

**Request for Proposal (RFP)**

**RFP Reference No.SUD/OPS/Bulk Mailing/001 dated 24<sup>th</sup> September 2012**

**Inviting Request for proposal from Mailers for undertaking bulk mailing activity**

**This document and the information contained herein are confidential to and the property of Star Union Dai-ichi Life Insurance Co. Ltd. Unauthorized access, copying and replication are prohibited. This document must not be copied in whole or in part by any means, without the written authorization of SUD LIFE**

**Last date of submission of RFP: 3<sup>rd</sup> October 2012**

**Star Union Dai-ichi Life Insurance Company Limited  
11<sup>th</sup> Floor, Raghuleela Arcade,  
IT Park, Sector – 30A,  
Opp. Vashi Railway Station,  
Vashi, Navi Mumbai – 400703  
Telephone: 022 3954 6321  
Name: Vijay Patidar  
Website – [www.sudlife.in](http://www.sudlife.in)**

## **SECTION-I**

### **NOTICE INVITING REQUEST FOR PROPOSAL (RFP)**

Star Union Dai-ichi Life Insurance Company Limited, a Life insurance joint venture between leading public sector banks i.e. Bank of India & Union Bank of India and leading Japanese Life Insurance company, Dai-ichi Life Insurance company limited, invites sealed offers (in Two Bid, super scribing as Technical Bid and Commercial Bid in Two separate envelopes) from reputed Bulk Mailers for empanelment for servicing our various departments of corporate office at Vashi, located in Navi Mumbai.

For complete details and RFP formats please log on to Company's website [www.sudlife.in](http://www.sudlife.in). RFP forms can also be collected from Manager, Procurement, at the corporate office at Vashi, Navi Mumbai on payment of Rs. 500/- (Non Refundable) by way of Demand Draft/Pay order favoring Star Union Dai-ichi Life Insurance Company Limited payable at Navi Mumbai. However, RFP form downloaded from website shall accompany the Pay order/Demand Draft along with the Technical Bid.

Date of commencement of issue of RFP form	: 24/09/2012
Last date for submission of RFP Form	: 03/10/2012 up to 12.00 Noon
Opening of Technical Bid	: 03/10/2012 at 3.00 pm

The Commercial Bid of those mailers only, who qualify in the Technical Bid will be opened duly informing them.

## **SECTION-II**

### **TERMS & CONDITIONS**

1. Duly completed applications both technical and commercial bids should be submitted in Separate envelopes super scribing.
  - A. Envelope No.1, "Empanelment of Bulk Mailers– Technical Bid".
  - B. Envelope No.2, "Empanelment of Bulk Mailers – Commercial Bid".
2. Both envelopes to be submitted on or before last date & time specified for submission of RFP and to be handed over to the reception at the corporate office of the company at 11th floor, Raghuleela Arcade, Opp. Vashi Railway Station, IT Park, Sec-30A, Vashi, Navi Mumbai -400703.
3. Incomplete applications shall be rejected.
4. Applications received after due date and time shall not be accepted.
5. The Company is having a system of monthly settlement of bills after submission of the bills and of proof of delivery (POD) duly signed and stamped with date and time. PODs, which do not contain the above information, will be rejected and would not be paid. Late delivery of documents (Beyond the stipulated time and without any valid reason) will also be deemed as non-PODs.

#### **Minimum Criteria for applying:**

6. Average annual turnover of not less than Rs.50 Lacs during last three years Ended 31.03.2012 indicated in audited Profit & Loss statement.
  - 6.1 Having not less than 4 years of experience.
  - 6.2 Should be currently empanelled for not less than 5 Reputed Corporate.
  - 6.3 Should have earned profit during last 2 years.
  - 6.4 Should have adequate infrastructure of Bulk mails in Navi Mumbai i.e. four wheeler vehicle for Daily Pick-up, Sorting , insertions, pasting, and timely deliveries, end to end services, Delivery schedules for various locations, Submitting and Tracking PODs and

acknowledgements, Maintaining database of dispatches done, including inland letter communication.

6.5: Should have all the regulatory approvals licenses to carryout Bulk mailing activity.

7. The company intends to empanel Mailers based on their overall rating & experience in the field.

8. The franking Machines are licensed by the GPO and are having valid License for Franking.

9. The Mailers should fulfill minimum qualification criteria.

**RFP FORMAT (TECHNICAL BID)**
**EMPANELMENT OF Bulk Mailers**

<b>S No.</b>	<b>Particulars</b>	<b>Response</b>
1	Name of company /Firm:	
2	Do you operate in any other name:	Yes/No
3	If yes the name of other companies /firms:	
4	What is the main business activity:	
5	Date of establishment:	
6	Place of Registered Office:	
7	No. of years your company has been in the activity of Bulk Mailer:	
8	Principal place of Business with full address, Pin code etc:	
9	Telephone Numbers:	
10	Fax Number:	
11	e-mail/ Web Site Address:	
12	Mobile numbers if any:	
13	Do you have office at Vashi:	Yes/ No
14	If yes please furnish full address, Telephone Numbers/ Fax etc:	
15	Name of contact person with telephone numbers of both office and residence Also Mobile number if any:	
16	Constitution (Tick appropriate column):	Sole Proprietorship : Partnership: Private limited Co. Public limited Co. Any Other (Please Specify):
17	Are you a subsidiary / affiliate or a franchise:	Yes/ No Subsidiary/ Affiliate/ Franchise
18	If Yes name and address of your parent organization:	
19	Name/s of Proprietor / Partners /Directors (as applicable):	
20	Address/s of Branches if any (Attach separate sheet if necessary):	
21	Name and Address of sister concerns/ Associates / Affiliates if any:	

22	Please furnish copies of the following documents (as applicable) : a) Memorandum and articles of Association. b) Partnership Deed. c) Shops & Estt. Registration Certificate d) Sale Tax Registration certificate e) Income Tax PAN No. of the Firm f) Profession Tax No. g) PF/ ESIC Reg. Certificate. Municipal license. h) License issued by Postal Authorities for Franking Any other documents (specify)	
23	Please furnish annual turnover for the last 3 years (Rs. In Lacs):	
24	Profit for last 2 years:	
25	Please attach copy of Audited Balance sheet, Profit and Loss account with auditors report for last Financial year:	Enclosed/Not Enclosed
26	Of the above Turnover pertaining to Star Union Dai-ichi Life if already in panel:	
27	Are you registered in the panel of other Insurance Companies/ Financial Institution/ Organizations?	Yes/No.
28	If answer to point no. 27 is Yes please furnish name of Companies/organizations:	List to be Enclosed
29	On All India Basis the area covered by your offices / Branch network :	List to be Enclosed
30	Specify whether you are covering important suburban centers, urban centers and Metros:	
31	Specify the metro cities, urban areas where you have maximum branches/Agency arrangement:	List to be enclosed
32	Have you rendered services to Star Union Dai-ichi Life Insurance Co. Ltd. earlier:	Yes/No
33	Please give details of your present Bankers. Name of the Bank/s Name of Branch / Branches Details of credit facilities if any:	
34	General Information:	

	No. of Employees : Skilled & Unskilled	
35	Delivery time to Local Area / Intra City: Metro cities: State capital Cities: Urban Centers: Semi- Urban Centers : Rural areas: Please specify minimum and maximum time required: Inform internet tracking system and its web site details :	
36	Any other matter which you would like to add:	

**All columns should be filled in. If there is nothing to report word "NR" to be Mentioned.**

## **DECLARATION**

I/We declare that the aforesaid particulars are true to the best of my/our knowledge. I/We further confirm that no information have been concealed. I/We am/are the authorized person/s to sign this document on behalf of my organization. Further I/we declare that acknowledgement slips for dak/mail/packets/parcels handed over to branches/offices/any other offices shall be submitted to respective branches/offices of the Company before claiming charges. I/We shall be responsible for non delivery of dak/mail/packets/parcels and the Company shall be compensated for the loss incurred due to non-delivery of the dak/mail/packets/parcels immediately on lodging the claim.

Our License No to work as Mass mailer is \_\_\_\_\_ and has validity till \_\_\_\_\_

Name:

Designation:

Company Seal:

Place:

Date:

Note: The Company reserves the right to reject any / all applications received without assigning any reasons whatsoever.



**RFP Format – (Commercial Bid)**
**Empanelment of Bulk Mailer**

S No.	Particulars	Response		
		Weight	Within Mumbai(Rs.)	Outside Mumbai(Rs)
1	Name of the Company			
2	Address of Principal Place of Business			
3	Bulk Parcels within Mumbai and anywhere in India: ( Daily Pick-up, Sorting , insertions, pasting, and timely deliveries, end to end services, Delivery schedules for various locations, Submitting and Tracking PODs and acknowledgements, Maintaining database of dispatches done, including inland letter communication)	Upto 50 gms		
		150 gms		
		250 gms		
		500 gms		
		1000 gms		
		Addition 250 gms		
		5 kgs		
		10 kgs		
		25 kgs		
		50 kgs		
	100 kgs			

Place:

Date:

Name &amp; Signature:

Designation: