



Addendum 1 dated 07th December 2023

Important Dates:

#	Particulars	Timelines
4	Last Date of Submission of RFP Response (Closing Date)	03:00 PM on 15th December, 2023 Mode: Online
5	Eligibility Cum Technical Bid Opening Date	03:30 PM on 15th December, 2023 Mode: Online

Clause in RFP:

Sr. No.	Clause in RFP	Clarifications/ Changes made
	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process A. Eligibility Bid Evaluation A. General 1. Bidder must be in the business of providing proposed WhatsApp Business API Solution in India at least for the last 3 years.</p>	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process A. Eligibility Bid Evaluation A. General 1. Bidder must be in the business of providing proposed WhatsApp Business API Solution in India at least for the last 1 year.</p>
	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process A. Eligibility Bid Evaluation B. Financial 1. The Bidder must have registered average annual turnover of Rs. 20 Crores or above during the last three completed financial years – 2020-21, 2021-22 and 2022-23* (Not inclusive of the turnover of associate companies).</p> <p>* If 2022-23 Financial Statements of any bidder is unaudited, then Financial statements for 2019-20, 2020-21 and 2021-22 will be considered, along with an undertaking letter from the bidder that FY 2022-23 statements are not audited.</p> <p>In this scenario Audited Financial statements for the financial year 2019-20, 2020-21 and 2021-22 are to be submitted.</p>	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process A. Eligibility Bid Evaluation B. Financial 1. The Bidder must have registered average annual turnover of Rs. 20 Crores or above during the last three completed financial years – 2020-21, 2021-22 and 2022-23* (Not inclusive of the turnover of associate companies).</p> <p>Below clause is applicable for bidders who fall under the category of Micro & Small Enterprise (MSEs) or Start-ups (Necessary valid documentary proof certifying the bidder as an MSE or Start-up needs to be submitted by the bidder).</p> <p>The Bidder must have registered average annual turnover of Rs. 5 Crore or above during the last three completed financial years – 2020-21, 2021-22 & 2022-23* (Not inclusive of the turnover of associate companies).</p> <p>* If 2022-23 Financial Statements of any bidder is unaudited, then Financial statements for 2019-20, 2020-21 and 2021-22 will be considered, along with an undertaking letter from the bidder that FY 2022-23 statements are not audited.</p>



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		In this scenario Audited Financial statements for the financial year 2019-20, 2020-21 and 2021-22 are to be submitted.
	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process A. Eligibility Bid Evaluation C. Experience & Support Infrastructure 1. The Bidder should have implemented WhatsApp Business solution for at least 3 organizations in India in last 3 years. Out of 3 implementation, at least one should be in a Financial Institution.</p>	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process A. Eligibility Bid Evaluation C. Experience & Support Infrastructure 1. The Bidder should have implemented WhatsApp Business solution for at least 2 organizations in India in last 3 years. Out of 2 implementation, at least one should be in a Financial Institution.</p>
1	<p>Annexure 02 - Evaluation Terms 2. Evaluation Process B. Technical Bid Evaluation </p>	<p>Annexure 02 - Evaluation Terms 1. Evaluation Process B. Technical Bid Evaluation </p>



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Criteria	Evaluation Parameters	Sub Scores	Criteria	Evaluation Parameters	Sub Scores
Number of implementations carried out (in the last 3 years starting from date of RFP) **	For each Implementation 3 marks. 1 additional mark will be awarded if the implemented in Bank/ Financial Institute.	15	Number of implementations carried out (in the last 3 years starting from date of RFP) **	For each Implementation 3 marks. 1 additional mark will be awarded if the implemented in Bank/ Financial Institute.	15
Technical Proposal on Proposed Solution by the Bidder	Technical presentation* will be evaluated on the following parameters: <ul style="list-style-type: none"> • Dashboard User Interface (4 Marks) • Level of compliance, data privacy & cloud security and other security aspects. (4 Marks) • Solution Architecture & Business Continuity (4 Marks) • Use of supported Open-Source Tools/Technology (4 Marks) • Analytical Capabilities and dashboard (4 Marks) • Mechanism to handle redundancy of the conversation (Queuing, Caching etc.) and use of cutting-edge technology. (4 Marks) • Efforts & time required to change the customer journey and fault tolerance mechanism (identification and rectification) (4 Marks) • Testing framework (4 Marks) 	40	Technical Proposal on Proposed Solution by the Bidder	Technical presentation* will be evaluated on the following parameters: <ul style="list-style-type: none"> • Dashboard User Interface (4 Marks) • Level of compliance, data privacy & cloud security and other security aspects. (4 Marks) • Solution Architecture & Business Continuity (4 Marks) • Information Security Aspects of the proposed Solution. (4 Marks) • Analytical Capabilities and dashboard (4 Marks) • Mechanism to handle redundancy of the conversation (Queuing, Caching etc.) and use of cutting-edge technology. (4 Marks) • Efforts & time required to change the customer journey and fault tolerance mechanism (identification and rectification) (4 Marks) • Testing framework (4 Marks) 	40



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	<ul style="list-style-type: none"> Manageability of multiple journeys (customer/non customer, journeys of various languages etc) & ease of reflecting changes to all the journeys. (4 Marks) Additional features other than scope & Product Roadmap (4 Marks) 			<ul style="list-style-type: none"> Manageability of multiple journeys (customer/non customer, journeys of various languages etc), Efforts required to develop and manage multiple language journey & ease of reflecting changes to all the journeys. (4 Marks) Additional features other than scope & Product Roadmap (4 Marks) 		
Product Features	Demonstration of in-depth understanding of the Bank's project technical and functional requirements mentioned in scope of work.	45		Product Features	Demonstration of in-depth understanding of the Bank's project technical and functional requirements mentioned in scope of work.	45
TOTAL MARKS		100		TOTAL MARKS		100
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.....					
Annexure 10 – Project Details Scope of Work D. Projections Bidder need to consider following estimation for the solution design. The solution should meet the below estimations deliverables should be benchmarked to meet the requirement. During the contract period, if the deliverables failed to meet the projected numbers given below, then Service Provider will do the required upgrades without any additional cost to the Bank. However, system should be scalable beyond the projections below. During the contract period if Bank decided to upgrade the system capability beyond the projected numbers, Bank will bear the on premise infra cost however, end to end upgrade will be the responsibility of the Service Provider.				Annexure 10 – Project Details Scope of Work D. Projections Bidder need to consider following estimation for the solution design. The solution should meet the below estimations deliverables should be benchmarked to meet the requirement. During the contract period, if the deliverables failed to meet the projected numbers given below, then Service Provider will do the required upgrades without any additional cost to the Bank. (Highlighted Section is deleted)		
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<p>Annexure 10 – Project Details Scope of Work a) Project Scope 58. The Service Provider to provide an API to identify if a customer is on WhatsApp or not.</p>	<p>Annexure 10 – Project Details Scope of Work a) Project Scope Highlighted point is deleted.</p>
<p>8. Payment Terms a) Development, Customization, Implementation, Integration and Deployment Cost: <ul style="list-style-type: none"> • 50% of Development, Customization, Implementation, Integration and Deployment Cost plus applicable tax after UAT Sign off in the form of Acceptance Test which should be signed by both Bank’s identified Project Manager & vendor representative. • 30% of Development, Customization, Implementation, Integration and Deployment Cost plus applicable tax after go-live sign off from Bank. Go Live Sign Off in the form of Acceptance Test should be signed by both Banks identified Project Manager & vendor representative. • 20% of Development, Customization, Implementation, Integration and Deployment Cost plus applicable tax after Go-Live closure signoff from Bank. Go Live Closure Sign Off in the form of Final Acceptance Test should be signed by both Bank’s identified Project Manager & vendor representative. </p>	<p>8. Payment Terms a) Development, Customization, Implementation, Integration and Deployment Cost: <ul style="list-style-type: none"> • 50% of Development, Customization, Implementation, Integration and Deployment Cost plus applicable tax after UAT Sign off in the form of Acceptance Test which should be signed by both Bank’s identified Project Manager & vendor representative. • 30% of Development, Customization, Implementation, Integration and Deployment Cost plus applicable tax after go-live sign off from Bank. Go Live Sign Off in the form of Acceptance Test should be signed by both Banks identified Project Manager & vendor representative. • 20% of Development, Customization, Implementation, Integration and Deployment Cost plus applicable tax after Go-Live closure signoff from Bank. Go Live Closure Sign Off in the form of Final Acceptance Test should be signed by both Bank’s identified Project Manager & vendor representative. Please Note: Payment schedule for 10 languages will be followed as per the above payment terms against Development, Customization, Implementation, Integration and Deployment Cost. Payment will be as per actual implementation.</p>



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	Annexure 9 – Letter of undertaking from OEM/OSD	Annexure – 9 is deleted, however bidder need to submit authorization from Meta/Whatsapp as per standard format.
	Annexure 16 - Letter of Undertaking from OEM/OSD on Cloud Security and Compliance (Applicable in case of cloud-based solution)	Annexure 16 - Letter of Undertaking from OEM/OSD bidder on Cloud Security and Compliance (Applicable in case of cloud-based solution)
	Annexure 19 – Letter of Undertaking from OEM/OSD on Compliance to RBI Master Direction on Outsourcing of IT Services RBI/2022-23/xx DoS.CO.CSITEG/SEC.xx/31.01.015/2022-23 Dated 23rd June 2022	Annexure 19 – Letter of Undertaking from OEM/OSD bidder on Compliance to RBI Master Direction on Outsourcing of IT Services RBI/2022-23/xx DoS.CO.CSITEG/SEC.xx/31.01.015/2022-23 Dated 23rd June 2022
	Additional Clause	In case the bidding company/ firm is hived off from the demerged company, the experience, eligibility etc. as per the requirement of the RFP may be considered as of the demerged company, provided the demerged company doesn't apply in the same RFP process and Novation / Other Relevant Agreement is in place. In that case, Relevant Novation / Other Relevant Agreement need to be submitted

Addendum to following Annexures:

Annexure 12- Masked Commercial Bid

Annexure 13- Commercial Bid

Clarification of Pre-bid queries is enclosed as part of this Addendum as 'Annexure A'

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.



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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	
C. Standard Message Charges*						



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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
1	Marketing Conversation	0.00	36,00,00,000	0.00	43,00,00,000	0.00	0.00	0.00	0.00
2	Utility Conversation	0.00	5,000	0.00	5,000	0.00	0.00	0.00	0.00
3	Authentic Conversation	0.00	5,000	0.00	5,000	0.00	0.00	0.00	0.00
4	Service Conversation	0.00	4,00,00,000	0.00	5,00,00,000	0.00	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

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



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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.



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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
C. Standard Message Charges*						



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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
1	Marketing Conversation	0.00	36,00,00,000	0.00	43,00,00,000	0.00	0.00	0.00	0.00
2	Utility Conversation	0.00	5,000	0.00	5,000	0.00	0.00	0.00	0.00
3	Authentic Conversation	0.00	5,000	0.00	5,000	0.00	0.00	0.00	0.00
4	Service Conversation	0.00	4,00,00,000	0.00	5,00,00,000	0.00	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

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.

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