

Response to Pre- Bid queries of RFP of Central Bank of India - GEM/2024/B/5599497

Sr No	Page No./Point No.	RFP Clause Name & No.	RFP Clause	Query/Suggestion	Bank's Response
1	24 & 2		1) Eligibility Criteria - The Bidder should be certified with PCI-DSS standards (version 3.2 or above). Copy of the relevant certificate/ documentary proof to be submitted.	We are in midst of yearly renewal of the PCI-DSS certificate. We will definitely submit the revised certificate at the time of awarding the contract to us.	The Bidder must provide the latest certificate (version 3.2 or above) the FY 24-25 along with details or reference regarding the renewal process. The Bidder must provide a valid certificate at the time of acceptance of PO.
2	24 & 4		1) Eligibility Criteria - The Bidder should have the arrangement for both primary Data Center and DR center with full back up and the Data Center should be ISO 27001 certified. The Bidder shall comply with the Storage of Payment Data norms vide circular number RBI/2017-18/153 DPSS.CO.OD No. 2785/06.08.005/2017-2018 issued by Reserve Bank of India on 6 April 2018. The Bidder shall submit the System Audit Report (SAR). The audit should be conducted by CERT-IN empanelled auditors certifying completion of activity.	Although we have the current SAR report. The SAR is done for individual banks and we will be happy to share a recent one once we do it for your implementation.	Any latest SAR Report of the bidding company that includes details of DC and DR , along with an undertaking confirming that no changes have been made to the architecture since the last SAR Report. However bidder has to submit the report for our bank after implementation.
3	24 & 7		1) Eligibility Criteria -The Bidder should have the capability of processing around minimum 5 Crore transactions per month towards posting loyalty points at the time of the submission of RFP and should be able to ramp up the capacity further in the future. Proof to this effect has to be submitted by the Bidder	Can this criterion be amended from saying posting of points to redeeming of loyalty points? What is the proof that the bidder needs to furnish for this?	Please refer posting means Accrual/Redemption

4	32 & 1		12) Technical Bid Evaluation Criteria - Experience in managing end-to-end loyalty programs for Scheduled Commercial Banks/ Public Sector Banks in India. 25 marks: 3 or more Scheduled Commercial Banks/ Public Sector Banks(excluding RRBs, all type of cooperative Banks , SFB and Payments Banks) 20 marks: 2 Scheduled Commercial Banks/ Public Sector Banks (excluding RRBs, all type of cooperative Banks , SFB and Payments Banks) 15 marks: 1 Scheduled Commercial Bank/ Public Sector Bank (excluding RRBs, all type of cooperative Banks ,SFB and Payments Banks)	We request if the bank can amend this clause by saying loyalty, redemption, marketplace implementations at banks?	End to End Includes <ul style="list-style-type: none"> • Points Accrual/Redemption • SDK/PWA/Portal/Mobile App for Redemption platform • Merchant Tie Up • Facility to send SMS/Email/Whatsapp
5	32 & 2		12) Technical Bid Evaluation Criteria -Number of Customer Loyalty Accounts managed. Proof in the format as specified in Annexure 19. 5 marks: more than 2 crore accounts 2 marks: 1-2 crore accounts 1 mark: Up to 1 crore accounts	a) Annexure 19 is a Litigation certificate which needs to be signed by the company CA on their letter head. Request you to kindly recheck if this is correct? b) Does the bidder need to furnish only customer loyalty accounts managed for banks in this regard?	The Annexure 19 pertains to No-Litigation certificate. For this clause Relevant Documentary Proof/ Self Declaration to be submitted. Same shall be evaluated at the time of demo of product. The number of customers should be related to banking loyalty program in India exclusively.
6	32 & 4		12) Technical Bid Evaluation Criteria - Ability to support multiple languages on the program portal of the Bank. List of languages supported to be provided	Can the bidder provide self-declaration undertaking on the company letterhead for this?	Relevant Documentary Proof/ Self Declaration to be submitted. It will be evaluated at the time of presentation.
7	32 & 6		12) Technical Bid Evaluation Criteria - Capability to use necessary intelligence and Geo Tagging. 5 marks: Capability to use necessary intelligence and Geo Tagging 0 marks: No Capability for use of necessary intelligence and Geo Tagging.	Can the bidder provide self-declaration undertaking on the company letterhead for this?	Relevant Documentary Proof/ Self Declaration to be submitted. It will be evaluated at the time of presentation.

8	17 & c		c) Migration - The Bidder will migrate all existing reward point data to the proposed solution at no extra cost to the bank.	a) We understand that migration activity will be performed by the bidder as a part of the scope, will be helpful what all areas will be covered as a part of the migration?b) Please also let us know number of fields that will be migrated in one record in every customer file.c) Is the past txn history also to be migrated as a part of this activity?	A & B) The number of fields and data will be provided to successful bidder only as per the requirement. C) Yes the past txn history also to be migrated as a part of this activity?
9	16 & xv		ii) Redemption Fulfilment - Standard ISO Message/API/any other format for relevant integrations with the required systems should be followed.	Is the bidder going to use its own SMS & Gateway services or will the bidder needs to integrate it with the bank's communication provider?	The Bidder should be capable of using their own e-mail, SMS, Whatsapp and gateway services etc., as well as integration with the bank's communication system as per the Bank's requirement and should comply the regulatory guidelines' -mail, SMS, Whatsapp etc. cost would be borne by the bidder.
10	59		Annexure 07 - Commercial Bid	Can you demonstrate the working of #Total Amount in ₹ D = $(A + 0.25 * (100 - C) / 100) * B * 1,00,000 * 12$ & how does it provision for minimum guarantee fee, if the bank does not do the committed transaction mentioned in B1, B2 & B3.	The provided points are indicative only and may vary from the actual redemption. Example is attached herewith as Annexure A
11	-		General	In the past we have seen that some of the loyalty & redemption vendors acquire bank users and make them a member of their redemption and offers platform, where they possibly can have the right to market to these customers. Would you be offering the right to vendor for marketing & such offers?	Marketing activities must be conducted exclusively on behalf of the Central Bank of India. The vendor is required to submit a Non-Disclosure Agreement (NDA) with the bank. The bank reserves the right to blacklist the vendor if the vendor engages in marketing to the bank's customers in ways that are not in the bank's interest.
12	33 & 11		12) Technical Bid Evaluation Criteria - Number of direct retail Merchant tie-ups where customer can earn accelerated rewards points and/or redeem reward points (either online or off line). Number of direct merchant tieups to be provided.	Can the bidder provide self-declaration undertaking on the company letterhead for this?	Relevant Documentary Proof/ Self Declaration to be submitted .Same shall be evaluated at the time of demo of product.

13	29 & 10		Reverse Auction	We request the bank to follows QCBS method rather than planning a RA to determine L1 bidder to make it a level playing field for all bidders. We request the bank to not allow zero (0) and/or 1 Rupee (1) bid to be quoted by the bidders as is the norm being followed from our past experiences at the time of RA.	No Change.
14	6 & 7		Tender Notice - Bid details in Brief - Last date and time for Receipt of Bid:- 26/12/2024 by 4 pm	We request for an extension of the bid by at least 10 working days.	It has been extended up to 03.01.2025.
15	12	Project Length	SLA may be extended for 2 subsequent years on the same terms and conditions subject to satisfactory performance and at the sole discretion of the Bank as deemed necessary for 2 subsequent years completion of all the deliverables at no extra cost to the Bank	Bidder requests the Bank to consider additional cost to be paid to the bidder, in case the volumes shared by the bank are consumed, then bank to bear additional cost of infra	The bank has explicitly stated that only the costs mentioned in Annexure 7 will be paid. Infrastructure costs will not be reimbursed to the bidder.
16	13	BROAD SCOPE OF WORK AND KEY DELIVERABLES 1 INTRODUCTION & PURPOSE	End-to-End Management of Reward points for Various Digital Channels: Debit Card, UPI, Internet Banking, Mobile Banking & any other delivery channel decided by the Bank	Bank to confirm the total number of digital channels as well as delivery channels as this might require additional integrations and effort thus incurring cost	Under the scope of RFP, bank can integrate with any channel as and when required.
17	13	BROAD SCOPE OF WORK AND KEY DELIVERABLES 1	End-to-End Management of Reward points for Various Digital Channels: Debit Card, UPI, Internet Banking, Mobile Banking & any other delivery channel decided by the Bank	Bidder has multiple partners who provide specialized services such as E-commerce store and Customer contact center. Requesting the Bank to consider the Bidder's OEM's experience as well for scoring	The bidder may showcase their expertise/capability during the presentation, pertains to the loyalty platform only. Separate Points are reserved for presentation.

		INTRODUCTION & PURPOSE			
18	13	BROAD SCOPE OF WORK AND KEY DELIVERABLES 1 INTRODUCTION & PURPOSE	Seamless integration with Bank's different systems/channels.	Bank to confirm the internal and external systems for integration. API documentation to be provided by the bank	It will be provided at the time of integration.
19	13	BROAD SCOPE OF WORK AND KEY DELIVERABLES 1 INTRODUCTION & PURPOSE	Providing easy and convenient digital platform to Bank's customer for management of reward points i.e Mobile App/Web Portal	Does the bank require an SDK integration with their existing mobile app or a PWA suffices the requirement ?	The bidder should be able to provide the SDK as well as PWA.
20	13	2 SCOPE OF WORK	. Bidder must be able to post differentiated points across different Customer /Channel/Card type basis.	Bank to confirm the volume of customers' accounts (current and forecasted) for the during of the SLA including extension. Also, Bank to confirm the types of cards as well as programs that the Bank is running currently	Bank has 2 Cr+ Customer Accounts based on debit card only. Type of Cards is Classic/Platinum/Premium on different Networks.

21	14	2 SCOPE OF WORK Accrual Management	The Loyalty module should allow personalization of point constructs basis spends/ milestones (as per Bank's requirement).	The bidder can provide the same as well as personalize offers to the customers if card transaction data is shared with the bidder as well. Bidder has a hyper-personalization module available out of the box	The bidder may showcase their expertise/capability during the presentation, pertains to the loyalty platform only. Separate Points are reserved for presentation.
22	15	b. Redemption i. Rewards Catalogue :	Bidder should provide their own solution SMS facility for sending OTP, Emails, notification without any extra cost to the bank and customer	Bidder requests the Bank to provide credentials of their existing dispatch engine/SMS vendor as Bank would have existing relationship at favorable rates to bank. Also, TRAI guidelines as well as IN -App notifications fall under the purview of the Bank	The Bidder should be capable of using their own e-mail, SMS, Whatsapp and gateway services etc., as well as integration with the bank's communication system as per the Bank's requirement and should comply the regulatory guidelines'-mail, SMS, Whatsapp and gateway etc. cost would be borne by the bidder.
23	17	c. Migration	Migration The Bidder will migrate all existing reward point data to the proposed solution at no extra cost to the bank.	Bank to confirm the mode of deployment - Bidder's cloud or Bank's cloud? Also, In case of Bank's cloud, Bank to provide cost of resources for Management of Infra	RFP point as it. Bank is looking for an on-prem solution.
24	19	j. Marketing	Designing of marketing campaigns/program for rewards program, artwork, E-mailers, poster, leaflets, catalogues etc. by bidder to help bank to carry promotion for Loyalty Reward Program. iii. Deploying regular SMS and Emails communication to customers for promoting the program. iv. Debit card activation campaigns.	Bidder's subsidiary offers Collateral creation, Gamified Activation module and others. Requesting the Bank to consider this at a mutually agreed cost to the bank (Depending on offers/effort).	Bank is looking for an on-prem solution. It will be informed to the successful bidder as per bank requirement.
25	19	j. Marketing	Designing of marketing campaigns/program for rewards program, artwork, E-mailers, poster, leaflets, catalogues etc. by bidder to help bank to carry promotion for Loyalty Reward Program. iii. Deploying regular SMS and Emails communication to customers for promoting the program. iv. Debit card activation campaigns.	Bidder requests the Bank to share credentials of their existing dispatch engine	The Bidder should be capable of using their own e-mail, SMS, Whatsapp and gateway services etc., as well as integration with the bank's communication system as per the Bank's requirement and should comply the regulatory guidelines'-mail, SMS, Whatsapp and gateway etc. cost would be borne by the bidder.

26	22	E. Advanced Features Module	Cross Sell - Bidder to provide the bank access to a module to upload offers to be provided to Bank Customers	Bidder's subsidiary has an automated Offers and cross sell module where the merchants can directly curate offers for Bank's customers. Requesting the Bank to accept Experience of the Bidder and its subsidiary at an SCB as a unified experience as we have 2 different PO's in the name of the Bidder and its subsidiary	Bank will issue only a Single PO to the successful bidder for End-to-end implementation. PO's issued only in the name of bidder will be accepted as experience.
27	22	Charity Redemption	The bidder should have the ability to integrate with various charity partners to enable customers to contribute towards various charitable causes.	Bank to provide the requisite API's	Bidder should be able to integrate with Bank's charity partners and own charity partners. Bank will provide the API as and when required.
28	23	5 OTHER	Any new technological advancement/market trend followed by peer Banks in providing impetus to the existing Rewards Program will automatically become part of the scope, without any extra cost to the Bank.	This is vague and can have infinite possibilities as any customizations would fall under this clause. Requesting the Bank to delete this or alter it to Customizations over and above the Scope will be charged at a mutually agreed cost by the Bidder. Only regulatory requirements to be provided free of cost	Regulatory requirements and any contemporary technological advancement/market trend of the ecosystem have to be provided at no extra cost.
29	24	ELIGIBILITY CRITERIA	The Bidder should have expertise in providing an End-To-End Loyalty Program Management Solution for at-least 1 Scheduled Commercial Banks/ Public Sector Banks (excluding RRBs, all type of cooperative Banks , SFB and Payments Banks) within India including a dedicated interactive secure online website for a loyalty rewards program with SSL which enables customers to register, inquire about loyalty points and request for redemptions.	Bidder has multiple implementations at SCB's but the PO's are in the name of the Bidder, Its subsidiary and OEM's. Requesting the Bank to accept the letter/mail from the Bank for individual implementations or PO's as proof. Also, the Bidder's Subsidiary has a PWA and not a website(all Banking channels) for Offer discovery and redemption, requesting the Bank to accept the experience for the same	Bank will issue only a Single PO to the successful bidder for End-to-end implementation. PO's issued Only in the name of bidder will be accepted as experience.

30	24	ELIGIBILITY CRITERIA	6. The Bidder must initially have the capability of managing and maintaining a minimum of 2 Crore customer accounts and should be able to ramp up the capacity further in the future.	Please accept the Tech architecture to be shared in the Technical proposal as proof. Bidder has the requisite capability but some of the implementations that the Bidder has are CUG live and some are in implementation. Bidder will share PO's as proof	Relevant Documentary Proof/ Self Declaration to be submitted. Same shall be evaluated at the time of demo of product.
31	24	ELIGIBILITY CRITERIA	7. The Bidder should have the capability of processing around minimum 5 Crore transactions per month towards posting loyalty points at the time of the submission of RFP and should be able to ramp up	Bidder requests to accept the Tech Architecture as proof of scalability for the same	Relevant Documentary Proof/ Self Declaration to be submitted. It will be evaluated at the time of presentation.
32	25	ELIGIBILITY CRITERIA	9. The Bidder should have a minimum average annual turnover of INR 10 Crore during the last three financial years i.e. 2021-22, 2022-23, 2023-24.	Bidder requests the Bank to change the clause to: 9. The Bidder should have a minimum average annual turnover of INR 75 Crore during the last three financial years i.e. 2021-22, 2022-23, 2023-24.	No change.
33	25	ELIGIBILITY CRITERIA	15. Litigation Certificate to be submitted by the Bidder	Bidder requests the Bank to accept the Litigation certificate in the format of the CA and also, give a relaxation to use an existing CA letter procured earlier this year as proof	It should be as on 15.12.2024.
34	34	12 TECHNICAL BIDEVALUATION CRITERIA	14 Fully integrated communication management to send e-mail/ SMS/Whatsapp and customized campaigns at every step of the loyalty program process. Relevant Documentary Proof/ Self Declaration to be submitted	Bidder has the capability of a fully integrated communication management to send communication over different channel. Requesting the Bank to share API's/enable integration with their dispatch engine.	The Bidder should be capable of using their own e-mail,SMS,Whatsapp and gateway services etc., as well as integration with the bank's communication system as per the Bank's requirement and should comply the regulatory guidelines'-mail, SMS,Whatsapp and gateway etc. cost would be borne by the bidder.
35	46	16.22 PENALTY ON DELIVERY OF PRODUCT	penalty at ₹ 25000/- per week will be charged for every week's delay in the specified delivery schedule.	Bidder requests the penalty to be levied only in the case of delays solely attributed with proof to a delay from the Bidder's end only	No change.

36	46	16.23 PENALT Y ON NON- PERFOR MANCE POST DELIVER Y OF PRODUC T	Performance Area Parameter	Requesting the Bank to provide a relaxation in the requisite uptime to 100%-98% - No penalty as multiple systems would be in place and the issues might not always be attributable to the Bidder	No change.
37	47	16.25 TERMIN ATION		Requesting the Bank to make the clause mutual	No change.
38	50	16.32 PAYMEN T		Requesting the Bank to provide the Payment terms wrt to the scope of deliverables and include a one-time component to be paid on receipt of PO for setup and Infra costs	No Change.
39	NA	NA	Hardware	Will Bank provide the Hardware for the End to End Loyalty solution?	No.
40	Pages 13 & 17 Section 2A & 2D		There have been 2 seperate sections mentioned in the RFP for E-Com portal and a Loyalty Portal design	Which would be part of the loyalty vendor scope? And does the bank have an existing partner for enabling the E-Com portal to which the loyalty portal can be embedded?	E-Commerce and Loyalty portal are same for this purpose.
41	Pages 18 & 19 Section 2F & 2I		The loyalty vendor would not be processing any payments, any payments made would be directly processed by the Bank's payment gateway.	Would there still be a requirement of the loyalty vendor to be PCI DSS & other Payment Data Norms.	Yes. Data would be stored/processed in the vendor system; the successful bidder must adhere to the applicable regulations and guidelines.
42	Pages 18 & 19 Section 2F & 2I		The loyalty vendor would not be processing any payments, any payments made would be directly processed by the Bank's payment gateway.	Would there still be a requirement of the loyalty vendor to be PCI DSS & other Payment Data Norms.	Yes. Data would be stored/processed in the vendor system; the successful bidder must adhere to the applicable regulations and guidelines.

43	NA		NA	In relation to the above query we have exhaustive experience in enabling non-pii driven workflows i.e. Loyalty Platform is capable of working on a Hashed User-ID. Where in the Bank could enable Middle layer for integrating with backend systems & only Hashed or non-pii & non-payment data can be shared to our Platform.Is the CBOI open to enable such workflow?	The Bank will decide as per its requirement.
44	Page 20 Section 2K		Partner Merchants	Based on the requirement our understanding is for enabling a 3rd party rewards marketplace & managing the same. Is this correct?	Yes.
45	Page 20 Section 2Q		Language Support - English,Hindi & Regional Language	How many such should be considered? Would up-to 13 major languages be a fair assumption?	13 languages.
46	Page 23 Section 3		EXTENSION OF PROGRAM Bidder should have capability of extending the Bank's Loyalty Program by adding channels to the existing program.	Could the CBOI team please elaborate on this requirement?	Under the scope of RFP, bank can integrate with any channel as and when required.
47	Page 23 Section- Timelines & Delivery Schedule		TIMELINES / DELIVERY SCHEDULE The selected Vendor is expected to complete the implementation of Loyalty Rewards Program (including all necessary testing/ sign offs, production movement, including Bank, Bank's vendor and third party dependencies, etc.) Within a period of 3 months from the date of acceptance of Purchase Order. Bank may levy penalty as per the General Terms and conditions.	Is the CBOI team open to have arrive at a mutually agreeable timeline for the project post detailed scope discussion as part of the BRD?, If not is the CBOI team open to discuss MVP scope items for a faster go-live with the limited scope at the stipulated time?	Yes.

48	Page 22 Section -E. Advanced Features Module		HNI Concierge – The Bidder to provide Premium Customers of the Bank with Concierge Service where the bidder will manage custom requests of Bank customers by being a single point of contact. The concierge services categories to include – Travel Services, Golf Services, Pet care and Spa Services.	Is loyalty vender expected to hire and maintain a Concierge service setup? Does CBOI team have a partner in place who could enable the same?	loyalty vender expected to provide a Concierge service as per the requirement. Presently, Our bank does not have a partner in place.
49	Page 21 Section - Market Place		Section - Market Place	Our understanding of the requirement is the Rewards Catalogue market place which would be enabled by a 3rd party rewards marketplace & catalogue partner. Please confirm if this is correct?	Bidder has to provide an embedded market place in its loyalty solution.
50	NA		NA	Based on the RFP document our understanding of the solution components are as below: 1. Rewards Partner 2. CBOI bank website & Mobile App 3. CBOI payment gateway 4. CBOI Marketplace website 5. Loyalty website/ microsite Apart from the above could the CBOI please also confirm the integration system details & any other elements that needs to be considered as part of the implementation scope?	The solution components are as below: 1. Rewards Partner 2. CBOI bank website & Mobile App CBOI Marketplace website 5. Loyalty website/ microsite PWA, SDK is also require. Vendor has to integrate with Mobile Switch, UPI Switch, ATM switch etc. as per the requirement of bank
51	NA		NA	Is it mandatory for the bidder to have a loyalty program of its own or will an arrangement of a System Integrator (SI) and Loyalty platform provider will work where SI front ends and loyalty platform provide the require support	Bank will raise the PO in the name of successful bidder and coordinate with successful bidder, It is the responsibility of bidder to provide the seamless services.

52	NA		NA	Is the expectation to share the source code of the customized solution components for CBoI or even the Loyalty product source code needs to be shared	The bidder will assist the bank in getting the Secure Code Review in respect of the source code review done by Internal / External Auditors. All the audit observations need to be got complied in respect of the review. Further the bidder will share the details / report of the Source code review done by the independent auditors/Bank staff at their level if any done during the past two years in respect of the software version provided to the bank. The Source code as whole is not required.
53	24	Eligibility Criteria - Point 2	The Bidder should submit a certificate issued by the respective Banks or Bank Business Units for the same. The certificate should be as per Annexure provided.	We humbly request that proof to be submitted in form of agreement/PO.	Proof to be submitted in form of agreement/PO & Payment proof/on the bank letter head as per prescribed format. The agreement and PO should be related to loyalty solution only
54	24	Eligibility Criteria - Point 4	The Bidder shall submit the System Audit Report (SAR). The audit should be conducted by CERT-IN empanelled auditors certifying completion of activity.	We have SAR certificate however this was conducted few years earlier. We are in the process of audit and humbly request that same can be submitted within 6 months.	Any latest SAR Report of the bidding company that includes details of DC and DR , along with an undertaking confirming that no changes have been made to the architecture since the last SAR Report. However bidder has to submit the report for our bank after implementation.
55	25	Eligibility Criteria - Point 10	Eligibility Criteria, Point 10 - The Bidder should have a positive Net Worth in the last three Financial Years (2021-22, 2022-23, 2023-24).	We have a positive net worth in FY 21-22, however, not in FY 22-23 & 23-24. As we a registered MSME & a recognized Startup under DIPP guidelines, we hereby request you to amend the criteria to positive Net worth in one of the given last 3 financial years or relaxation of the same to MSME and Startups	No change.
56	32	Technical Bid Evaluation Criteria - 1	Experience in managing end-to-end loyalty programs for Scheduled Commercial Banks/ Public Sector Banks in India. Proof from all banks in the format as specified in Annexure 18.	We humbly request that proof to be submitted in form of agreement/PO. The partner banks may take long time to issue the letter as it has to be issued by legal department and may or may not adhere to the prescribed format	Proof to be submitted in form of agreement/PO & Payment proof/on the bank letter head as per prescribed format. The agreement and PO should be related to loyalty solution only

57	32	Technical Bid Evaluation Criteria - 2	Number of Customer Loyalty Accounts managed Proof in the format as specified in Annexure 19	Annexure 19 pertains to Litigation etal. Can we submit a self-declaration where we showcase the number of accounts managed along with the client's name? we also submit that it should not be limited to only BFSI as in retail we have single client who has more than 5 crore loyalty account in a single program	<p>The Annexure 19 pertains to No-Litigation certificate.</p> <p>For this clause Relevant Documentary Proof/ Self Declaration to be submitted. Same shall be evaluated at the time of demo of product. The number of customers should be related to banking loyalty program in India exclusively.</p>
58	60	Annexure 8 - Integrity Pact		Kindly advise the Duty of non-judicial stamp paper for execution of the Integrity Pact	<p>The Integrity Pact provided in the RFP contains certain provisions that make it an legally binding agreement between the parties, thereby attracting a stamp duty of Rs. 500/- under Article 5(h)(B) of The Maharashtra Stamp Act, 1958.</p> <p>The Document should be printed on green color legal paper.</p>
59		Use of Digital Signature Certificate		Can documents be signed using Digital Signature Certificate?	Yes it can be signed.
60	2. B (a.2)		Bidder must enable accrual of points across various channels of the bank such as debit card, credit card, internet banking, mobile banking, UPI, etc.	Please share some examples of calculation models.	<p>For example. Point 1/Rs.100 to be posted for standard card. Or 1.5/Rs.100 for premium card .</p> <p>* Examples are for indication only. Actual models/calculation may differ.</p>
61	2. B (a.6)		Customers must be able to accrue points through different avenues such as Bank points and partner points. The Bank would not be liable for the partner points accrued.	Who are the partners & what type of points will be credited & how their redemption will be funded?	Partners will be on boarded by the Successful bidder and it will be funded by either partner or loyalty vendor.

62	Point accrual rules		Bidder should define and implement configurable rules for how base points are awarded based on characteristics of data fed into the loyalty solution, customer profiles, tiers, and different product bases.	Please share some examples.	For example. 1 .Point 1/Rs.100 to be posted for standard card. 2. 1.5/Rs.100 for premium card3. 300 point to Premium customers on some festival or event4. On FD opening, points to be posted.5. On 5 UPI transactions, 100 points to be posted* Examples are for indication only. Actual models/calculation may differ
63	Point Expiry rules		The loyalty solution should set all points awarded to expire at the appropriate point in time & should expire unredeemed points from customer accounts at the configured frequency.	What will happen to the expired amount?	Point will get expire; customer will not be able to redeem.
64	2. B (g.1)		The Engine should have the ability to apply all rules & logic that loyalty managers at the Bank desire. Ex: - Top 400 people in a certain savings account who maintain a certain balance with the bank will be communicated a desired offer from a merchant that could not be offered to others of the same variant.	We need some reference sheet.	Reference sheet will be provided to the successful bidder at the time of implementation.
65	2. E (f)		Compare & Shop – Customer must be able to view prices of merchandise/flights and hotels across various e-commerce platforms which they can click and be re-directed to the website to complete the purchase.	We need more clarity on this.	Customer should able to compare the price of flight or hotel etc. From 2 or more websites
66	2. E(g)		Tiering – The bidder should be able to design a customer tier engine with each tier designated for different cards/products as specified by the Bank.	We need more clarity on this.	Example Special offer for premium customer. * Examples are for indication only. Actual tier engine definition may differ

67	General		NA	Viverati Interactive Marketing Pvt. Ltd. (PoshVine) is a wholly owned subsidiary of Razorpay Software Pvt. Ltd. (RSPL). The merging process is in progress for accounting purposes. Hence, the Bidding is to be done by RSPL and PoshVine combined due to internal tech dependency as for the tech products and scope of work listed in the RFP document. While the bidding will be done as a combined unit - billing can be done to a single entity i.e. either PoshVine or RSPL	Bidding has to be done by one company & Entire bill will be done on the bidder only.
68	pg.24		The Bidder should have the arrangement for both primary Data Center and DR center with full back up and the Data Center should be ISO 27001 certified. The Bidder shall comply with the Storage of Payment Data norms vide circular number RBI/2017-18/153 DPSS.CO.OD No. 2785/06.08.005/2017-2018 issued by Reserve Bank of India on 6 April 2018.	The Bidder shall submit the System Audit Report (SAR). The audit should be conducted by CERT-IN empanelled auditors certifying completion of activity.	Any latest SAR Report of the bidding company that includes details of DC and DR, along with an undertaking confirming that no changes have been made to the architecture since the last SAR Report. However bidder has to submit the report for our bank after implementation.
69	pg.24		The Bidder must initially have the capability of managing and maintaining a minimum of 2 Crore customer accounts and should be able to ramp up the capacity further in the future.	<p>Proof to this effect has to be submitted by the Bidder</p> <p>PoshVine has managed more than 3 Crore customer loyalty accounts - however this also covers VISA, Mastercard and merchant loyalty accounts via RSPL</p> <p>Please confirm if the combined number is to be submitted</p>	The specified number of customers should exclusively pertain to the banking loyalty program in India.

70	pg.24		The Bidder should have the capability of processing around minimum 5 Crore transactions per month towards posting loyalty points at the time of the submission of RFP and should be able to ramp up the capacity further in the future.	Proof to this effect has to be submitted by the Bidder	Relevant Documentary Proof/ Self Declaration to be submitted. It will be evaluated at the time of presentation.
71	pg.25		The Bidder should have a positive Net Worth in the last three Financial Years (2021-22, 2022-23, 2023-24).	CA Certificate should be provided for the same. Request Consideration of ESOP expenses to be excluded to arrive at Net Worth / PnL due to acquisitions	Net worth will be calculated as per the accounting standards.
72	pg.25		The Bidder should have the capability of providing accelerated point accruals on transactions and point redemption at Partner Merchant outlets with an existing network of at least 2000 Merchant Outlets.	A declaration to this effect has to be submitted by the Bidder. PoshVine provide instant cash backs powered through wallets for online purchases. We can build mechanism to reward accelerated points for offline transactions where the list of MIDs and TIDs of selected merchants need to be shared and approved from Bank's end to ensure No customer escalations	The bidder may showcase their expertise/capability during the presentation, pertains to the loyalty platform only. Separate Points are reserved for presentation.
73	pg.59		Commercial Bid	A declaration to this effect has to be submitted by the Bidder. Requesting Bank to have a demo bidding process before the final reverse auctioning that will help the selected vendors to understand the end to end process Are vendors allowed to bid Zero or near to Zero (0.001)	ok. Bid can only be zero if the admin fee is zero and bidder agrees to provide 100 Percentage of Discount for the bank on the redeemed price per point.

74	pg.59		Commercial Bid	<p>A declaration to this effect has to be submitted by the Bidder. Requesting Bank to please elaborate the computation with example. <A> Can this be Zero? If 7 Cr. is the monthly redemption amount in INR - Can we assume the estimated redemption volume will be 84 Cr. annually in Year 1? <C> Redemption margins are passed basis category of points burn - If a weighted average is to be considered, please help sharing a bifurcation of past redemptions.</p>	<p><A> Bid can only be zero if the admin fee is zero and bidder agrees to provide 100 Percentage of Discount for the bank on the redeemed price per point. 84 Crore Points in Year. This is for the calculation of TCO. Actual number may vary <C> Avg. as per bidder calculation. Past redemption is attached herewith as annexure B.</p>
75	pg.59		Commercial Bid	<p>A declaration to this effect has to be submitted by the Bidder. Requesting Bank to please elaborate the computation with example. <A> Can this be Zero? If 7 Cr. is the monthly redemption amount in INR - Can we assume the estimated redemption volume will be 84 Cr. annually in Year 1? <C> Redemption margins are passed basis category of points burn - If a weighted average is to be considered, please help sharing a bifurcation of past redemptions.</p>	<p><A> Bid can only be zero if the admin fee is zero and bidder agrees to provide 100. Percentage of Discount for the bank on the redeemed price per point. 84 Crore Points in Year. This is for the calculation of TCO. Actual number may vary <C> Avg as per bidder calculation. Past redemption is attached herewith as annexure B.</p>
76	pg.33		Capability to use necessary intelligence and Geo Tagging.	<p>A declaration to this effect has to be submitted by the Bidder. Requesting Bank to confirm whether pin code or any address details will be shared in the txn files.</p>	<p>It can be on GPS based. Bank can share the PIN or address only if required and permitted by the regulatory guidelines.</p>
77	pg.56		Bank Gurantee	<p>Requesting Bank to share the exact amount of the Bg that would be required in this regard</p>	<p>Either 5 percent of total estimated 3 year's administrative fee or Rs. 75 lakh whichever is higher.</p>

78	pg.33		Ability to provide Premium Customers of the Bank with Concierge Service where the bidder will manage customized requests of Bank customers by being a single point of contact.	At present we provide concierge support to various categories of users - UHNI, HNI etc. The cost per support desk agent will be dependent on the type of services required - thereby requesting Bank to specify the number of agents required and help us with total customer calls average over the last one year	Bidder should have the capability to provide the service as per the bank requirement.
79	-		"Mandatory product suite that should be included in loyalty programs a) Tokenization / PP b) PG checkout offers c) Points Exchange d) Concierge for HNI users e) Instant gratification for Activation / Dormancy / Tokenisation f) International / Domestic Experiences / Travel support / Concert assistance / Airport services	Over the last 7 years, the scope of loyalty programs and RBI guidelines for user data usage with consent has drastically changed. On an average 5% of debit card users redeem their available points while almost 35% of the users use cards for instant discounts / airport lounge access / VAS We request bank to consider some of the mandatory products for scoring and evaluation purpose that currently constitute the entire suite of loyalty industry	The bidder may showcase their expertise/capability during the presentation, pertains to the loyalty platform only. Separate Points are reserved for presentation.
80	17	2.C	The Bidder will migrate all existing reward point data to the proposed solution at no extra cost to the bank.	Please confirm the Outstanding Liability of Current Reward Points	It Will be shared with successful bidder.
81	18	2.F.VI	If the solution is hosted on cloud or any cloud based services are being utilized, applicable clauses from the Bank policy should be strictly adhered	Please share the Existing Policy of the Bank	It Will be shared with successful bidder.
82	25	IV.1.10	The Bidder should have a positive Net Worth in the last three Financial Years (2021-22, 2022-23, 2023-24).	In Most of the RFP of CBI there is a clause that the bidder should have profit (after tax) in at least one financial years out of last three financial years (2021-22, 2022-23, 2023-24). Please confirm if that	No change.

				clause is also applicable in this RFP	
83	34	12.14	Fully integrated communication management to send e-mail/ SMS/Whatsapp and customized campaigns at every step of the loyalty program process. Relevant Documentary Proof/ Self Declaration to be submitted	Will the Bank Provide their own SMS/Email/Whatsapp Gateway and the cost for sending any sort of communication to the customer will be borne by the Bank or the Service Provider	The Bidder should be capable of using their own e-mail,SMS,Whatsapp and gateway services etc., as well as integration with the bank's communication system as per the Bank's requirement and should comply the regulatory guidelines'-mail, SMS,Whatsapp and gateway etc. cost would be borne by the bidder.
84	Page 6/Point 11		11. Proposal Security (EMD) (Refundable)	We request this amount to be reduced to 5 Lakhs INR	No change.
85	Page 11/Point 12.1)		12.1. Bid Security Fees Bidder has to deposit Earnest Money (Bid Security fees) as mentioned in "Tender Notice - Bid details in Brief" prior to the bid submission	Are EMD and Bid Security fee same? A clear justification will help to avoid confusion and ensure compliance with the bid requirements	Yes, But the Performance Bank Guarantee will be submitted by successful bidder after the acceptance of PO.
86	Page 11/Point 12.1 (iii)		The successful Bidder will have to furnish the performance guarantee of an amount equal to 1% of the value of the contract as per Annexure 06 within 30 days from the date of acknowledgement of Purchase Order.	Kindly define the contract value. Alternatively we request to have a fix amount for performance bank guarantee. A fixed amount provides certainty and ensures affordability	Either 5 percent of total estimated 3 year's administrative fee or Rs. 75 lakh whichever is higher.
87	Pag 11/Point 12.2		The RFP not accompanied by the BID Security Fees and Cost of RFP deposited as mentioned in "Tender Notice - Bid details in Brief" are liable to be rejected as NON-RESPONSIVE.	Kindly define under which clause we can find the cost of RFP. What is the cost of RFP as well? We could not find any fee with respect to cost of RFP in the document.	Cost of RFP has been waived off.
88	Page 12/Point 13		Project Length	As per the nature of the RFP, we recommend bank to increase the tenure of the RFP from 36 months to 60 Months.Since the Loyalty Program requires time to develop over time, a longer duration of the contract will help us to improve the program at an	No change.

				overall level along with new modules etc	
89	Page 13		Scope of Work	The Existing program Cent Rewardz also includes program for Employee R&R (Central PRAISE). Please clarify if the Employee R&R program is also part of the scope of work? Clarifying scope to ensures accurate proposals are submitted and avoid scope creep during execution	Under the scope of RFP, bank can integrate with any channel as when required.
90	Page 14/Point Expiry rules		The loyalty solution should also support revocation of the expired loyalty points in exceptional situations	As a part of Audit & Compliance, the expired points cannot be revoked. However, basis approval from the bank, we can reissue the points as a courtesy points, please confirm?	Can be decided as when required.
91	Page 15/Point Rredemptio n rules		Bidder should provide their own solution SMS facility for sending OTP, Emails, notification without any extra cost to the bank and customer	For the type of engagement under discussion, as a good practice we recommend bank to consider API integration with bank's communication channels such as SMS, Email, Whatsapp for better transparency and control with the bank	The Bidder should be capable of using their own e-mail,SMS,Whatsapp and gateway services etc., as well as integration with the bank's communication system as per the Bank's requirement and should comply the regulatory guidelines'-mail, SMS,Whatsapp and gateway etc. cost would be borne by the bidder.
92	Page 19/Point j (ii)		Marketing - Designing of marketing campaigns/program for rewards program, artwork, E-mailers, poster, leaflets, catalogues etc. by bidder to help bank to carry promotion for Loyalty Reward Program.	Kindly confirm whether the costs associated with marketing activities (cost of designing marketing campaigns/program, artwork, e-mailers, poster, leaflets, catalogues, GIFs, etc) and deployment of marketing campaigns will be borne by the bank? Kindly explain estimated volumes & where to capture these rates in the commercial bid. Clear cost allocation ensures accurate pricing in the commercial bid and avoids disputes later	No extra cost to bank.

93	Page 19/Point j (iii)		Deploying regular SMS and Emails communication to customers for promoting the program	Kindly confirm whether the costs associated with deploying SMS & email communication to customers will be borne by the bank? Kindly explain estimated volumes & where to capture these rates in the commercial bid.	Bidder should have the capability to provide the service as per the bank requirement.
94	Page 20/Point (i)		Customer Support Centre -The Bidder should maintain and manage a call center to handle inbound and outbound customer calls regarding the loyalty program management, redemption, accrual and any other issues or feedback from the customers	We request Bank to provide a reimbursement towards call Centre agent, call Centre telecom bill. Also what is the volume expected on the call Centre.	No change.
95	Page 23/ 5 (v)		OTHER - Any new technological advancement/market trend followed by peer Banks in providing impetus to the existing Rewards Program will automatically become part of the scope, without any extra cost to the Bank.	In a realistic scenario, the commercials will be quoted basis the scope of work currently under consideration and hence we request the bank to limit the bidder's scope of work as defined in the current RFP.	No change.
96	Page 24/1 (2)		The Bidder should have expertise in providing an End-To-End Loyalty Program Management Solution for at-least 1 Scheduled Commercial Banks/ Public Sector Banks (excluding RRBs, all type of cooperative Banks , SFB and Payments Banks) within India including a dedicated interactive secure online website for a loyalty rewards program with SSL which enables customers to register, inquire about loyalty points and request for redemptions.	Handling the entire loyalty program for a large PSU like Central Bank of India will require expertise in end to end loyalty program management i.e. expertise in multi-channel accrual, call Centre management, marketing & communication management, data science, & redemption handling. Kindly confirm whether letters from clients where bidder is handling all of the above services will only be acceptable. We also request bank to consider scheduled commercial banks with a minimum customer base of 2 crores.	No change.

97	Page 27/Point 6 (c)		The prices should be as per Annexure to be charged. During the offer validity and subsequent contract period, the bidder will absorb any upward revision of prices in case of custom duties, taxes, levies, Govt. duties etc. and pass on the benefit to Bank in case of downward revision of Govt. taxes, levies, etc.	Any Upward or Downward revision of prices in case of custom duties, taxes, levies, govt. duties etc. should be paid by the bank on actuals as per the government guidelines	GST shall be paid to the bidder on actual basis at the applicable rate.
98	Page 29/Point 10 (c)		Reverse Auction - During the course of Reverse Auction if eligible bidders accept the base price and do not place any bid below the accepted base price after logging into the Reverse Auction portal, then out of these bidders, the one who has quoted least total price in Table of Commercial bid format (Annexure 07)	The scope of work of this RFP requires the bidder to have very advanced and sophisticated technology, security to run the Loyalty Program. The final bidder selection hence should be a weighted average of technical score and commercial quotation. Basis our Past Experience of Reverse auction process from other public sector banks (ex: Punjab National Bank - Loyalty RFP Reference Number PNB HO/DBTD/LoyaltyRewards/RFP/02/2022-23 , we request the bank to kindly consider a techno commercial process to finalize the L1 instead of a reverse auction price. For example: The techno commercial evaluation formula to be Combined Score of Bidder A = 70% weightage on the "Technical score" + 30% weightage on the "Commercial quotation"Formula: 1. Technical Score = Bidder A (technical score) /(divided by) Highest technical score amongst all bidders 2. Commercial Quotation = Lowest commercial quotation amongst all bidders /(divided by) Bidder A (commercial quotation)	No change.

99	Page 29/Point 10 (c)		Reverse Auction - During the course of Reverse Auction if eligible bidders accept the base price and do not place any bid below the accepted base price after logging into the Reverse Auction portal, then out of these bidders, the one who has quoted least total price in Table of Commercial bid format (Annexure 07)	<p>Considering that the complex techno commercial nature of end to end loyalty solution can have varied levels of quality and service levels, we request the bank to keep a minimum viable TCO as the minimum bid during the reverse auction through GEM.</p> <p>For Example: If Base Price is INR 10, and Bid decrement value is INR 3 then the bank should keep a minimum possible bid of INR 5.</p>	No change
100	Page 29/Point 10 (c)		Reverse Auction - During the course of Reverse Auction if eligible bidders accept the base price and do not place any bid below the accepted base price after logging into the Reverse Auction portal, then out of these bidders, the one who has quoted least total price in Table of Commercial bid format (Annexure 07)	During the reverse auction process, in case any bidder inputs the lowest permissible bid acceptable by the system or an amount which cannot be reduced further by the "bid decrement value", we expect that other bidders/T1 bidder will also be allowed by the system/bank to match this price quoted by the bidder. In case there is no provision in the system to address these situation due to technical constraints, request the bank to consider taking verbal & written consent from the bidders in case they wish to match the said bid.	No change.
101	Page 33/Point 7		Capability to integrate with various channel partners	Kindly define what is included under "channel partners" in this context.	Bank may integrate with any channel as and when required.
102	Page 34		Technical Bid Evaluation Criteria- Only those bidders confirming compliance to all the terms & conditions of RFP document and score minimum 70% in the Technical Score Evaluation shall be short-listed for commercial stage	We request the minimum scoring to be done at 80% in the Technical score evaluation	No change.

103	Page 34/Point 13 (2)		<p>PRICE VARIATION FACTOR</p> <p>“If a bidder quoting higher prices, higher by more than 20% as compared to the average quoted prices (of all technically qualified bidders) for all items in aggregate, the same bidder shall not be called for reverse auction process”. If due to such price variation factor, a bidder is not found eligible to be called for reverse auction and only one bidder is left commercially eligible, in such a situation, Bank reserves the right to negotiate with the L1 bidder.</p>	<p>The commercial bid participation would be eligible to only a handful number of technically shortlisted vendors. Further since this is a specialized offering with varied degrees of quality/customization, no. of campaigns, no. of call Centre agents, etc. hence the price quotation by each vendor can be very different basis the understanding of the scope of Work of the RFP. The entirety of the proposal needs to be evaluated by considering both technical capability and price together for the bank to select the best vendor.</p>	No change.
104	Page 42/16.13		<p>Limitation of Liability</p>	<p>Requesting the bank to limit the "Limitation of Liability" to last 3 month fees paid by the Bank to the Vendor.</p>	No change.
105	Page 47/Point 16.24 (b)		<p>Penalties will be levied @ actual loss + Rs 50,000/- per instance for any loss bank has suffered due to frauds taken place during the down time or non-availability or nonfunctionality of Loyalty Solution or else</p>	<p>Downtime wherever necessary or due to certain requirements need to be initiated by the vendor. But this will be informed to the bank either on a proactive basis or on a reactive basis. Hence we request this clause to be modified basis notification from the vendors</p>	No change.
106	Page 59/Annexure 07		<p>Percentage of Discount for the bank on the redeemed price per point</p>	<p>We recommend this cost line item (Cost C) to be removed from the TCO and the bank to have a separate margin sharing model and basis the same the margin to be passed back to the bank. Each redemption module has a different margin pass back which the bidder receives and even within one redemption module, multiple vendors can offer differential margin pass back. Example: Bidder to define percentage of margin share for each of the redemption module for points redeemed - 50% of the redemption margin (for Example:</p>	No change.

				if 4% is the redemption margin, 2% will be shared with the bank)	
107	Page 59/Annexure 07		# Rate of ₹0.25 is used solely for TCO calculation purposes. The bank may change this rate as and when required.	Since the administration fees (Cost A) as per the table requires us to put a value for point redeemed, if the rate of INR 0.25 as used for TCO changes then the cost A should also be changed in line with that	No change.
108	Page 60/Annexure 08		Integrity Pact	Kindly advise whether integrity pact is to be printed on legal paper/stamp paper, plain paper or letterhead of firm.	<p>The Integrity Pact provided in the RFP contains certain provisions that make it an legally binding agreement between the parties, thereby attracting a stamp duty of Rs. 500/- under Article 5(h)(B) of The Maharashtra Stamp Act, 1958.</p> <p>The Document should be printed on green color legal paper.</p>
109			EMD charges as Thriwe Consulting Pvt. Ltd. (Thriwe) falls under MSE (Small Services)	We would like to know if EMD will be exempted for Thriwe	EMD is Exempted for MSMEs subject to valid NSIC/MSME Certificate explicitly mentioning that they are registered with NSIC/ MSME under single point registration scheme.

110	13	A	Electronic Commerce Store	<p>Web App / Mobile App with Integration with Bank's Existing App - Please Confirm whether a SDK or PWA Solution Required? Are there any preferred vendors or pre-existing partnerships the bank wants to incorporate into the e-commerce store? Are there specific payment methods or BIN ranges that need to be prioritized for integration?</p>	<p>A) API, SDK, PWA, Mobile App, Website. B) Bank does not have any pre-existing partnerships. C) It will be informed as per the requirement.</p>
111	13	B	Accrual Management	<p>Is a Self-Serve Panel to set Accrual Rules required?</p> <p>Is the accrual Panel Required in bank premise (On Premise) or cloud (Private Or Shared)</p> <p>Could the bank share the business logic or rules for reward point accrual across different channels and customer segments?</p> <p>How does the bank envision handling exceptions in reward accrual or redemption (e.g., transaction reversals or cancellations)?</p> <p>Are there predefined limits or caps for monthly accrual or redemption that need to be incorporated?</p>	<p>It will be informed to the successful bidder as per bank requirement.</p>
112	14		Points Expiry	<p>What other types of point's management expected other than Bank Points & Partner Points?</p> <p>What policies should be implemented for point expiry? Are there any specific configurations for revoking points in exceptional situations?</p> <p>What are the bank's expectations for audit trails or approval workflows in</p>	<p>It will be informed to the successful bidder as per bank requirement.</p>

				the case of point revocation?	
113	14		Tiering	Number of tiers to be maintained? The Tier definition criteria? How frequently does the bank expect tier performance to be reviewed or recalibrated (e.g., monthly, quarterly)? Should the loyalty solution accommodate dynamic tiering based on real-time customer behavior?	It will be informed to the successful bidder as per bank requirement.
114	14		Points Redemption Rules	Please Specify the Redemption Rules to be Applied in detail.	It will be informed to the successful bidder as per bank requirement.
115	14	B(i)	Reward Catalogue	<p>Generating offers & Coupon through the module is expected? Or Only the facilitation required?</p> <p>Points First In First Out will be based on Point type?</p> <p>Are there any region-specific or demographic-specific reward preferences that the catalog should cater to?</p>	It will be informed to the successful bidder as per bank requirement.
116	15 / 16		Redemption Fulfillment	<p>Two type authentications will include Password Login & OTP?</p> <p>Please Specify if any preferred POS / E-POS Aggregators</p>	It will be informed to the successful bidder as per bank requirement.

117	17		Data Migration	<p>Data will be transferred through STFP Or API? Which will be the primary source to be integrated for Data consumption?</p> <p>Total Number of existing Users?</p> <p>Does the bank have a preferred encryption standard or security protocol for data transmission between systems?</p>	It will be informed to the successful bidder as per bank requirement.
118	17		Portal Design	<p>No. Of Regional Languages Required? Please Name the languages</p> <p>Provide details about the required UI and user experience UX guidelines to ensure alignment with the bank's branding.</p>	<p>13 languages.</p> <p>Required UI and user experience UX guidelines Will be provided to the successful builder</p>
119	17		Database Maintenance	Will the PII Data Flow into Zaggle's System to communicate relevant offers to the customer using the Email ID & Mobile Number?	It will be informed to the successful bidder as per bank requirement.
120	18		Technology Platform	Does this require an Self-Serve panel for bank to manage the Accrual rule configuration?	Yes.
121	19		Analytics & Intelligence	Which will be the primary integration to receive transaction & profile data to be able to calculate the accrual point?	It will be informed to the successful bidder as per bank requirement.
122	19		Compliance with Storage of Payment Data Norms	Please Specify the Penalty?	100% penalty as levied by the regulatory authority+ Penalty approved by bank committee.
123	19		Marketing	Will the additional Marketing assets be charged separately on the basis of and agreed rate card? Please list the any other elements incase missed.	No extra cost to bank.
124	20		Partner Management	<p>Please specify the categories in detail for the partner network.</p> <p>Should partner onboarding processes include bank-led approvals, or can the bidder independently manage partnerships?</p>	Bank can also provide the leads/bidder will also independently manage partnerships.
125	20		Audit Trail	Please specify the frequency of audits?	As per the policy of the bank/regulatory

					guidelines.
126	20		Traffic Management	Please specify, the total number of existing customers across products accessing the Platform	Bank has 2 Cr+ Customer Accounts on loyalty platform based on debit card only.
127	20		Language Support	Please specify all the regional Languages Required?	13 Languages.
128	21		Security	Please specify all the Integrations and partners in detail	It will be informed to the successful bidder as per bank requirement.
129	21		Marketplace	Please specify all the Integrations and partners in detail	Yes.
130	21		Offers Module	Need Clarity on the QR Code functionality and Use case? How often does the bank anticipate launching new campaigns or offers? Does the bank have specific criteria for defining target audiences for campaigns?	By scanning QR code customer will get the offer details. As per bank requirement.
131	24	6		Customer Account means bank account or user a/c	The accounts against which the bidder has posted the points in their system. It does not depend on whether the user has created the account or not.
132	25	10		The Bidder should have a positive Net Worth in the last three Financial Years (2021-22, 2022-23, 2023 24). Relaxation on 2021-22	No change.
133	30	11		GEM fee is applicable on contract value or commercials which we charge. How do we derive the contract value?	Contract value will be evaluated on the basis of commercials submitted by successful bidder.
134	32	2		Number of Customer Loyalty Accounts managed Proof in the format as specified in Annexure 19. However, Annexure 19 mentioned LITIGATION CERTIFICATE	The Annexure 19 pertains to No-Litigation certificate. For this clause Relevant Documentary Proof/ Self Declaration to be submitted. Same shall be evaluated at the time of demo of product. The number of customers should be related to banking loyalty program in India exclusively.
135	89		Annex. 26	RFP Cost Waiver for MSME/NSIC Firms/companies	RFP cost is already waived off for all bidders.

Annexure-A

Particulars	Code	Amount / Points		
	XX	Year 1	Year 2	Year 3
Administrative Fees in ₹ per point redeemed by the customer on bank earned points (Exclusive GST)	A	0		
Points Likely to be redeemed per month (in Lakh) *	B	B1	B2	B3
		700	875	1094
Percentage of Discount for the bank on the redeemed price per point.	C	5%		
#Total Amount (Lakh) ₹ $D = (A + 0.25 * (100 - C) / 100) * B * 100000 * 12$	D	D1	D2	D3
		19,95,00,000.00	24,93,75,000.00	31,17,90,000.00
Total Project Cost (Lakh) for 3 Years $D1 + D2 + D3$	XX	Project Cost(F) ₹		
				76,06,65,000.00
		Applicable GST(G) ₹		
				13,69,19,700.00
		Total Project Cost(F+G) ₹		
				89,75,84,700.00

A: Represents the administrative fee charged by the Selected Bidder to the Bank.

B: Denotes the number of points likely to be redeemed per month (in lakhs).

C: Refers to the discount offered by merchants on the redeemed price per point.

The rate of ₹0.25 per point represents the benefit provided by the Bank to its customers. For example, 100 points would be equivalent to ₹25 for a Bank customer. If bidder offers 5% discount to the bank. Bidder will charge the bank ₹0.2375/point however; the value of the points for the customer will remain ₹0.25 per point

Rate of ₹0.25 is used solely for TCO calculation purposes. The bank may change this rate as and when required.

Annexure-B

Category	Percentage of points redeemed
Point Gateway	35.62%
Merchandise	35.51%
E-Gift Voucher	13.44%
Mobile Recharge	10.24%
Gateway	3.57%
DTH Recharge	1.12%
Bill Payment	0.26%
Flight Booking	0.21%
Hotel Booking	0.02%
Others	0.01%