

**LOYALTY PROGRAM  
BHARAT PETROLEUM CORPORATION LIMITED  
12/E, MAKER TOWERS, CUFFE PARADE,  
MUMBAI 400 005.**



**TENDER FOR MANAGING LOYALTY PROGRAM MARKETING & ANALYTICS**

**CRFQ NO. : 1000280268**

**Due date : 25.05.2017**

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## Section - I

<b>Tender Schedule</b>		
<b>Sr. No.</b>	<b>Description</b>	<b>Details /Timelines</b>
1.	Tender Number	24423
2	Title	Tender for Managing Loyalty Program Marketing & Analytics
3	Type of Tender	Limited Tender
4	Bid Type	Techno Commercial Bid
5	Evaluation Criteria	Grand Total
6	Date of tender	06.05.2017
7	Date / Time / Venue of Pre Bid Meet.	12.05.2017 at 10.00 Hrs at BPCL, 12 <sup>th</sup> Floor, Maker Towers, Mumbai
8	Last date & Time for submission of tender.	25.05.2017 at 11.00 Hrs
9	Date & Time for opening of Technical Bid	25.05.2017 at 12.00 Hrs
10	Date & Time for opening of Price Bid	25.05.2017 at 16.00 Hrs
11	Scope of the Tender	Managing Loyalty Program Marketing & Analytics
12	Currency Type	Indian Rupees (INR)
13	EMD	Rs.1,00,000/- ( Rupees One Lakh only )
14	Period of validity of Quotes	36 months from the date of appointment

## Section - II

### TENDER NOTICE BHARAT PETROLEUM CORPORATION LIMITED

#### Notice inviting Tender from Domestic Bidders For Loyalty Programs Marketing

**Tender Reference No: - CRFQ No. 1000280268 dated 04.05.2017**

**Bharat Petroleum Corporation Limited (BPCL)**, invites Techno Commercial Bid from capable domestic bidders for Managing Loyalty Program Marketing & Analytics – Loyalty Program

#### **Broad scope of work:**

1. Bidder should be capable of undertaking the Management of Loyalty Program as well as Marketing activities & Analytics. Bidder to also submit timely & insightful Analytical reports & MIS with actionables.
2. Bidder to have latest competitive analytical tool and expertise in data mining and providing valuable suggestions to assess health of the program.
3. Bidder should have robust system to carryout Market Surveys, Dipstick Analysis, Scheme performance & provide valuable insights.
4. Bidder to provide resource/s with proficient skill sets to handle Program Performance Analysis & Monitoring & related activities.
5. Bidder to have expertise in handling program communication through various channels & related activities.
6. Bidder to have expertise in program creatives for different modes of communication.
7. Bidder to have capabilities in managing customer services through different modes, providing timely satisfactory solutions.
8. BPCL is developing a New Loyalty Program, the bidder should be able to manage complete transition from Old Loyalty Program to New Loyalty Program.

## Section III

### Introduction

#### **About BPCL:**

Bharat Petroleum Corporation Ltd. (BPCL) is the 2<sup>nd</sup> largest oil marketing company in the country. BPCL is one of the Fortune 500 Companies in the country with ranking of 280<sup>th</sup> and poised to be elevated to the rank of “Maharatna” by the Government of India. BPCL’s Retail Business Unit is the largest amongst its 6 Business Units accounting for 60% of its turnover and having about 21% marketing share in India. BPCL infrastructure today possess of strategic network of more than 13000 retail outlets across the country.

#### BPCL fostering customer relationship

At Bharat Petroleum Corporation Limited (BPCL) we understand customer needs and relentlessly work towards fulfilling them, working consciously towards providing added value in fuel and non-fuel areas. The Corporation has pioneered offerings in Indian Petroleum retailing space that have bridged need gaps of its customers. Loyalty is one such attempt to foster and reward relationships. With its customer centric initiatives leveraging information technology for both its reach and results. Bharat Petroleum has revolutionized the fuel retailing business with the nation’s first ever SmartCard solution in the Oil and Gas Sector.

Recognizing the needs of our customers to make life more convenient and rewarding, BPCL was a pioneer in introducing a loyalty-cum-rewards program. Equipped with SmartCard technology, the PetroBonus program combines convenience in payment alongwith an inbuilt rewards program with reward points “Petromiles” everytime the customer fuels. To cater to large Fleet owners, SmartFleet program was launched offering convenience, security and a host of privileges such as cashless transactions, vehicle tracking, credit option and Cash Management System. At the time of launch, the program had one variant – Petrocard which was designed to cater to the needs of the individual motororists.

#### PetroBonus & SmartFleet

Over the last 17 years, the program has grown multi-fold and the turnover during the last year was over Rs.26000/- Crores. BPCL has its Loyalty Program spread across geographies and demography in the country at over 7000 Retail Outlets and serving over 4 million members with a sale that is garnering more than 17.5% of its Fuel volume through loyal customers.

Business Objective :

BPCL wishes to take services of Agency for managing Loyalty Program, Marketing activities & Analytics which includes data mining, performance monitoring, designing and fulfilling promotional schemes, communications to Loyalty customers, program wise analysis etc. The service provider will be required to operate in a secured environment where data security of Loyalty members is of prime importance. The responsibility of maintaining security of data completely lies with the service provider, who will be given due access to operate and deliver desirable services. BPCL will however lay down necessary guiding principles of security, information confidentiality, accessibility etc.

## Section IV

### SCOPE OF WORK

**1. Monthly Management Activities :** Scope of work as per table below & Price bid as per Section VII (Table 1)

Sr. No	Activity	Scope Of Work
1.	<b>Loyalty Program Performance Analysis &amp; Monitoring</b>	<p>a. Receiving and storing updated database masters of the <b>Loyalty Program</b> on a secured server of appropriate size and configuration with required firewalls as mentioned below:</p> <ul style="list-style-type: none"> <li>• Master Data to be shared through FTP/secured mode every 5<sup>th</sup> of following month.</li> <li>• Receive, Store &amp; process Profile &amp; Transaction data of the member base after data validation.</li> <li>• Share validated data periodically in required format for updation. Ensure all Masters to be kept updated at all times.</li> </ul> <p>b. Suggestive measures and action plan such as effective communication, campaigns, schemes etc. based on sales analysis and reports furnished to BPCL for each of the programs.</p> <ul style="list-style-type: none"> <li>• Analytical reports based on programwise queries raised at Call Centre and at Helpdesk, PetroBonus &amp; through Postal queries.</li> <li>• Analysis of Reward redemption and suggestive improvements in reward catalogue and process.</li> <li>• Analyze EDC health management and analytics.</li> <li>• Performance analysis of SFCC /FSO/RFSM/Territory/Region</li> <li>• Performance analysis of any new program developments from time to time</li> </ul> <p>c. Utilizing available Masters &amp; Transaction data for in depth analytics which would be provided as standard queries and DashBoards of the programs.</p> <ul style="list-style-type: none"> <li>• Periodical Dashboards &amp; Reports as per BPCL's requirement covering all aspects of the program.</li> <li>• Exception Analysis &amp; Reporting : Irregular tier movement, -ve &amp; +ve exceptions, Profile/ transaction based exceptions, suggest plan of action to address exceptions</li> <li>• Pre-emptive Analysis to suggest trends / patterns</li> <li>• Adhoc Reports as and when sought by BPCL from time to time.</li> <li>• Standard queries like Enrolment, Activation, Program wise</li> </ul>

		<p>Sales trend, Segment wise sales trend etc.</p> <p>Formats of reports to be proposed and finalized in consultation with BPCL.</p> <p>d. Utilizing available data for various essential communications of the programs.</p> <ul style="list-style-type: none"> <li>• PetroBonus Quarterly Point Statement for the active members</li> <li>• Petromiles Expiry communication in each Program</li> <li>• Membership expiry communication in each Program</li> <li>• Periodic Proactive Tier upgrade and downgrade communications in SmartFleet Program</li> <li>• Dormancy activation every quarter / Half Year</li> <li>• Standard communications as Birthday, Anniversary, festive greetings and New Year communication etc.</li> <li>• Any other communication required to be sent to customers from time to time.</li> </ul> <p>e. Dipstick Analysis / Feedbacks / Surveys/Market Research analytics &amp; reporting to keep check on the health of the program :</p> <ul style="list-style-type: none"> <li>• Dipstick Analysis once in 3 months with segment of customers</li> <li>• Customer Feedback / Surveys once in two months through E-mail / Website / physical forms / feedback collection</li> <li>• Market Research and Voice of customer : Collect inputs from RO/ customers &amp; suggest market trends in fuel industry and advise best practices in industry and their benefits.</li> <li>• Evaluation through Survey of efficacy of specific campaigns conducted by BPCL</li> </ul> <p>Data analysis to be done using latest competitive analytical tool and through experts in data mining and presenting in required formats. Full time services to be rendered by expert/s from designated place of work by BPCL.</p>
2.	<b>Account Servicing</b>	<p>The scope of work encompasses regular activities associated with all allied programs of 'PetroBonus' &amp; 'Smart Fleet'.</p> <p><b>a. Creative out puts:</b></p> <p>Periodic communications: Creative design, 'copy &amp; art work' of all periodic program communications for each suitable medium, including communication /activities required during NLP roll out and stabilization.</p> <p>Modes of communication : Email/SMS/physical letters/website/whatsapp/twitter handle/ facebook page etc.</p>



	<ul style="list-style-type: none"> <li>• <i>Transactional Communication:</i> <ol style="list-style-type: none"> <li>I. Quarterly Petromiles statement for active PetroBonus.</li> <li>II. Monthly/Quarterly/Half Yearly statements for SmartFleet</li> <li>III. Periodic Tier wise communications for SmartFleet members like fence sitter communications, Tier Upgrade, Tier Download</li> <li>IV. Expiry of Petromiles and Membership communication in both programs</li> <li>V. Activation communications for the Dormant members on a quarterly –Win back / Half Yearly-Revival</li> <li>VI. Reinstatement communications to the active base</li> <li>VII. Monthly Petro Quiz winner</li> </ol> </li>   <li>• <i>Standard Communication:</i> <ol style="list-style-type: none"> <li>I. Brochures of the Program</li> <li>II. Welcome Kits of the programs</li> <li>III. Rewards Showcase</li> <li>IV. Design of all collaterals of the program such as card creative, sleeves, envelope, letterheads which would be required from time to time as per the changes in the program.</li> </ol> </li>   <li>• <i>Promotional communication:</i> <ol style="list-style-type: none"> <li>I. Campaign Outdoor creative’s like Hoarding, Banners, standees, mailers, emails.</li> <li>II. Others such as standard stationary, emailer, SMS, Whatsapp, twitter handle, facebook, brochure, banners, pamphlets etc. relevant for the program time to time .</li> <li>III. Manage campaign through Mobile App using GIF, Videos, Static images, graphs etc.</li> </ol> </li>   <li>• <i>Channel communication (on program developments, campaigns, announcements etc) :</i> <ol style="list-style-type: none"> <li>I. Periodic Dealer Newsletter</li> <li>II. Quarterly internal communication thru e-mail</li> <li>III. Member Newsletter</li> <li>IV. SFCC Newsletter</li> <li>V. Others</li> </ol> </li>   <li>• <i>Training Module Design/Kits &amp; Scripts for all Programs</i> <ol style="list-style-type: none"> <li>I. Network : SFCCE / DSM / Dealers / Customer</li> <li>II. Sales kit for internal team in regional languages</li> <li>III. FAQs for Call Centre Executive &amp; E-mail queries</li> <li>IV. Others</li> </ol> </li> </ul> <p>Atleast 2-3 design options should be given within stipulated time of the brief &amp; update given by BPCL.</p> <ul style="list-style-type: none"> <li>• <i>Monitoring &amp; managing effectiveness of services:</i> <ol style="list-style-type: none"> <li>I. a) Call Centre Performance</li> </ol> </li> </ul>
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		<p>b) Query resolution &amp; closure  c) Reward Management including Internal Voucher execution  d) Card Personalization : Co-ordination, complaint &amp; fulfillment  e) EDC deployment, upkeep management &amp; complaint resolution</p> <p>Full time services to be rendered by expert from designated place of work by BPCL.</p> <p><b>b.Web &amp; Social Media communication</b></p> <ul style="list-style-type: none"> <li>• Design website helpdesk page to enable customer submit query with his e-mail id and appropriate response channel.</li> <li>• Design Portal for SFCC performance to input enrolment &amp; activity data during the month and FSOs to monitor with periodic reports &amp; alerts.</li> <li>• Create content for &amp; manage Social Media accounts for each program.</li> <li>• Create, collate content in the form of videos, photo sharing by module and publish customer testimonials as approved by BPCL.</li> <li>• Share weekly analytics reports through reliable sources to show level of customer’s engagement in website / social media with program and suggest improvements / changes from time to time.</li> <li>• Provide inputs to manage responsive websites for Loyalty programs</li> </ul> <p><b>c. Promotion / Campaign Management &amp; Deliverables :</b></p> <p>Conceptualize Promotions, identify target customers, design &amp; present detailed execution plan of program with timelines &amp; estimates. Support with relevant reports on outcome with measurable for target Vs actuals &amp; program success.</p> <ol style="list-style-type: none"> <li>i. Enrolment campaigns</li> <li>ii. Retention / Revival / Activation/Winback campaigns</li> <li>iii. Sales Promotion Campaigns</li> <li>iv. Schemes on Festivals/Anniversary/Foundation Day etc.</li> <li>v. Redemption Campaigns</li> <li>vi. Referral Campaigns</li> </ol> <ul style="list-style-type: none"> <li>• Atleast 1+1(PetroBonus &amp; SmartFleet) well conceived, properly drawn up promotion and campaign proposition in a quarter.</li> <li>• Based on the brief provided, agency will provide quality 2-3 concepts of promotions &amp; campaigns to increase member engagement, rewards or sales. These 2-3 concepts to be given within 2 days of the written brief given by BPCL.</li> <li>• The first cut of the approved concept will be submitted to BPCL within 7 days of approval which would include ball park estimates and proper detailing of execution.</li> </ul>
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		<p>Enable campaigns design and conduct through Mobile App &amp; reporting</p> <p><b>d.Event Management &amp; Execution :</b></p> <ul style="list-style-type: none"> <li>• Minimum 2 events for PB &amp; SF customers each in a calendar year. Events may be both Indoors &amp; Outdoors ranging from Movie/IPL/Pro-Kabaddi/Hosted events/Family Events/ Educational Events/ Experiential Events etc.</li> <li>• Manage end to end from ideation to successful execution of event to required resources.</li> <li>• Ensure Event covers customer presence PAN India in Mega Event or replicating event in multiple States/Cities</li> <li>• At least 4 well conceived, properly drawn up in a year for Loyalty.</li> </ul> <p><b>e. Mailing and Fulfillment</b></p> <ul style="list-style-type: none"> <li>• Coordinating for mailing of all the communications as per the plan of the year</li> <li>• On approval of communication collateral agency will co-ordinate for timely mailing which includes mailing money</li> <li>• All return post mail logs to be provided to BPCL on periodic basis and fulfillment of all the communications thru relevant mediums within specified timelines.</li> <li>• For outbound mails logs to be provided for dispatches &amp; return mails</li> <li>• All returned mail (RTOs) to be tagged for further corrective action as desired by BPCL</li> </ul> <p><b>f. Partnership / Tie ups and Alliances :</b></p> <ul style="list-style-type: none"> <li>• Identify partners for exclusive Promotions and offers for a limited period.</li> <li>• Identify Partners for Burning Petromiles for a limited period.</li> <li>• Minimum 3 Brand alliance/ partners per quarter valid for atleast 3 months for both 'PetroBonus' and Minimum 2 brand alliance / partner every month for 'SmartFleet' programs to be introduced and be converted into a successful deal.</li> <li>• Suggest &amp; work out Partnerships with brands of relevant industries to provide wider platform to loyalty customers to burn loyalty points.</li> </ul>
3.	<b>Customer Service</b>	<p><b>a.Handling P.O.Box</b></p> <ul style="list-style-type: none"> <li>• Handling all inbound Postal queries, maintaining log, ensuring closure of complaints received within 3 days of receipt of complaints where no follow up is required and 7 days where follow up is required. Ensuring effective follow up and closure.</li> <li>• Managing the P.O. Box - arranging receipt of mail from P.O Box on weekly basis.</li> </ul>

		<ul style="list-style-type: none"> <li>• Renewing the contract of P.O. Box on time with India Post.</li> </ul> <p><b>b.Handling customer queries &amp; complaint management for both programs.</b></p> <ul style="list-style-type: none"> <li>• Handling inbound emails and ensuring closure of complaints received within 3 days of receipt of complaints where no follow up is required and 5 days where follow up is required. Ensuring effective follow up and timely closure. Escalation matrix to be strictly followed and sensitive queries to be highlighted for timely &amp; suitable redressal.</li> </ul> <p><b>c.Online Chat Support :</b></p> <ul style="list-style-type: none"> <li>• 24 X 7 chat support to provide instant query resolution.</li> <li>• Ticket management system</li> <li>• Instant alerts on abnormal queries.</li> </ul> <p><b>d.Online Helpdesk :</b></p> <ul style="list-style-type: none"> <li>• Create platform to receive &amp; respond to queries received from all sources of social media (twitter, facebook etc) &amp; provide instant &amp; effective query resolution.</li> <li>• Ticket management system</li> <li>• Instant alerts on abnormal queries.</li> </ul> <p>Full time services required to handle incoming queries seamlessly from local setup. Ensure seamless migration &amp; integration of each platform with NLP when in place.</p> <p><b>MIS for each of Touch points separately &amp; consolidated reports :</b></p> <ul style="list-style-type: none"> <li>• Submitting weekly report (on 1<sup>st</sup> day of the following week) and monthly report (on 1<sup>st</sup> day of the following month), analytics and suggestions for improvements for lowering customer complaints.</li> <li>• Weekly Customer Service JSR (on 1<sup>st</sup> day of following week)</li> <li>• Weekly Report on Category wise complaints (Email+ Postal) (on 1<sup>st</sup> day of the following week)</li> <li>• Weekly Open cases report (on 1<sup>st</sup> day of following week)</li> <li>• Monthly complaint response time analysis (on 1<sup>st</sup> day of the following month)</li> </ul>
	<b>General</b>	<p>Resources provided to be proficient in handling allotted job within stipulated time frame during office working hours from Monday to Saturday at designated work place.</p> <p>Rates include costs towards travel, mobile call charges, medical &amp; other miscellaneous charges.</p>

## 2. 'CALL OFF' ACTIVITIES

Activities, which are not normally consistent but however need to be executed on a time to time interval and will form the part of items listed in the SOR as detailed in Price Bid mentioned under Section VII (Table 2).

### **Commercial Terms :**

1. The period of engagement under this tender contract would be for a period of 3 years from the date of appointment.
2. Payments to Service provider will be made through NEFT / RTGS.
3. EMD of selected party will be converted to Security deposit on which no interest will be payable.
4. Service Tax including Cess as applicable to be quoted in the prescribed format.
5. Rates include costs towards travel, mobile call charges, medical & other miscellaneous charges.

## Section V

### Technical Evaluation Criteria :

- Resources declaration with document proof – Proficiency of workman (skilled, computer knowledge & capability of managing Analytical tool etc.)
- Availability of hardware, Analytical tool & infrastructure for execution of the job
- Proof of availability of sufficient man power for execution of the job
- Proof of Conduct (POC)

## Section VI

### Special Terms and Conditions for Bidders

#### 1. Earnest Money Deposit (EMD)

- a) Bidder has to submit EMD of Rs. 1 Lakh in DD in favour of Bharat Petroleum Corporation Ltd., payable at Mumbai.
- b) EMD instrument should be scanned and uploaded in the tender
- c) EMD of successful bidder would be converted to security deposit.
- d) Non submission of EMD shall lead to disqualification without any prior notice
- e) No interest is payable on the amount of EMD so deposited
- g) No retention money

#### 2. Submission of Tender :

- a) The tender document is available on <https://bpcleproc.in> and <https://www.bharatpetroleum.in/tender/view-tenders.aspx>
- b) BPCL is not responsible for non submission of the tender document by the bidder for any reasons.
- c) EMD money should be enclosed in a separate envelope duly super-scribed with tender reference number stating EMD and send to the following address on or before due date and time of submission of tender response.

Loyalty Program - RHQ  
Bharat Petroleum Corporation Ltd.  
12<sup>th</sup> Floor, E-Wing, Maker Towers  
Cuffe Parade, Colaba  
Mumbai 400 005.

K.Attn.: Mr.Brij Dutta, Sr.Manager-Loyalty Program

#### 3. Due Date for Submission of Tender : 25.05.2017 at 11.00 Hrs

The due date for submission of bid as indicated in the tender schedule. This is an e-tender, it should be submitted on **<https://bpcleproc.in>**.

4. Tender document duly signed and sealed to be uploaded online along with scanned copies of documental proofs on or before due date and time of submission.
5. The offer submitted by the bidder shall be valid for at least period of 36 months from the due date of submission of tender. In case of any extensions to the due date, if advised by BPCL, the validity

period of 36 months will be counted from the extended due date. For successful bidder, offer shall remain valid till complete execution of the order.

6. Bid will be evaluated based on the total cost quoted by the bidder, including taxes, levies and duties to determine the lowest quoted bid (i.e. cost to BPCL)
7. Price bid should be unconditional, mention of any conditions in price bid will lead to disqualification of the bid. Revision in the prices quoted by the bidder will not be allowed during evaluation.
8. Tender will be evaluated based on the price quoted as per the terms and conditions of tender document.

9. **Internet Security Policies** :

Vendor needs to adhere to Internet Security Policies.

10. **Cancellation of Tender** :

BPCL at its own discretion has the right to cancel the tender without assigning any reasons whatsoever.



## Section VII

### Price Bid

Table 1.

Monthly Management Fees for MANAGING LOYALTY PROGRAM MARKETING & ANALYTICS									
	Heads	Details	Unit	Rate	Estimated	Total	Tax	Total	
				per month (Rs.)	Qty in nos. per month	Amount for 3 Years (Rs.)			
Loyalty Program Performance Analysis & Monitoring	Data Management (This rate would be applicable upto 4 lakh members and 25 lakh Transactions per month)	Rate to be quoted per member/month: for holding member profile details for all the works inline with the scope of work (current active Loyalty members are around 4 lakhs per month)	per record		8000				
		for holding the per transaction details of a member per month( current daily transaction around 75000 perday)	per record		100000				
		<b>**A rate Quote above 4 lakhs members and above 25 lakh transactions per month</b>	<i>Per member profile</i>	per records		3000			
		<i>Per Transactions</i>	per records		25000				
	<b>Call Centre/Rewards/SFCC/Others</b>	Dedicated person with required skill sets for data management & co-ordination for deliverables	Per seat per month						
	<b>Card Management</b>	Dedicated person with required skill sets for data management & co-ordination for deliverables	Per seat per month						
	<b>EDC Deployment &amp; query management</b>								
	<b>Program Analytics</b>	Dedicated person with proficiency in handling analytical tool	Per seat per month						
	<b>Survey/Feedback/Market Resarch</b>	To check health of program	LS per month						
	<b>Sub Total</b>								
Account Servicing	<b>Program Creatives &amp; all channel communication -Web, Social Media etc.</b>	All Creatives for Loyalty Program & communication - Transactional, Standard, Promotional, Channel Communication, Training modules/kits. Collation of web content & updation on Websites. Maintaining portal for SFCC performance monitoring module & others.	LS per month		5				

	<b>Partnership Alliance/ Campaign / Event Management</b>	Per quarter minimum 2 Tactical partner offers for the members in our loyalty program. Campaign & Event Management (propose exciting concepts for camapigns which generate good response. Concepts, shortcode rental per month, maintaining the camapign Management tools like Lucky draw portals etc.)	LS per month						
	<b>Mailing and Fullfilment</b>	Mailing Fullfilment (liase with BPCL, Post office, Data center and all other concerned for timely sending out all communications)	LS per month						
	<b>Sub Total</b>								
Customer Service	<b>Customer Service (upto 1500 emails per month and 100 letters we would use 1 seat)</b>	Dedicated person with proficiency in handling Loyalty customer queries, co-ordination & resolution	Per seat per month						
	<b>Online Helpdesk &amp; Chat support</b>	Dedicated person with proficiency in handling Loyalty customer queries, co-ordination & resolution	Per seat per month						
	<b>Sub Total</b>								
A+B+C	<b>Total cash outflow</b>								

Table 2.

ITEM WISE RATE CARD FOR MANAGING LOYALTY PROGRAM MARKETING & ANALYTICS								
	Particulars	Estimated Qty for 3 years	Units	Rate per Unit (Rs.)	Total Amount (Rs.)	Tax %	Total withTax (Rs.)	
<b>A</b>	<b>Creative</b>							
1	<b>Mailers</b>							
1.1	Single page leaflet copy and design	18	Nos					
1.2	Envelope Design	18	Nos					
1.3	Brochures copy and design	6	Nos					
1.4	Business Reply envelope	6	Nos					
1.5	Response form	6	Nos					
1.6	Poster	6	Nos					
1.7	Loyalty Programme Plastic card design	3	Nos					
1.8	Point statement design	3	Nos					
2	<b>Outdoor Design for</b>							
2.1	Hoarding/Banner/Standee	18	Nos					

2.2	Hoarding adaptation per proportion	36	Nos				
<b>B</b>	<b>Web (Loyalty Programs)</b>						
1	All web based works <b>on a manday</b> basis (New applications, web banners both static and flash, elements for Promotional campaign on Web, emailers, webpages etc.)	500	Man day				
2	Creation of web portal	5	Nos				
<b>C</b>	<b>Mailing and fullfiment</b>						
1	Per Email	2500000	Nos				
2	Per SMS ( Inline with NEW TRAI guidelines)	5000000	Nos				
3	Post mails	2500	Nos				
4	Laser Personalisation( Mail merge)						
a	Statement per side	3000000	Nos				
b	Inland Letter per side	3000000	Nos				
c	Stationery / Paper	3000000	Nos				
d	others	1000000	Nos				
5	Fullfilment						
a	Assembling and stuffing ( 2 piece mailer 1 Insert + envelope) folding insertions	3600000	Nos				
b	Per additional element	1000000	Nos				
c	Inland letter fabrication, folding, pasting	1500000	Nos				
6	Label Pasting per mailer	150000	Nos				
7	Label Printing	150000	Nos				
<b>D</b>	<b>Partnership and alliances</b>						
1	Per partnership	8	Nos				
<b>E</b>	<b>Customer Service</b>						
1	Outbound Telecalling	1000	Nos				
2	Per additional seat	1	Nos				
<b>F</b>	<b>Agency Commision</b>						
a	Third party works such as Mailing,Image purchase	2000000	%				
b	Promotion Campaign commission (prizes/ gifts provided from third party)	2000000	%				
	<b>TOTAL</b>					<b>0</b>	<b>0</b>

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