ranked bidder (2<sup>nd</sup>), and so on until a contract is awarded. LIC PFL reserves the right to present a contract to the bidder selected for negotiations. Contract will be awarded to the bidder whose proposal conforms to the RFP and is, in the opinion of LIC PFL, the most advantageous and provides the best value to the project and other technical factors considered. LIC PFL reserves the right to call for a re-bid if, in its opinion, the bids received are not reasonable. The opinion of LIC PFL shall be final in this regard. Evaluation will be based on the proposals submitted and any additional information requested by LIC PFL. Prior to expiry of the validity period, LIC PFL shall notify the successful bidder in writing that its proposal has been accepted.

**5.16 Key Activities and Dates**

The key activities and dates for the purpose of this RFP are mentioned below:

SL	Key Activities	Date*
1.	Issuance of Request For Proposal (RFP)	T (date of issuance of RFP) 24-Jan-2025
2.	Last date of receiving queries from bidders	T + 7 days (31-Jan-2025)
3.	Pre-Bid Meeting	T + 14 days (07-Feb-2025)
4.	Last date and time for submission of proposals	T + 24 days – 15:00 hrs (17-Feb-2025)
5.	Technical Proposal opening	T + 25 days – 15:30 hrs (18-Feb-2025)
6.	Financial Proposal opening	Will be informed to the bidders in advance
7.	Issuance of Letter of Award and Contract finalization	After approval of the competent authority

\* LIC PFL reserves the right to change any date/time mentioned in the schedule above under intimation to all concerned

## 6. General Terms and Conditions

### 6.1 Contract Period

The selected Agency/agencies' term will be for a period of 5 (1+1+1+1+1) years subject to satisfactory annual review. The agency will also be evaluated periodically and / or on campaign basis.

### 6.2 LIC PFL's Right to Accept or Reject Any or All Proposals

LIC PFL reserves the right to accept or reject any proposal, and to annul the RFP/bidding process and reject all proposals at any time prior to award or signing of contract, without being under any obligation to assign any reasons and without thereby incurring any financial or other liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for LIC PFL's action.

### 6.3 Notification of Award

Prior to expiry of the validity period (unless extended), LIC PFL will notify the successful bidder in writing that its proposal has been accepted. Upon the successful bidder furnishing of performance guarantee, contract signing process will be initiated.

### 6.4 Signing of Contract

Once LIC PFL notifies the successful bidder that its proposal has been accepted, the successful Bidder shall be required to accept the offer, furnish the required Performance Guarantee and enter into a contract with LIC PFL within 15 (fifteen) days from the date of receipt of notification of award of the contract, upon the terms and conditions mentioned therein and based on this RFP.

### 6.5 Performance Guarantee (PG)

- a) The value of Performance Guarantee will be to 10% of Annual Retainer Fee (as per Annexure VII) across 5 years of the contract.
- b) The successful bidder shall at its own expense deposit with LIC PFL, within fifteen (15) working days of the date of notice of award of the contract or prior to signing of the contract whichever is earlier, an unconditional and irrevocable Performance Guarantee (PG) in the form of a Performance Bank Guarantee or a Fixed Deposit Receipt pledged to LIC PFL, from a scheduled commercial bank acceptable to LIC PFL, payable on demand, for the due performance and fulfillment of the contract by the bidder.
- c) The Performance Guarantee should remain valid for a period of 120 days beyond the completion of the period of contract or beyond 120 days of any extended period of the contract.

- d) All incidental charges and expenses whatsoever such as premium; commission etc. with respect to the Performance Guarantee shall be borne by the bidder.
- e) In the event of the bidder being unable to service the contract for whatever reason, or breaches the terms and conditions of the contract/RFP, LIC PFL shall be entitled to invoke the PG. Notwithstanding and without prejudice to any rights whatsoever of LIC PFL under the contract, the proceeds of the PG shall be payable to LIC PFL as compensation for the bidder's failure to perform/comply with its obligations under the contract. LIC PFL shall notify the bidder in writing of the exercise of its right to receive such amount within 14 days, indicating the contractual obligation(s) for which the bidder is in default.
- f) Before invoking the PG, the Bidder/Agency may be given an opportunity to represent before LIC PFL. The decision of LIC PFL on the representation given by the agency shall be final and binding.
- g) Where the contract is renewed/ extended by LIC PFL, as the case may be, the Bidder/Agency shall submit a fresh/extended PG to the satisfaction of LIC PFL.
- h) LIC PFL shall be entitled to affect recoveries from the Performance Guarantee submitted by the Agency on account of inadvertence, error, collusion, misconstruction or misstatement on the part of the Bidder/Agency.

#### 6.6 Failure to agree with the Terms & Conditions of the RFP

Failure of the successful bidder to agree with the Terms & Conditions of the RFP and the contract shall constitute sufficient grounds for the termination of contract, in which event, LIC PFL may award the contract to the next best value bidder or call for new proposals and for forfeit the EMD.

#### 6.7 Terms of Payment to the Selected Agency

- a) Advance payment will not be considered.
- b) The agency will be paid the monthly retainer fees (the total contract value of 5 years will be divided into 60 equated monthly installments), as well as actual spends on digital media buying (if undertaken on behalf of LIC PFL) & a percentage commission (as quoted by them in Annexure VI Financial Proposal) over & above the actual spends (if any), every month.
- c) Payment will be made through electronic transfer of funds to the bank account of the Agency in Indian Rupees. The Agency shall submit pre-receipted invoices in duplicate, complete in all respects, along with the desired reports at the end of each month, for necessary settlement.
- d) The final payment, shall be released only after completion of the required work and on submission of a statement of work having been executed as per the contract and requirements detailed in the RFP Document, or communicated subsequently

by LIC PFL. This would include submission of the required campaign evaluation report/final reports/analysis.

- e) Goods and Services Tax shall be paid as applicable and as per actual.
- f) All out of pocket expenses such as, printing and production jobs specifically ordered which are not included in scope of work/deliverables are to be billed on actual basis which is not included in the Annual Fee quoted. The selected bidder will take prior approval of LIC PFL for such expenditure.

#### 6.8 Payment of Compensation Clause

Any delays from the time schedule stipulated by LIC PFL for items of work listed in the Scope of Work/Deliverable/Agreement would entitle LIC PFL for compensation of 1% of the contract value per week, subject to a ceiling of 10% of the contract value, besides other action for non-performance / undue delays, including termination of contract, forfeiture of Performance Guarantee and blacklisting of the Agency as may be deemed fit by LIC PFL.

#### 6.9 Termination of contract

LIC PFL may terminate the Contract with the Agency in case of the occurrence of any of the events specified below:

- i. If the Agency becomes insolvent or goes into compulsory liquidation.
- ii. If the Agency, in the opinion of LIC PFL, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- iii. If the Agency submits to LIC PFL a false statement which has a material effect on the rights, obligations or interests of LIC PFL.
- iv. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to LIC PFL.
- v. If the Agency fails to provide the quality services as envisaged under this Contract or violates any of the clauses of the contract. Reasons for the same would be recorded in writing. In such an occurrence LIC PFL shall give a written advance notice of 30 days before terminating the Contract of the Agency.
- vi. By giving 60 days advance notice without assigning any reason.
- vii. Any other reason as may be mentioned in the contract.

#### 6.10 Sub-Contract Clause

The Agency shall neither assign nor transfer, entirely or in part, the obligation derived here from in favour of any third party.

#### 6.11 Exit Management

In the event of expiry of contract term or termination of contract, the Agency would transfer/share all documents, report formats and other data necessary for seamless transfer of process to LIC PFL/New Agency as directed by LIC PFL.

#### 6.12 Rights over the Work Products/Deliverables & Confidentiality

The ownership including intellectual property rights over all work products/deliverables and other intermediate documents and plans provided by Agency in terms of the RFP and under the contract between the parties shall vest with LIC PFL. Further all documents submitted by the bidder along with bid and during the presentation shall be the exclusive property of LIC PFL which shall not be returned back to the bidder. The Agency shall maintain utmost confidentiality and shall not disclose/part with any deliverables created for the purpose of this agreement to any third party either for commercial or for any other purpose and shall further not disclose any information received by it from LIC PFL to any third party and shall maintain strict confidentiality with respect to such information, as may be specified in the contract with LIC PFL, failing which it shall be held liable.

#### 6.13 Governing Laws/ Jurisdiction Arbitration

Any matter relating to the selection of Agency or the procedure for the selection of the Agency shall be governed by the Laws of Union of India. The dispute relating to such selections shall be subject to the exclusive jurisdiction of the Courts at Mumbai (with exclusion of all other Courts) which shall have the jurisdiction to decide or adjudicate on any matter or dispute which may arise.

## Annexure I: Bid Letter Form

Date

Managing Director & CEO,  
LIC Pension Fund Limited (LIC PFL)  
1st Floor, A Wing, Industrial Assurance Building,  
Veer Nariman Road,  
Churchgate, Mumbai-400020, (India)

Madam,

**Ref: Request for proposal for Social Media Management & Digital Media Buying Agency**

Having examined the RFP documents, the receipt of which is hereby duly acknowledged, I/we, the undersigned, offer to provide the services as required and outlined in the RFP for appointment of Social Media Management & Digital Media Buying Agency by LIC PFL. We meet the requirements and agree to provide such services as set out in the RFP documents. We attach hereto our response to the RFP document, which constitutes our proposal for being considered for the assignment.

We undertake, if our proposal is accepted, to adhere to the stipulations put forward in the RFP or such adjusted plan as may subsequently be mutually agreed between us and LIC PFL or its appointed representatives.

We agree to unconditional acceptance of all the terms and conditions set out in the RFP documents. We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to LIC PFL is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead LIC PFL as to any material fact. It is hereby confirmed that I/we are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this document, which may be required in this connection.

We further understand that the finalized prices will be frozen for a period of for a period of 5 (1+1+1+1+1) years subject to satisfactory annual review from the date of entrustment of assignment. We acknowledge the cost of media buying/image purchase, etc. including Taxes/GST will be reimbursed by LIC PFL subject to prior approval. The Agency may levy a commission as a percentage of the spend of the campaign. The percentage Digital buying commission will be decided through the financial bidding process and would remain valid for the entire contract period and for any contract extensions provided by LIC PFL. LIC PFL may at its discretion ask the Agency to alter the marketing plans as per the requirement of LIC PFL from time to time.

We shall observe confidentiality of all the information passed on to us in course of the tendering/bidding process and shall not use the information for any other purpose than the current tender.

We also understand that LIC PFL is not bound to accept the offer either in part or in full. If LIC PFL rejects the offer in full or in part LIC PFL may do so without assigning any reasons therefore.

Dated this    Day of                      2024.

Authorized Signature [In full and initials]

(in the capacity of)

Duly authorized to sign the RFP Response for and behalf of:

(Name of the Company)

(Seal/Stamp of bidder)

Address for Correspondence



## **Annexure II: No Deviation Certificate**

Date:

Managing Director & CEO,  
LIC Pension Fund Limited (LIC PFL)  
1st Floor, A Wing, Industrial Assurance Building,  
Veer Nariman Road,  
Churchgate, Mumbai-400020, (India)

Dear Sir,

We understand that any deviation/exception in any form in our bid against the RFP dated ..... may result in rejection of our bid. I/We, therefore, certify that we do not have any exception/deviation of the RFP clauses anywhere in the bid and we agree that if any deviation is mentioned or noticed, our bid may be rejected.

Yours faithfully,  
(Signature of Authorized Signatory)

Name:  
Designation:  
Company Seal:

Note: This "No Deviation Certificate" should be written on the letter head of the bidder duly signed and stamped with date by a person competent and having authorised power to bind the bidder.

### Annexure III: Pre Bid Query Format

Sl	Section & Page No.	Clause Requiring Clarification	Clarification Requested/Sought

## **Annexure IV: Technical Proposal Letter**

### TECHNICAL PROPOSAL SUBMISSION LETTER

[Location, Date] From:  
(Name of the Public Relations (PR) Agency)

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To:  
Managing Director & CEO,  
LIC Pension Fund Limited (LIC PFL)  
1st Floor, A Wing, Industrial Assurance Building,  
Veer Nariman Road,  
Churchgate, Mumbai-400020, (India)

**Subject: Selection of Social Media Management & Digital Media Buying Agency for LIC PFL**

Sir,

I, the undersigned, offer to undertake the assignment of Social Media Management & Digital Media Buying Agency for LIC PFL, in accordance with your RFP Document dated .....

I hereby submit my Technical Proposal for the same.

I understand that LIC PFL is not bound to accept the proposal received in response to this RFP dated .....

Yours Sincerely,

Signature:  
Name of Agency:  
Address:

## Annexure V: Format of Technical Proposal

### II. FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL

(Proposal must be indexed and each page numbered)

#### A. General Information

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
1.	Name of Agency			
2.	Full Address			
3.	Contact Details (Tel. No./ Fax/E-mail)			
4.	Date of Establishment of Entity (enclose evidence)			
5.	Organization Type (Details & enclose Certificate)			
6.	GST Registration Details in the relevant area of work			
7.	The annual turnover for the Agency			

#### B. Eligibility Criteria

<b>Sl. No.</b>	<b>Conditions</b>	<b>Documents to be submitted</b>	<b>Reference Page no.</b>
1	The Bidder should be a registered entity as per Company Act in India for a minimum period of 5 years as on 01st January 2025	<ul style="list-style-type: none"> <li>In case the Bidder(s) is/are a registered company in India, they should produce the copy of the certificate of incorporation issued by the Registrar of Companies or MCA</li> <li>Certificate of CA for a minimum 5 years of operation</li> </ul>	
2	The Bidder should have a minimum cumulative turnover of Rs. 15 Cr. for the last 3 financial years & should be profitable entity for all three years (2021-22, 2022-23 & 2023-24)	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts	

3	The Bidder should not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies / ministries or PSU's and should not have been black listed at the time of submission of bid	Affidavit for not being blacklisted, signed by the authorised signatory of the Bidder.	
4	In the last 3 Financial Years ((2021-22, 2022-23 & 2023-24), the Bidder must have completed/have in progress a minimum of 10 clients/campaign of Social Media Management / Digital Marketing / Digital media buying with contract value of minimum Rs. 20 lakhs	a) Experience details as per the format specified in Appendix XII: (Project Citation Format)  b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order	
5	The Bidder must have a minimum of 25 experienced professionals in the area of Social Media Management / Digital Marketing / Digital media buying with an overall employment of minimum 50 permanent employees.	Self-attested certificate on the agency's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted	

C. Documents to be submitted as Enclosures : Refer Section 5

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
1.	Earnest Money Deposit (EMD)/ Bid Security in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank for Rs. 50,000/- (Rupees Fifty thousand only) drawn in favor of LIC Pension Fund Limited, Mumbai.			
2.	An undertaking on the letterhead of the Agency and duly signed by the authorized person that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document or any other work assigned by LIC PFL and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking).			

3.	Non-refundable application fee of Rs. 1,180/- inclusive of GST as mentioned in section 5.2 of RFP			
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D. Documents for Technical Evaluation

Sr.	Criteria for evaluation	Documents to be submitted	Page no. of document
<b>A</b>	<b>Bidder's Turnover</b>		
A1	<p>The Bidder should have a cumulative turnover of at least INR 15 crores during the last 3 financial years (i.e. 2021-22, 2022-23 &amp; 2023-24).</p> <p>Cumulative annual turnover of the bidder for the last three financial years (2021-22, 2022-23 &amp; 2023-24)</p> <ul style="list-style-type: none"> <li>For turnover greater than or equal to INR 15 crores: 5 marks</li> <li>For turnover greater than or equal to INR 20 crores: 7.5 marks</li> <li>For turnover greater than INR 25 crores: 10 marks</li> </ul>	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts	
<b>B</b>	<b>Bidder's Experience</b>		
B1	<p>The Bidder should have successfully executed projects of Social Media Management / Digital Marketing / Digital media buying during the FY 2023-24</p> <ul style="list-style-type: none"> <li>For experience in handling at least 10 contracts with a budget of at least INR 20 lakhs each: 5 marks</li> <li>For every additional contract with a budget of at least INR 20 lakhs each: 2 marks</li> </ul>	<p>a) Experience details as per the format specified in Appendix XII: (Project Citation Format)</p> <p>b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order</p>	
B2	<p>The Bidder should have successfully executed BFSI sector Social Media Management / Digital Marketing / Digital media buying projects in the last financial year 2023-24 with each project value of minimum Rs. 10 lakhs or above.</p> <ul style="list-style-type: none"> <li>5 marks per project for a maximum of 15 Marks</li> </ul>	<p>c) Experience details as per the format specified in Appendix XII: (Project Citation Format)</p> <p>d) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order</p>	

<b>C</b>	<b>Manpower</b>		
C1	<p>Account Manager to be assigned to LIC PFL with minimum 10 years of experience in the area of Digital Marketing, Social Media Management and Campaign Manager)</p> <ul style="list-style-type: none"> <li>• Experience = 10 years– 5 marks</li> <li>• Experience Between 10 to 15 year – 7 marks</li> <li>• Experience Greater than 5 year – 10 marks</li> </ul>	<p>Self-attested certificate on the agency's letterhead signed by an authorized HR representative along with Curriculum Vitae in the format in Annexure X to be submitted</p>	

## **Annexure VI: Financial Proposal Letter**

### **I. FINANCIAL PROPOSAL SUBMISSION LETTER**

[Location, Date] From:  
(Name of the Agency)

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Managing Director & CEO,  
LIC Pension Fund Limited (LIC PFL)  
1st Floor, A Wing, Industrial Assurance Building,  
Veer Nariman Road,  
Churchgate, Mumbai-400020, (India)

**Subject: Selection of Social Media Management & Digital Media Buying Agency for LIC PFL**  
Madam,

We, the undersigned, offer to provide services for hiring social media management & digital buying for LIC PFL in accordance with your Request for Proposal dated <<Date>> and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of ₹ \_\_\_\_\_ which is sum of the annual retainer fee and annual commission (calculated on an indicative digital media buying budget of ₹50 lakh). The amount is exclusive of taxes. We acknowledge that the digital media buying budget of ₹50 lakh is for calculation purpose and LIC PFL is not bound to assign/spend this budget.

#### **1. PRICE AND VALIDITY**

All the prices mentioned in our Tender are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of 90 calendar days from the date of opening of the Bid. We hereby confirm that our prices exclude all taxes. However, all the taxes are quoted separately under relevant sections. Any miscalculation of taxes would be on our own account. We understand that the actual payment would be made as per the existing tax rates during the time of payment.

#### **2. UNIT RATES**

We have indicated in the relevant forms enclosed, the unit rates for on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

#### **3. TENDER PRICING**

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in Tender documents.

#### **4. QUALIFYING DATA**

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our Tender, we agree to furnish the same in time to your satisfaction.



**5. BID PRICE**

We declare that our Bid Price is for the entire scope of the work as specified in Section 3, "Scope of Work" and Section 4 ("Deliverables"). These prices are indicated in Commercial Bid attached with our Tender as part of the Tender.

**6. PERFORMANCE BANK GUARANTEE**

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in this RFP document.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal. We understand you are not bound to accept any Proposal you receive. We hereby declare that our Tender is made in good faith, without collusion or fraud and the information contained in the Tender is true and correct to the best of our knowledge and belief. We understand that our Tender is binding on us and that you are not bound to accept a Tender you receive.

Thanking you,

Yours sincerely,

Authorized Signature:  
Name of the Signatory:  
Name of Firm:  
Address:

## Annexure VII: Format of Financial Proposal

### II. FORMAT FOR SUBMISSION OF FINANCIAL PROPOSAL

Table 1:

Resource deployment retainer fee

Sr.	Item	Monthly Retainer Fee (1. A)	No. of Months (1.B)	Annual Retainer Fee (exclusive of taxes) (1.C= 1.A*1.B)	Taxes (1.D)	Annual retainer fee (including taxes) (1.E=1.C+1.D)
1	Monthly retainer fees as per Section 3 and 4 and Annexure XI		12			
3	<b>Total</b>					

Table 2:

Media buying commission fee

Sr.	Item	Percentage commission (in %) (2.A)	*Annual commission (exclusive of taxes) 2.B= 2.A* 50,00,000	Taxes 2.C	Annual commission (including taxes) (2.D =2.B+2.C)
1	Digital Media Planning & Buying on Social media platforms				

\*An indicative budget of ₹50 lakh to be used as a multiplier to arrive at the Annual Media buying commission fee.

Total Annual Fee (excluding taxes) in figures (1.C+ 2.B) = \_\_\_\_\_

Total Annual Retainer Fee (excluding taxes) in words (1.C+ 2.B) = \_\_\_\_\_

#### Note:

- All figures to be quoted in ₹ (Indian National Rupee)
- Financial bids indicating Total Annual Retainer Fee (excluding taxes) figure for all the deliverables and services specified in this bid document will be considered for commercial evaluation

Authorised Signature

Name: -----

Place :-----

Date:-----

### **Annexure VIII: Brief for technical presentation**

The Central Government introduced the New Pension System (NPS), with effect from 01 January 2004. LIC Pension Fund, sponsored by LIC, was appointed by Pension Fund Regulatory and Development Authority (PFRDA) as one of the three Pension Fund Managers (PFM) under NPS to manage the pension contributions of Govt employees. While the scheme was initially designed for government employees only, it was opened up for all citizens of India in 2009. Today, The Company manages the funds under the NPS's Central Government Scheme, State Government Scheme, NPS Lite Scheme, Corporate CG Scheme, Private Sector Scheme, Atal Pension Yojana and NPS Vatsalya Scheme. The Company manages the Investment Portfolio according to the Investment guidelines issued by PFRDA from time to time.

The Agency will be advised to make a presentation to the Evaluation Committee Members on their capabilities, experiences, understanding of the NPS ecosystem etc. The evaluation parameter for the same will be as follows:

Sr. No	Item
1	Understanding of project & Scope of Work
2	Methodology & approach of ORGANIC marketing of NPS on Social Media <ul style="list-style-type: none"><li>- Creating Awareness about NPS</li><li>- Lead Generation for direct NPS Account Opening</li></ul>
3	Sample creatives <ul style="list-style-type: none"><li>- Social Media Posts on different handles</li><li>- Newsletter sample which may have been created for an existing client</li></ul>

The duration of the presentation would be 45 mins.

### **Annexure IX: Declaration cum Certificate**

(On letter head of the Agency duly stamped and signed)

#### **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that there are no overdue of the Agency to any Publication/TV Channel/Radio or any other organization and our Agency has not been backlisted by any Central/State Government/Public Sector Undertakings/Banks/IBA/any other Corporates/any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against the Company/Agency that may have an impact affecting or compromising the delivery of services required.

Date:

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

## Annexure X: Curriculum Vitae Format

## CURRICULUM VITAE (CV) - PROPOSED Account Manager

1. Proposed Position:
  2. Name of Agency [Insert name of firm proposing the staff]:
  3. Name of Staff [Insert full name]:
  4. Date of Birth: Nationality:
  5. Education [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:
  6. Membership of Professional Associations:
  7. Other Training [Indicate significant training since obtaining degrees under point#5 ]
  8. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:
  9. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving details for each employment viz. dates of employment (from-to), name of employing organization, positions held, job responsibilities.
  10. Detailed Tasks Assigned in Digital Marketing and Social Media Management.
  11. Work Undertaken that Best Illustrates capability to Handle Tasks Assigned
- a) List all tasks to be performed under this assignment
- b) Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point#10.]
- (i) Name of assignment or project:
  - (ii)Year:
  - (iii)Location:
  - (iv)Client:
  - (v)Main project features:
  - (vi)Positions held:
  - (vii)Activities performed:

Date:

Signature

**Annexure XI: Deliverables as per section 4 of the RFP**

<b>Scope of Work</b>	<b>Deliverables</b>	<b>Yearly Number Expectation</b>
<b>Social Media</b>	~Campaign Ideas ~Social Media Content Calendar ~Posts Content Creation (Videos, GIFs, Reels, Stories, Shorts, jpeg, carousel, new age innovative adapts, articles, infographics etc) ~Post Scheduling	96 posts per handle
<b>Brochures</b>	maximum 4 pages	upto 4
<b>Emailers</b>	including content and design	36
<b>Blogs</b>	including content and design	24
<b>Educational Videos</b>	including content and design	24
<b>Digital Banners</b>	including content and design	36

## Annexure XII: Project Citation Format

Sr. No.	Items	Details
<b>General Information</b>		
1.	Client Name	
2.	Name of the contact person and contact details for the client of the assignment	
<b>Project Details</b>		
3.	Project Title	
4.	Start Date: MM/YYYY End Date : MM/YYYY	
5.	Current Status (work in progress/completed)	
6.	Number of staff deployed in the assignment	
<b>Size of the project</b>		
7.	Total Cost of the project	
8.	Period of contract	
9. <i>Narrative Description of the Project</i>		
10. <i>Documentary Proof and necessary details</i>		
<i>Please attach the proof - Work Orders Certificates or Letter of Appointments etc with the credential only</i>		

**Bidder:**

**Signature:**

**Name:**

**Designation:**

**Company Seal:**

**Date:**