

Insurance Institute of India
"G" Block, Plot No. C-46,
Bandra-Kurla Complex, Near American Consulate,
Mumbai- 400051.
www.insuranceinstituteofindia.com

Date of Publishing Tender	: 27-May-2016
Last Date of Tender submission	: 17-June-2016
Tender form fees (Nonrefundable)	: NIL
Earnest Money Deposit	: Rs. 10,000/- (Rs. Ten thousand Only)
Last date for Queries	: 04-June-2016
Address for Communication and Submission of Bids	: Director College of Insurance, "G" Block, Plot No C - 46, Bandra-Kurla Complex, Near American Consulate, Mumbai- 400051. Tel :022-26544200 E-mail : rfp@iii.org.in

REQUEST FOR PROPOSAL (RFP) FOR Mass Mailing Service
TENDER NO: MassMailing2016



COLLEGE OF INSURANCE

"G" Block, Plot No. C-46, Bandra-Kurla Complex, Near American Consulate,
Mumbai- 400051. Phone: 022-26544200,
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SECTION I

INSTRUCTIONS/GUIDELINES TO BIDDERS

The purpose of this RFP is to solicit proposals from qualified vendors who have requisite expertise and infrastructure to provide mass mailing (Bulk Mail) on behalf of the III for its MEMBERS.

The complete set of bidding documents can be downloaded from the III website.

The Tender offer should be submitted in one sealed envelope mentioning 'OFFER FOR PROVIDING MASS MAILING SERVICES' which should in turn contain two sealed covers super scribed as Part I (Eligibility Bid , Technical bid, EMD) and Part II (Commercial bid).

Part I (Cover 'A') should contain Demand Draft/Bank Guarantee for **Rs. 10,000/- (Rs. Ten thousand only)** as per clause 2.0 below along with the eligibility and technical bids, and **Part II (Cover 'B')** should contain the commercial bid.

1.0) THE TENDER OFFER

1.1) The Tender Offer as indicated above should be addressed to the Director, College of Insurance, "G" Block, Plot No C - 46, Bandra-Kurla Complex, Near American Consulate, Mumbai- 400051 and should be submitted before **3.00 PM on 17-June-2016**. If the last date for submission of tenders happens to be a holiday due to some unforeseen circumstances, then the tender can be submitted by 11 a.m. on the next working day.

1.2) Cover 'A' containing the eligibility and technical bids will be opened by the Committee constituted by the III.

1.3) Cover 'B' containing commercial bids would be opened by the Committee constituted by the III

In case, the date happens to be a holiday, the tenders would be opened on a subsequent date, which will be intimated.

2.0) THE INSTITUTE RESERVES THE RIGHT TO:

2.1) Revise the quantities at the time of placing the order.

2.2) Add, modify, relax or waive any of the conditions stipulated in the tender specification wherever deemed necessary.

2.3) Reject any or all the tenders without assigning any reason thereof.

2.4) Award contracts to one or more bidders for the item/s covered by this tender.



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3.0) REJECTION OF TENDERS:

The tender is liable to be rejected if any one or more of the following conditions are not met:

- 3.1) If it is not in conformity with the instructions mentioned herein,
- 3.2) If it is not properly signed by the bidder,
- 3.3) If it is received after the expiry of the due date and time for bid submission.
- 3.4) If it is evasive or incomplete including non-furnishing of the required documents.
- 3.5) If it is quoted for a period less than the validity of the tender.
- 3.6) If it is received from any blacklisted bidder or a vendor with whom the past experience is not satisfactory.
- 3.7) If the technical bid does not fulfill the requirement.

4.0) VALIDITY OF TENDERS

The tenders should be valid for acceptance for a period of at least 1 year from the date of tender publication. The offers with a lesser validity period would be rejected.

5.0) Signing of Contract

The successful bidder shall sign and return the Contract (Annexure-13) within 2 weeks from the date of first purchase order from III along with a BG of 15% of annual contract value (without applicable taxes)

6.0) PRICE

9.1) The bidders should quote only the base price in INR only. All applicable taxes will be paid as actuals.

9.2) The prices will be valid for a period of five Years from the date of first purchase order from III.

7.0) Format and Signing OF BID

7.1) The bid shall be typed on 8.5" by 11" or A4 size paper in indelible ink and shall be signed by the bidder or a person duly authorized to bind the bidder to the contract.

7.2) The person signing the bid shall sign on all pages of the bid except on the brochures and the product literature.

7.3) Any interlineations, erasures or overwriting shall be valid only if the person signing the bid countersigns them.

7.4) The bids should be serially numbered with index and spirally bound or fastened securely. The bids submitted in loose sheets may be rejected as non-compliant.

7.5) It may be noted that all the relevant documents including the commercial bid document should be on the bidder's letter head only.

7.6) The technical details must be completely filled in correctly. The filling up of the information using terms such as "OK", "Accepted", "Noted", "As given in Brochure/Manual", "Negotiable", "to be discussed" is not acceptable. III may treat such offers as not adhering to tender guidelines and as unacceptable.

8.0) PROJECT SCHEDULE

8.1) Project should be go live within 8 days from the issue of the first Purchase Order.

8.2) The III reserves the right to cancel the contract if the above schedules are not adhered to by the selected bidder and make an offer to the other bidders in the order of L2, L3,.. and so on, provided they agree to match the price quoted by L1 bidder.



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9.0) SCOPE OF WORK (SOW)

9.1) General

- 1) The Vendor should have necessary wherewithal in terms of technology and infrastructure.
- 2) The ownership of entire data will be solely lie with III. The III may demand such data as and when required. The bidder has to handover complete data in a restorable format within 2 working days whenever required by III.
- 3) The technically eligible bidders shall be required to demonstrate the Proof of Concept (POC) on a test bed showing detailed functionalities of the software solution for the suggested workflow at their own cost to the satisfaction of the III.

9.2) Duties and responsibilities of bidder

- 1) The Bidder shall maintain utmost secrecy about the data shared with them.

9.3) Training

Training of 1 batch of the III's employees (approx. 10 participants) is to be provided once in a year by the vendor free of cost at identified locations of the III. The training infrastructure required needs to be specified which shall be arranged by the III. On-site training must be provided in all functional areas and should be of sufficient duration to the User's satisfaction. It should include training in system administration, operation and management of application software, trouble shooting, interpretation of error message etc. Training is to be given as and when software upgradation done by the vendor.

10.0) PENALTY

10.1) The problem shall be considered to be solved when the bidder has communicated to the user about the resolution of the incident and the resolution formally recorded.

10.2) The downtime calculated shall not include the following:

- a) Any planned shutdown
- b) Failure or malfunction of any equipment or services not provided by the bidder.
- c) Negligence or other conduct of III or its agents, including a failure or malfunction resulting from applications or services provided by III or its vendors

However, it is the responsibility/ onus of the selected bidder to prove that the outage is attributable to III. The selected bidder shall obtain the proof authenticated by the III's official that the outage is attributable to III.

10.3) The penalty shall be recovered for delayed services from the payment due or the Performance Bank Guarantee, without prejudice to any other right or remedy available under the contract.

10.4) The maximum penalty will be upto 15% of the contract value.

11.0) PAYMENT TERMS:

11.1) The various payments due for implementation of the solution shall be as per the table given below. The III also reserves the right to prescribe additional documents for release of payments and the bidder shall comply with the same.



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SN	Item	Payment	Documents to be submitted
11.1.1	On issuing of Purchase Order	70 % of annual contract value	Signed MOU
11.1.2	On successful performance of six months	30 % of annual contract value	Review report from III

12.0) GENERAL TERMS

12.1) The contract shall be in force for a period of 3 years from the date of the first PO.

12.2) The queries may be communicated only through e-mail and response to the query will be by return e-mail. **The turnaround time for the queries shall be a maximum of 4 hours.**

12.3) The requirements of the RFP will be deemed to have been accepted in every respect. The III reserves the right to accept/reject any or all of the deviations shown by the bidder.

13.0) VIOLATIONS BY VENDOR

The selected vendor may be blacklisted by III in case found guilty of non-compliance or non-performance as per terms of contract or for any corrupt or fraudulent practices and III's decision in this matter shall be final and binding on the vendor.



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SECTION II

PART I – TECHNICAL BID

The following documents along with the soft copy of all requirements for technical compliance on a CD have to be submitted **in Cover A (in the same order)** neatly filed with proper indexing. The contents of the CD and the hard copies in the technical bid should be identical. The CD should not contain any information other than Technical Bid. **Submissions in Hard copy will be treated as final for all legal matters.**

- 1) Tender document Fees /- (Rupees _____ only) (Non-refundable): Not Applicable
- 2) Demand Draft/Bank Guarantee for Rs. 10, 000/- (Rs. Ten thousand only)
- 3) Bidders Information as per Annexure - 1
- 4) Letter as per Annexure-3
- 5) Compliance Statement as per Annexure-4
- 6) Any other document indicating the feature of the product.

PART B-COMMERCIAL BID

a) The bidders have to submit commercial bids along with the Soft copy as per **Annexure-6**. The contents of the CD and the hard copies in the commercial should be identical. The CD should not contain any information other than commercial bid. Incomplete commercial bid will be rejected. If the amount is not mentioned it will be considered as Rs 0/- (Rupees Zero). **Submissions in Hard copy will be treated as final for all legal matters.**

SECTION III

GENERAL TERMS & CONDITIONS

1.0) PROCEDURE FOR PROCESSING THE TENDER DOCUMENT:

- 1) The internal committee of the III will open the Part I Cover 'A'. In case the cover 'A' does not contain a **Demand Draft/Bank Guarantee** towards Earnest Money Deposit, the vendor's offer would be rejected.
- 2) In the first stage, only the Eligibility cum TECHNICAL BID will be opened and evaluated. Those bidders satisfying the eligibility and technical requirements as determined by the Institute and accepting the terms and conditions of this document shall be short-listed. As part of the Technical Evaluation, the bidders will be required to provide proof of implementation, arrange demonstration of the solution at a place specified by the Institute and also shall require arranging site visits. The Institute shall shortlist the bidders based on Technical Evaluation, Site visit & proof of implementation. The technical evaluation of bids will be as per the technical evaluation criteria (attached as annexure-9). The commercial bids of only those bidders shall be opened who satisfy the technical requirement and above in the technical bid.
- 3) In the second stage, the COMMERCIAL BID of only those bidders, whose technical bids are



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short-listed, will be opened. The Institute reserves the right to accept or reject any technology proposed by the bidder without assigning any reason thereof.

- 4) Any commercial bid incomplete in any respect would not be considered.
- 5) This procedure is subject to changes, if any, and the procedure adopted by the III for opening the tender shall be final and binding on all the parties.

Encl:

- Annexure-1 (Bidder Information)
- Annexure-2 (System Information)
- Annexure-3 (Letter to be submitted by bidder along with bid documents)
- Annexure-4 (Compliance Statement)
- Annexure-5 (Format for Commercial Bid)
- Annexure-6((List of Additional Functionalities - Separate Sheet)
- Annexure- 7 (EMD-PBG-Format)
- Annexure-8 (NDA – Format)

Director
College of Insurance



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Annexure- 1

Bidder Information

Please provide following information about the Company (Attach separate sheet if required): -

Sr.No.	Information Particulars	Response
1	Company Name	
2	Date of incorporation	
3	Company Head office /Registered Office and Address Mumbai Brach Office (Yes/No) Contact person(s): Phone: Fax: E-mail: Website	
4	Provide the range of services /options offered by You covering service description and different schemes available for: -Customization: -Post-implementation Ongoing support for: Helpdesk Training Documentation Other (specify)	Yes/No /Comments (if option is NO)
5	Any pending or past litigation (within three years)? If yes please give details. Also mention the details of claims and complaints received in the last three years (About the Company / Software that are sold / Licensed by the company)	Yes /No /Comments (if option is Yes)
6	Please also mention turnover for last three years and include the copies of Balance Sheet in support of it. Please note that bidder should have minimum annual turnover of Rs.2 Cr to participate in this RFP.	Year Turnover Pr./Ls 2012-13 2013-14 2014-15
7.	Strength of the co. (No. of employees)	

Signature of Bidder

Place

Date

Stamp

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Annexure- 2**Technical Evaluation Chart for Mass Mailing System**

Note:

1) The bidder should not give wrong information in order to attain higher marks. The available features shall be crosschecked during site visit. Any mismatch between the provided information may lead to the rejection of the bid.

2) The commercial bids of only those bidders shall be opened who are satisfying maximum criteria in technical bid.

System Information

The following information should be provided. (Attach separate sheet if required)

SN	Information Required	Particulars / Response
1	Software Information	
	Name of the Software Product	
	Version of the proposed software	
2	Hardware Platforms Information:	
	Server Type:	
	Model Name:	
3	Configuration:	
3	Operating systems	
4	Database	
5	Application response time, application scalability.	
6	Static IP/ Multiple IPS	
7	100 % Inbox delivery (Yes/No)	
8	Whether the company has full control over the source code of bundled third party software.	
9	Whether the solution offered is single product and all the modules are integrated through a menu.	
10	Whether the solution is web enabled with security features and different User level access controls.	
11	List of major implementation in India and abroad, number of concurrent users, no. of people tested	
12	Minimum internet speed required to work software smoothly.	
13	No. of ready templates	
14	Auto correct facility of email id	



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15	Supporting of HTML, jpg files	
16	Auto Removal of wrong or invalid email ids	
17	Scheduling of campaign	
18	Sending Test mail	
19	Resending earlier campaign	
20	Managing list of emails ids	
21	Attachments of audio/video files	
22	Facility to send Reply based campaign	
23	Provision of viewing O/S. email ids.	
24	Trigger facility for renewal of software (auto mail facility and trigger while log in)	
25	Admin and sub admin facility (Sub admin creation in the admin login itself and data of sub admin can be used by admin in its login)	
26	PDF Attachment	
27	Restricting mails to duplicate email ids available in different mailing groups	
28	Provision to send trigger mails (in built in system) to email ids who have opened the mails sent through mass mail	
29	Create Survey and deliver survey reports	
30	Additional Features if any	
31	MIS Report	
	No. of bounced mail with reason	
	No. of mail opened (device, o/s and browser)	
	No. of mail unsubscribed	
	Monthly Reports - Track usage report	
	Campaign performance	
	Contact status i.e. total whitelisted, blacklisted and unsubscribed list	
	Any additional reports	

We confirm that, all the details mentioned above are true and correct and if the III observes any misrepresentation of facts on any matter at any stage of evaluation, the III has the right to reject the proposal and disqualify us from the process.

We hereby acknowledge and unconditionally accept that the III can at its absolute discretion apply whatever criteria it deems appropriate, not just limiting to those criteria set out in the RFP document, in short listing of bidders for providing software solution.

We also acknowledge the information that this bid is valid for a period of one year, for the short-listing purpose, from the date of expiry of the last date for submission of bid.

Place Date Stamp

SIGNATURE OF VENDOR WITH SEAL
NAME OF THE AUTHORISED SIGNATORY



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Annexure- 3

Letter to be submitted by bidder along with bid documents

The Director,
College of Insurance,
"G" Block, Plot No. C-46, Bandra-Kurla Complex,
Near American Consulate,
Mumbai- 400051.

Dear Sir,

Subject: 'Selection of service provider "Mass mailing "

We, the undersigned, offer to provide the services for the above in accordance with your Request for Proposal dated [Date]. We are hereby submitting our Proposal in a sealed envelope that includes a Technical Proposal and a Commercial Proposal under separate sealed envelopes.

If negotiations are held during the period of validity of the Proposal, i.e., before [Date] we undertake to negotiate on the basis of the proposed effort. Our Proposal is binding upon us and subject to the modifications resulting from contract negotiations. We understand you are not bound to accept any Proposal you receive. We remain,

Yours sincerely,

For _____

Signature _____

Name _____

Address
(Authorized Signatory)

Place

Date

Stamp



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Annexure- 4

Compliance Statement

DECLARATION

We certify that the systems/services offered by us for tender confirms to the specifications stipulated by you. We hereby undertake and agree to abide by all the terms and conditions stipulated by the III in this RFP including all addendum, corrigendum etc. (Any deviation may result in disqualification of bids).

Signature:

Seal of company Place

Date

Stamp



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Annexure- 5

Format for Commercial Bid

1. One time Customization charges

SN	Particulars	Total
1	Per Email charges a) Email with minimum 10 kb and maximum 250 kb without attachment b) Email with attachment (Min 1mb Max 5 mb per mail) (The total price will be calculated for 50,00,000/- emails in to (a+b))	

Note:

- L1 will be identified on the Grand Total of the Commercial Bid summary
- The Bidder has to submit commercial bid only in the above format.

Place

Date

Stamp



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ANNEXURE-7

Performa – BG-EMD

Date:

The Director
College of Insurance,
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Near American
Consulate, Mumbai- 400051.

WHEREAS M/s. _____, (Hereinafter called "the Supplier") has undertaken, in pursuance of **Tender No:** _____ dated ____ to supply _____ (Description of Goods and Services) (Hereinafter called "the Tender").

AND WHEREAS it has been stipulated by you in the said Tender that the Supplier shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein, as security for compliance with the Supplier's performance obligations in accordance with the Contract.

AND WHEREAS we have agreed to give the Supplier a Guarantee:

THEREFORE, WE hereby affirm that we are Guarantors and responsible to you, on behalf of the Supplier, up to a total of **Rs. _____ /- (Rupees _____ Only)** and we undertake to pay you, upon your first written demand declaring the Supplier to be in default under the Tender and without cavil or argument, any sum or sums within the limit of **Rs. _____ /- (Rupees _____ Only)** (Amount of Guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee is valid until the _____.

Signature and Seal of Guarantors (Supplier's Bank)

.....

Date.....

.....

.....

Address:

.....



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Annexure-8

NON-DISCLOSURE AGREEMENT

WHEREAS, we the undersigned Bidder,

_____, having our principal place of business/ registered office at
_____, hereinafter referred to as the **BIDDER**, are desirous
of bidding for Bid No. _____ dated _____ covering
Request for Proposals for _____

_____ **Project of College of Insurance , Ref :**
_____ (hereinafter called the said 'Bid') **to the College of Insurance,** "G"Block, Plot No. C-46, Near American Consulate , Bandra Kurla Complex, Bandra (East) , Mumbai - 400 051, **hereinafter referred to as Institute and ,**

WHEREAS, the Bidder is aware and confirms that the Institute's business/ operations information, Application/software, hardware, business data, architecture schematics, designs, storage, media and other information / documents made available by Institute in the Bid documents during the bidding process and thereafter, or otherwise (**confidential information** for short) is privileged and strictly confidential and/or proprietary to Institute,

NOW THEREFORE, in consideration of the foregoing, the Bidder agrees to all of the following conditions, in order to induce Institute to grant the Bidder specific access to Institute's confidential information, property, information systems, network, databases and other data.

IT IS HEREBY AGREED AS UNDER:

- a) The Bidder agrees to hold in trust any confidential information received by the Bidder, as part of the Bidding process or otherwise, and the Bidder shall maintain Strictest of confidence in respect of such confidential information. The Bidder also agrees:
- (i) To maintain and use the confidential information only for the purposes of bidding for this Bid and thereafter only as permitted herein;
 - (ii) To only make copies as specifically authorized by the prior written consent of Institute and with the same confidential or proprietary notices as may be printed or displayed on the original;
 - (iii) To restrict access and disclosure of confidential information to such of their employees, agents, consultants and representatives strictly on a "need to know" basis, to maintain confidentiality of the confidential information disclosed to them in accordance with this clause; and
 - (iv) To treat confidential information as confidential unless and until Institute notifies the Bidder of release of its obligations in relation to the said confidential information.
- b) Confidential information does not include information which:
- (i) The Bidder knew or had in its possession, prior to disclosure, without limitation On its confidentiality;
 - (ii) Is independently developed by the Bidder without breach of conditions under this Bid;
 - (iii) Information in the public domain as a matter of law;
 - (iv) Is received from a third party not subject to the obligation of confidentiality with respect to such information;
 - (v) Is released from confidentiality with the written consent of Institute.

The Bidder shall have the burden of proving hereinabove are applicable to the information in the



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possession of the Bidder.

c) Notwithstanding the foregoing, the Bidder acknowledges that the nature of activities to be performed as part of the Bidding process or thereafter may require the Bidder's personnel to be present on premises of Institute or may require the Bidder's personnel to have access to software, hardware, computer networks, databases and storage media of Institute while on or off premises of Institute. It is understood that it would be impractical for Institute to monitor all information made available to the Bidder's personnel under such

Circumstances and to provide notice to the Bidder of the confidentiality of all such information.

Therefore, the Bidder agrees that any technical or business or other information of Institute that the Bidder's personnel, representatives or agents acquire while on Institute premises, or through access to Institute computer systems or databases while on or off Institute premises, shall be deemed confidential information.

d) Confidential information shall at all times remain the sole and exclusive property of Institute. Upon completion of the Bidding process and/or termination of the contract, confidential information shall be returned to Institute or destroyed, if incapable of return. The destruction shall be witnessed and so recorded, in writing, by an authorized representative of Institute. Nothing contained herein shall in any manner impair rights of Institute in respect of the confidential information.

e) In the event that the Bidder hereto becomes legally compelled to disclose any confidential information, the Bidder shall give sufficient notice to Institute to enable Institute to prevent or minimize to the extent possible, such disclosure. Bidder shall not disclose to a third party any confidential information or the contents of this Bid without the prior written consent of Institute. The obligations of this Clause shall be satisfied by handling Confidential Information with the same degree of care, which the Bidder applies to its own similar confidential information but in no event less than reasonable care.

f) The obligations herein shall survive the completion or cancellation of the Bidding process.

For and on behalf of: _____ (BIDDER)

Authorised Signatory

Name: _____

Designation: _____

Office Seal: _____

Place: _____

Date: _____