



बैंक ऑफ बड़ौदा
Bank of Baroda
शुभचर बैंक
SHUBHCHAR BANK

Request for Proposal for Selection of Service Provider for Providing WhatsApp Business API Solution. RFP Reference: BCC:IT:PROC:115:20 dated 11th October 2023

Addendum 2 dated 26th December 2023

Important Dates:

#	Particulars	Timelines
4	Last Date of Submission of RFP Response (Closing Date)	03:00 PM on 3rd January, 2024 Mode: Online
5	Eligibility Cum Technical Bid Opening Date	03:30 PM on 3rd January, 2024 Mode: Online

Addendum to following Annexures:

Annexure 12- Masked Commercial Bid

Annexure 13- Commercial Bid

All other Terms & Conditions are same as per our RFP No. BCC:IT:PROC:115:20 dated 11th October 2023 for Selection of Service Provider for Providing WhatsApp Business API Solution.



Addendum 2 dated 26th December 2023

Annexure 12– Masked Commercial Bid

(AMT in Rs.)

Please ensure that Annexure 13 Commercial bid is not uploaded with the Technical bid as it will be opened during commercial bid evaluation in second stage. In case any commercial details are found in the eligibility cum technical bid document set, entire bid is liable to be rejected.

A. One Time Cost						
S. No.	Description	One Time Cost	Total Amount without GST	GST Amount	GRAND TOTAL Amount Including GST	
1	One Time Migration, Implementation, Customization, Training of customer journey (4 Journeys i.e. Hindi, English, Gujarati, Marathi), Campaign manager & MIS dashboard as per the Scope given in Annexure 10.	0.00	0.00	0.00	0.00	
2	Development, Implementation & Deployment Cost for Customer Journey in Additional 10 Languages*	0.00	0.00	0.00	0.00	
Total Cost for Line Item A			0.00	0.00	0.00	
B. Recurring Cost						
S. No.	Description	Year 1 Cost	Year 2 Cost	Total Amount without GST	GST Amount	GRAND TOTAL Amount Including GST
1	Annual Platform Usage and Maintenance Charges, if any	0.00	0.00	0.00	0.00	0.00
2	Support Cost	0.00	0.00	0.00	0.00	0.00
Total Cost for Line Item B				0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C. Standard Message Charges*									
S. No.	Description	Unit Cost	Year 1 Unit	Year 1 Cost	Year 2 Unit	Year 2 Cost	Total Amount without GST	GST Amount	GRAND TOTAL Amount Including GST
C.1 Domestic									
1	Marketing Conversation	0	36,00,00,000	0	43,00,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	5,000	0	5,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	5,000	0	5,000	0	0.00	0.00	0.00
4	Service Conversation	0	4,00,00,000	0	5,00,00,000	0	0.00	0.00	0.00
C.2. Australia									
1	Marketing Conversation	0	50,000	0	1,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	2,000	0	4,000	0	0.00	0.00	0.00
C.3. United Kingdom									
1	Marketing Conversation	0	3,00,000	0	6,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	4,000	0	8,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C.4. Belgium									
1	Marketing Conversation	0	5,000	0	10,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.5. Botswana									
1	Marketing Conversation	0	2,000	0	4,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.6. Canada									
1	Marketing Conversation	0	2,00,000	0	4,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.7. Fiji									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.8. Guyana									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.9. Kenya									
1	Marketing Conversation	0	5,000	0	10,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.10. Malaysia									
1	Marketing Conversation	0	10,000	0	20,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C.11. Mauritius									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.12. New Zealand									
1	Marketing Conversation	0	50,000	0	1,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.13. Seychelles									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.14. Sultanates of Oman									
1	Marketing Conversation	0	10,000	0	20,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.15. Tanzania									
1	Marketing Conversation	0	2,000	0	5,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.16. Uganda									
1	Marketing Conversation	0	2,000	0	5,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.17. United Arab Emirates									
1	Marketing Conversation	0	1,00,000	0	2,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	10,000	0	15,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C.18. United States of America									
1	Marketing Conversation	0	1,50,000	0	3,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	3,000	0	5,000	0	0.00	0.00	0.00
C.19. Singapore									
1	Marketing Conversation	0	20,000	0	40,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.20. Zambia									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
Total Cost for Line Item C							0.00	0.00	0.00
Total Cost of Ownership (TCO) (A+B+C)							0.00	0.00	0.00



Addendum 2 dated 26th December 2023

Note:

* Quantities shown in the table are indicative only and payment will be made as per payment terms based on actual utilization.

Please note that Year 2 rates for all the line items will be applicable for the Year 3 also, if Bank intends to extend the contract for the 3rd Year also as per Bank's discretion.

The Bidder shall quote the Prices in the format mentioned above. Prices to be filled in yellow color boxes (in commercial excel sheet) only.

Please ensure that this Annexure 13 Commercial bid is not uploaded with the Technical bid as it will be opened during commercial bid evaluation in second stage. In case any commercial details are found in the eligibility cum technical bid document set, entire bid is liable to be rejected.

We abide by following terms and conditions:

- a. For each of the above items provided the vendor is required to provide the cost for every line item where the vendor has considered the cost in BOM.
- b. The vendor needs to clearly indicate if there are any recurring costs included in the above bid and quantify the same. In the absence of this, the vendor would need to provide the same without any charge. Vendor should make no changes to the quantity.
- c. If the cost for any line item is indicated as zero / blank then it will be assumed by the Bank that the said item is provided to the Bank without any cost.
- d. All Deliverables to be supplied as per RFP requirements provided in the tender.
- e. The Service Charges need to include all services and other requirement as mentioned in the RFP.
- f. The vendor has to make sure all the arithmetical calculations are accurate. Bank will not be held responsible for any incorrect calculations however for the purpose of calculation Bank will take the corrected figures / cost.
- g. Prices quoted by the Vendor should be inclusive of all taxes, duties, levies etc. except GST which will be paid extra at actuals. There will be no price escalation for during the contract period and any extension thereof. Bid submitted with an adjustable price quotation will be treated as non-responsive and will be rejected.
- h. All Quoted Commercial Values should comprise of values only up to 4 decimal places. Bank for evaluation purpose will consider values only up to 4 decimal places for all calculations & ignore all figures beyond 4 decimal places.
- i. All prices should be in Indian Rupee (INR) only. Bank will deduct applicable TDS, if any, as per the law of the land.



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WhatsApp Business API Solution. RFP Reference:
BCC:IT:PROC:115:20 dated 11th October 2023

Addendum 2 dated 26th December 2023

j. Commercial quote signed is final.

Further, we confirm that we will abide by all the terms and conditions mentioned above & in the tender document.



Addendum 2 dated 26th December 2023

Annexure 13– Commercial Bid

(AMT in Rs.)

Please ensure that Annexure 13 Commercial bid is not uploaded with the Technical bid as it will be opened during commercial bid evaluation in second stage. In case any commercial details are found in the eligibility cum technical bid document set, entire bid is liable to be rejected.

A. One Time Cost						
S. No.	Description	One Time Cost	Total Amount without GST	GST Amount	GRAND TOTAL Amount Including GST	
1	One Time Migration, Implementation, Customization, Training of customer journey (4 Journeys i.e. Hindi, English, Gujarati, Marathi), Campaign manager & MIS dashboard as per the Scope given in Annexure 10.	0.00	0.00	0.00	0.00	
2	Development, Implementation & Deployment Cost for Customer Journey in Additional 10 Languages*	0.00	0.00	0.00	0.00	
Total Cost for Line Item A			0.00	0.00	0.00	
B. Recurring Cost						
S. No.	Description	Year 1 Cost	Year 2 Cost	Total Amount without GST	GST Amount	GRAND TOTAL Amount Including GST
1	Annual Platform Usage and Maintenance Charges, if any	0.00	0.00	0.00	0.00	0.00
2	Support Cost	0.00	0.00	0.00	0.00	0.00
Total Cost for Line Item B				0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C. Standard Message Charges*									
S. No.	Description	Unit Cost	Year 1 Unit	Year 1 Cost	Year 2 Unit	Year 2 Cost	Total Amount without GST	GST Amount	GRAND TOTAL Amount Including GST
C.1 Domestic									
1	Marketing Conversation	0	36,00,00,000	0	43,00,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	5,000	0	5,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	5,000	0	5,000	0	0.00	0.00	0.00
4	Service Conversation	0	4,00,00,000	0	5,00,00,000	0	0.00	0.00	0.00
C.2. Australia									
1	Marketing Conversation	0	50,000	0	1,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	2,000	0	4,000	0	0.00	0.00	0.00
C.3. United Kingdom									
1	Marketing Conversation	0	3,00,000	0	6,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	4,000	0	8,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C.4. Belgium									
1	Marketing Conversation	0	5,000	0	10,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.5. Botswana									
1	Marketing Conversation	0	2,000	0	4,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.6. Canada									
1	Marketing Conversation	0	2,00,000	0	4,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.7. Fiji									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.8. Guyana									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.9. Kenya									
1	Marketing Conversation	0	5,000	0	10,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.10. Malaysia									
1	Marketing Conversation	0	10,000	0	20,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C.11. Mauritius									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.12. New Zealand									
1	Marketing Conversation	0	50,000	0	1,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.13. Seychelles									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.14. Sultanates of Oman									
1	Marketing Conversation	0	10,000	0	20,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.15. Tanzania									
1	Marketing Conversation	0	2,000	0	5,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.16. Uganda									
1	Marketing Conversation	0	2,000	0	5,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.17. United Arab Emirates									
1	Marketing Conversation	0	1,00,000	0	2,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	10,000	0	15,000	0	0.00	0.00	0.00



Addendum 2 dated 26th December 2023

C.18. United States of America									
1	Marketing Conversation	0	1,50,000	0	3,00,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	3,000	0	5,000	0	0.00	0.00	0.00
C.19. Singapore									
1	Marketing Conversation	0	20,000	0	40,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
C.20. Zambia									
1	Marketing Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
2	Utility Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
3	Authentic Conversation	0	1,000	0	1,000	0	0.00	0.00	0.00
4	Service Conversation	0	1,000	0	2,000	0	0.00	0.00	0.00
Total Cost for Line Item C							0.00	0.00	0.00
Total Cost of Ownership (TCO) (A+B+C)							0.00	0.00	0.00



Addendum 2 dated 26th December 2023

Note:

* Quantities shown in the table are indicative only and payment will be made as per payment terms based on actual utilization.

Please note that Year 2 rates for all the line items will be applicable for the Year 3 also, if Bank intends to extend the contract for the 3rd Year also as per Bank's discretion.

The Bidder shall quote the Prices in the format mentioned above. Prices to be filled in yellow color boxes (in commercial excel sheet) only.

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We abide by following terms and conditions:

- a. For each of the above items provided the vendor is required to provide the cost for every line item where the vendor has considered the cost in BOM.
- b. The vendor needs to clearly indicate if there are any recurring costs included in the above bid and quantify the same. In the absence of this, the vendor would need to provide the same without any charge. Vendor should make no changes to the quantity.
- c. If the cost for any line item is indicated as zero / blank then it will be assumed by the Bank that the said item is provided to the Bank without any cost.
- d. All Deliverables to be supplied as per RFP requirements provided in the tender.
- e. The Service Charges need to include all services and other requirement as mentioned in the RFP.
- f. The vendor has to make sure all the arithmetical calculations are accurate. Bank will not be held responsible for any incorrect calculations however for the purpose of calculation Bank will take the corrected figures / cost.
- g. Prices quoted by the Vendor should be inclusive of all taxes, duties, levies etc. except GST which will be paid extra at actuals. There will be no price escalation for during the contract period and any extension thereof. Bid submitted with an adjustable price quotation will be treated as non-responsive and will be rejected.
- h. All Quoted Commercial Values should comprise of values only up to 4 decimal places. Bank for evaluation purpose will consider values only up to 4 decimal places for all calculations & ignore all figures beyond 4 decimal places.
- i. All prices should be in Indian Rupee (INR) only. Bank will deduct applicable TDS, if any, as per the law of the land.
- j. Commercial quote signed is final.

Further, we confirm that we will abide by all the terms and conditions mentioned above & in the tender document.