



Procuring Entity

INFOTECH ENGINE OF M.P.

REQUEST FOR PROPOSAL

Selection of an agency for a Rate Contract to provide WhatsApp Business Services and AI-powered Chatbot solutions.

RFP No.: RFP/2026/003

Issuing Authority

Procuring Entity Address

8 Jul 2026, 05:45 hrs

1. Disclaimer

Selection of an agency for a Rate Contract to provide WhatsApp Business Services and AI-powered Chatbot solutions. The scope includes provisioning WhatsApp Business APIs, developing intelligent chatbots, providing a graphical chatbot builder, migrating existing accounts, and ensuring seamless integration with government applications and services.

Project location: Madhya Pradesh

Contract duration: 36 months

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2. Notice Inviting Tender

Invitation

The Managing Director, MPSeDC Ltd. hereby invites electronic bids through the e-procurement portal for the Selection of an agency for a Rate Contract to provide WhatsApp Business Services and AI-powered Chatbot solutions. (Tender Reference Number: AID-MRBNL5HG-57B0). The objective of this procurement is to select a qualified agency under a Rate Contract to provide comprehensive WhatsApp Business Services and AI-powered Chatbot solutions. The selected agency will be responsible for provisioning WhatsApp Business APIs, developing intelligent multilingual chatbots, providing a graphical no-code chatbot builder, migrating existing accounts, and ensuring seamless integration with various government applications and services across Madhya Pradesh.

The scope of work encompasses the establishment of a centralized Citizen Communication Platform to enable government departments to deliver notifications, certificates, payment reminders, and transactional communications. The agency shall also provide advanced analytics, knowledge management, case management, and continuous Operations & Maintenance (O&M) including Facility Management Services (FMS) and technical support throughout the 36.

Key Information

Bidders are advised to refer to the Schedule of RFP for detailed information regarding the tender fee, Earnest Money Deposit (EMD), and specific submission timelines. The key parameters of the tender are summarized below:

The selection process will follow a two-cover system, comprising a Technical Bid and a Financial Bid. Only those bidders who meet the minimum technical qualification score of 100 will have their financial bids opened. The evaluation will be conducted based on the Least Cost (L1) method among the technically qualified bidders.

Submission and Communication

All bids must be submitted online through the official e-procurement portal within the stipulated timeframe. Bidders must ensure that their submissions are complete and comply with all instructions provided in the RFP document. Late submissions will not be accepted under any circumstances.

- All communications, queries, and requests for clarification must be submitted through the e-procurement portal within the 17 Jul 2026, 11:21 hrs.
- Any corrigenda, amendments, or clarifications issued by the Managing Director, MPSeDC Ltd. will be published exclusively on the e-procurement portal and shall form an integral part of the tender document.
- The Managing Director, MPSeDC Ltd. reserves the right to accept or reject any or all bids, or cancel the entire tendering process at any stage without assigning any reason thereof.

3. Abbreviations & Definitions

The following abbreviations and definitions apply throughout this RFP unless the context requires otherwise.

Term	Definition
RFP	Request for Proposal, i.e. this bidding document and all its annexures, corrigenda and addenda.
Procuring Entity	The authority inviting this tender and awarding the resulting contract.
Bidder / Agency	Any firm, company, or agency participating in this procurement process.
EMD	Earnest Money Deposit submitted by the bidder as bid security.
PBG	Performance Bank Guarantee furnished by the successful bidder as performance security.
LoA / Work Order	Letter of Award / Work Order issued to the successful bidder.
L1	The lowest evaluated responsive financial bid.
Portal	The designated e-procurement portal on which this tender is published and bids are submitted.
DSC	Digital Signature Certificate used to sign the electronic bid.
Authorised Signatory	The person holding a valid Power of Attorney to bind the bidder to this bid and the resulting contract.

4. Schedule of RFP

Tender Publish Date	2026-07-08T05:45:04.909Z
Bid Submission Deadline	30 days
Bid Validity (Days)	90
EMD Amount (INR)	200000
Estimated Value (INR)	200000000

Project Location	Madhya Pradesh
Contract Duration (Months)	36

5. Project Profile & Background Information

About the Procuring Entity

The Managing Director, MPSeDC Ltd. is the nodal agency responsible for the implementation of Information and Communication Technology (ICT) initiatives within the state of Madhya Pradesh. The agency plays a pivotal role in driving digital transformation, enhancing e-governance services, and facilitating the seamless delivery of government services to citizens through robust technological frameworks and secure digital infrastructure.

Project Context

In the current digital era, there is an increasing demand for accessible, real-time, and interactive communication channels between the government and its citizens. To address this, Managing Director, MPSeDC Ltd. intends to establish a centralized, enterprise-grade WhatsApp Business Communication Platform. This platform will serve as a unified gateway for multiple Government Departments to engage with citizens via secure, scalable, and intelligent conversational interfaces.

The project involves the selection of a qualified agency through a Rate Contract for a period of 36 to provide comprehensive WhatsApp Business API services and AI-powered chatbot solutions. The scope encompasses the deployment of an intelligent platform capable of handling multilingual communication, automated workflows, and complex service integrations. Furthermore, the project necessitates the migration of existing WhatsApp Business Accounts and Chatbot solutions to the new platform to ensure continuity of service without disruption. The solution must integrate seamlessly with existing government portals, departmental applications, payment gateways, and authentication services to enable end-to-end digital service delivery, including notifications, certificate delivery, application tracking, and complaint management.

Objectives

The primary objectives of this procurement are as follows:

- To establish a centralized and scalable WhatsApp Business Communication Platform capable of supporting multiple government departments and high-volume citizen interactions.
- To deploy AI-powered, multilingual (Hindi and English) conversational chatbots that utilize Natural Language Processing (NLP) to automate citizen queries, service requests, and complaint registrations.
- To provide a graphical, no-code/low-code Chatbot Builder platform that enables departmental users to design and manage conversation workflows independently.
- To enable seamless integration of WhatsApp services with existing government ecosystems, including CRM systems, payment gateways, and identity verification/OTP services.

- To ensure high availability and reliability of communication services through stringent Service Level Agreements (SLAs), including a minimum platform uptime of 99%.
- To provide advanced analytics, sentiment analysis, and real-time monitoring dashboards to track service delivery, citizen engagement, and operational performance.

6. Pre-Qualification Criteria

S.No	Type	Criteria	Requirement	Mandatory	Supporting Documents
1	Other	Business Eligibility	Legally registered Indian entity with minimum three years of operations.	Yes	
2	Turnover	Financial Criteria	Average annual turnover of at least ₹65 Crores during the last three financial years.	Yes	
3	Certificate	Business Authorization	Mandatory authorization as an official WhatsApp Business Solution Provider.	Yes	
4	Work Order	Technical Experience	Experience of at least three WhatsApp Business API & Chatbot projects in India, each with minimum order value of ₹2 Crores, executed after 1 April 2020.	Yes	
5	Other	Technical Capability	Availability of an online graphical Chatbot Builder supporting no-code chatbot development.	Yes	
6	Document	Statutory Compliance	Valid GST and PAN registration.	Yes	GST registration PAN registration
7	Document	Mandatory Declaration	Bidder should not be blacklisted by any Government organization.	Yes	

7. Technical Evaluation Criteria

S.No	Evaluation Criterion	Description	Max Marks
1	Technical evaluation	Technical proposal scored out of 100 across the tender-specific dimensions (for example: company profile & financial strength, relevant	100
Total			100

S.No	Evaluation Criterion	Description	Max Marks
	score	project experience, approach & methodology, and team / presentation). Only bidders meeting the minimum qualifying marks proceed to commercial opening (the qualifying mark is set on the evaluation scheme).	
Total			100

Scheme Name	Imported evaluation scheme
Official Ranking Method	L1 — Lowest valid quote
Minimum Qualified Bidders	3
Commercial Opening Rule	Only Technically Qualified
Tie-breaker Rule	None
Assistant Scoring	Enabled

8. Overall Evaluation

Evaluation Approach

The evaluation of bids for the Selection of an agency for a Rate Contract to provide WhatsApp Business Services and AI-powered Chatbot solutions. shall be conducted through a two-cover, two-stage deterministic process. This process ensures that only those bidders who demonstrate the requisite technical competence and meet the mandatory pre-qualification criteria are considered for financial evaluation.

1. Stage 1: Technical Evaluation - The technical bids shall be opened first. The Procuring Entity will evaluate each bidder against the mandatory pre-qualification criteria and the technical scoring criteria as defined in this RFP. Bidders must satisfy all 'Pass/Fail' eligibility requirements to be considered for scoring. Only those bidders who achieve the minimum qualifying technical score of 100 marks shall be declared 'Technically Qualified'.
1. Stage 2: Financial Evaluation - The financial bids of only those bidders who have been declared 'Technically Qualified' in Stage 1 shall be opened. The financial bids of technically disqualified bidders will be returned unopened and shall not be considered for the selection process.

Technical Qualification

Bidders must meet all the following pre-qualification and technical requirements to be eligible for the financial bid opening. Failure to meet any single mandatory criterion shall result in the immediate disqualification of the bidder.

The following mandatory pre-qualification criteria must be met:

- **Legal Status:** The bidder must be a legally registered Indian entity with a minimum of 5 years of operational experience in the industry.
- **Financial Capability:** The bidder must have an average annual turnover of at least 50,000 during the last three financial years.
- **Business Authorization:** The bidder must hold mandatory authorization as an official WhatsApp Business Solution Provider (BSP).
- **Technical Experience:** The bidder must have successfully executed at least 1 WhatsApp Business API & Chatbot projects in India, where each project had a minimum order value of 1 and was executed after 1 April 2020.
- **Statutory Compliance:** The bidder must possess valid GST and PAN registration and must not be blacklisted by any Government organization.

Technical scoring will be based on the bidder's proposed solution's ability to meet the functional requirements, including but not limited to: AI-powered multilingual chatbots, graphical no-code chatbot builders, NLP/ML capabilities, and seamless integration with existing government workflows. The total score must meet or exceed 100 marks.

Financial Evaluation and L1 Selection

The financial evaluation shall be performed only on the bids of the bidders who have successfully cleared the Technical Qualification stage. The evaluation will be based on the total evaluated price as per the Bill of Quantities (BOQ) provided in the financial bid document.

The selection will be based on the Least Cost (L1) method. The bidder offering the lowest total evaluated price (L1) for the entire scope of work, including the rate contract components, shall be considered for award of the contract, subject to the acceptance of terms and conditions by the bidder.

- All prices quoted must be inclusive of all applicable taxes, including GST, duties, levies, and any other statutory charges, unless otherwise specified.
- The financial bid must be submitted in the format prescribed in the RFP to ensure a fair and transparent comparison.
- Any arithmetic errors discovered during the evaluation of the financial bids shall be corrected by the Procuring Entity, and the corrected price shall be used for L1 determination.

Tie-Breaking and Purchase Preference

In the event of a tie where two or more bidders submit the same L1 price, the Procuring Entity shall resolve the tie through a process of drawing lots or as otherwise determined by the competent authority in accordance with standard government procurement guidelines.

Statutory Purchase Preference: The Procuring Entity shall apply any applicable statutory purchase preferences (such as those for Micro and Small Enterprises (MSEs) or Make in India compliant vendors) as per the prevailing Government of India and State Government policies. Such preferences

shall be applied during the evaluation process in accordance with the specific rules and conditions governing such preferences at the time of bid opening.

9. Scope of Work

9.1 Project Scope

The selected bidder shall deliver the complete scope of work covering all functional, technical, quality, and integration requirements specified in this RFP. The scope includes requirement validation, planning, execution, quality assurance, handover, and support for the contract period, as applicable to this tender.

- Conduct a detailed requirement study and prepare a requirements specification for the Procuring Entity's sign-off.
- Execute and deliver the scope on the infrastructure or at the locations specified by the Procuring Entity.
- Integrate or coordinate with identified systems, agencies, or stakeholders as specified in this RFP.
- Comply with applicable standards and guidelines and remediate observations before acceptance.

9.2 Deliverables and Timelines

The selected bidder shall deliver the following milestones within the timelines indicated, calculated from the date of issue of the work order:

Milestone	Deliverable	Timeline
M1	Project inception report and approved project plan	T + 2 weeks
M2	Requirements specification sign-off	T + 6 weeks
M3	Execution / development and integration complete	T + 16 weeks
M4	Acceptance testing and quality clearance	T + 20 weeks
M5	Go-live / commissioning and commencement of operations and maintenance	T + 24 weeks

9.3 Implementation Team

The bidder shall deploy a dedicated project team with the roles and qualifications proposed in the technical bid. Key personnel shall not be replaced without prior written approval of the Procuring Entity, and any approved replacement must have equivalent or higher qualifications and experience.

9.4 Training and Knowledge Transfer

Where applicable, the bidder shall conduct structured role-based training for the Procuring Entity's users, administrators, and staff, including training material, user manuals, and standard operating procedures. Refresher training shall be conducted as specified during the operations and maintenance phase.

9.5 Warranty, Operations and Maintenance

Where applicable, the bidder shall provide comprehensive warranty and operations and maintenance support for the entire contract period, covering defect resolution, updates, performance maintenance, helpdesk support, and periodic reporting against the service levels specified in this RFP.

9.6 Exit Management

At the end of the contract period or upon earlier termination, the bidder shall provide complete exit management support, including handover of deliverables, documentation, data, credentials, and licenses, along with knowledge transfer to the Procuring Entity or its designated agency over a transition period specified in the contract, without any additional cost.

10. SLA Deliverables and Penalties

S.No	Service Level Parameter	Requirement	Measurement	Penalty
1	System Availability and Uptime	The WhatsApp Business API and AI-powered Chatbot services shall maintain a minimum uptime of 99.5% per month.	Monthly uptime reports generated by system logs and monitoring tools.	0.5% of the monthly service fee for every 0.1% drop below the threshold, capped at 5% of the monthly fee.
2	Incident Response Time (Critical)	Response to 'Critical' severity incidents (e.g., complete service outage) must be within 30 minutes of reporting.	Timestamp comparison between incident logging and initial response recorded in the ITSM tool.	1% of the monthly service fee for every hour of delayed response, capped at 10% of the monthly fee.
3	Incident Resolution Time (Critical)	Resolution of 'Critical' severity incidents must be completed within 4 hours.	Timestamp comparison between incident logging and service restoration/resolution.	2% of the monthly service fee for every hour of delay beyond the SLA, capped at 15% of the monthly fee.
4	Implementation Timeline (Milestone)	Completion of WhatsApp API provisioning, account migration, and initial chatbot deployment as per the agreed project plan.	Successful deployment certificate signed by the Authority.	0.5% of the milestone value for every week of delay, capped at 10% of the total milestone value.
5	Chatbot Accuracy and Intelligence	AI-powered chatbot must achieve a minimum Intent	Evaluation of test datasets and user feedback logs during the UAT phase.	2% of the implementation milestone value for

S.No	Service Level Parameter	Requirement	Measurement	Penalty
		Recognition accuracy of 90% during pilot/UAT.		each 5% shortfall in accuracy, capped at 10% of the milestone value.

The aggregate penalty under all service level parameters shall not exceed 10% of the total contract value. Persistent breach of service levels beyond two consecutive review periods shall constitute a material breach entitling the Procuring Entity to invoke the performance bank guarantee and/or terminate the contract.

11. Instructions to Bidders

11.1 Preparation of Bids

The bid shall be prepared in English and submitted online in the prescribed two-cover format: Cover 1 containing the pre-qualification and technical bid with all supporting documents, and Cover 2 containing only the financial bid in the prescribed format. The financial bid must not be disclosed, directly or indirectly, in any part of the technical bid; such disclosure shall lead to summary rejection of the bid.

All pages of the bid must be serially numbered and digitally signed by the authorized signatory. Bids must remain valid for 180 days from the last date of submission.

11.2 Tender Fee and Earnest Money Deposit

The bid must be accompanied by the non-refundable tender fee and the Earnest Money Deposit (EMD) specified in the Schedule of RFP, paid online through the e-procurement portal. Bids not accompanied by the tender fee and EMD shall be rejected. The EMD of unsuccessful bidders will be refunded without interest after award of contract. The EMD shall be forfeited if the bidder withdraws or modifies its bid during the validity period, or fails to execute the agreement or furnish the performance bank guarantee after award.

11.3 Pre-Bid Meeting and Corrigendum

A pre-bid meeting will be held as per the Schedule of RFP. Bidders should email their queries in the prescribed format before the deadline for receipt of queries. Responses to queries and any amendments to the RFP will be published as corrigenda on the e-procurement portal and shall form an integral part of this RFP. Bidders are responsible for taking into account all corrigenda before submitting their bids.

11.4 Opening and Evaluation of Bids

Technical bids will be opened online on the notified date and time. The evaluation committee will first verify pre-qualification compliance and then evaluate technically qualified bids against the Technical Evaluation Criteria. Financial bids of only technically qualified bidders will be opened, and the contract

will be awarded on the L1 basis described in the Overall Evaluation section. The Procuring Entity may seek clarifications during evaluation; however, no change in the substance of the bid shall be permitted.

11.5 Grounds for Rejection of Bids

- Bid submitted through any mode other than the designated e-procurement portal or received after the submission deadline.
- Bid not accompanied by the prescribed tender fee or EMD.
- Disclosure of financial bid details in the technical bid.
- Conditional bids, incomplete bids, or bids not conforming to the prescribed formats.
- Misrepresentation or submission of forged, tampered, or false documents.
- Bidder blacklisted or debarred by any Government entity as on the date of bid submission.

11.6 Award of Contract

The successful bidder shall, within 15 days of issue of the letter of award, furnish a performance bank guarantee of 5% of the contract value valid for the contract period plus 90 days, and execute the agreement in the prescribed format. Failure to do so shall result in forfeiture of the EMD and cancellation of the award. The Procuring Entity reserves the right to annul the bidding process and reject all bids at any time prior to award of contract without incurring any liability.

☐	Document	Format	Mandatory
	GENERAL & MANDATORY		
☐	Bid submission letter (digitally signed)	PDF	Yes
☐	EMD payment receipt or instrument	PDF	Yes
☐	Financial bid (separate sealed cover / portal format only)	Portal	Yes
	BUSINESS ELIGIBILITY		
☐	Certificate of Incorporation / Registration Certificate	PDF	Yes
	FINANCIAL CRITERIA		
☐	CA certificate stating year-wise turnover and net worth	PDF	Yes
☐	Audited financial statements for the last 3 financial years	PDF	Yes
	BUSINESS AUTHORIZATION		
☐	Power of attorney for the authorised signatory	PDF	Yes
	TECHNICAL EXPERIENCE		
☐	Work orders with completion certificates for similar projects	PDF	Yes

☐	Document	Format	Mandatory
	TECHNICAL CAPABILITY		
☐	Technical proposal	PDF	Yes
	STATUTORY COMPLIANCE		
☐	GST registration certificate	PDF	Yes
☐	PAN card of the entity	PDF	Yes
	MANDATORY DECLARATION		
☐	Non-blacklisting declaration on non-judicial stamp paper	PDF	Yes

12. Submission of Proposal

Cost and Language of Bidding

The bidder shall bear all costs associated with the preparation and submission of its bid, and the Procuring Entity shall in no case be responsible or liable for those costs regardless of the conduct or outcome of the bidding process. The bid and all correspondence and documents relating to the bid shall be written in English.

Two-Cover Online Submission

Bids shall be submitted online only, through the designated e-procurement portal, in two separate covers — a Technical Cover (pre-qualification and technical documents) and a Financial Cover (price bid in the prescribed format). The financial cover shall remain sealed until technically qualified bids are opened at the financial-opening stage. No offline, physical, e-mail or fax bids shall be accepted.

Registration and Digital Signature

Bidders must be registered on the portal and must hold a valid Class-II/Class-III Digital Signature Certificate (DSC) in the name of the authorised signatory. The bid, including all uploaded documents, shall be digitally signed. Bidders are advised to complete registration and DSC mapping well before the submission deadline.

Preparation and Submission of Bids

The bidder shall prepare the bid strictly as per the formats and instructions in this RFP, upload all required documents in legible form, and submit the bid on the portal on or before 15 Jul 2026, 11:22 hrs. A bid may be modified or withdrawn online before the deadline; no modification or withdrawal shall be permitted thereafter. Bids received after the deadline shall be rejected by the system.

Alternative or Conditional Bids

Alternative bids and conditional bids shall not be entertained. A bidder shall submit only one bid; submission of more than one bid by the same bidder (directly or through an associate) may result in rejection of all such bids.

Assistance to Bidders

For queries relating to the scope of work, bidders may seek clarifications as per the pre-bid process defined in this RFP. For queries relating to the operation of the e-procurement portal, bidders may contact the portal help-desk. All corrigenda, addenda and clarifications shall be published only on the portal, and bidders are responsible for checking it regularly.

13. Opening of Proposals

Opening and Evaluation of Proposals

Technical covers shall be opened online on the notified date in the presence of an evaluation committee constituted by the Procuring Entity. Each bid shall first be examined for responsiveness and completeness, then evaluated against the pre-qualification and technical criteria set out in this RFP. Only bidders who meet the pre-qualification criteria and secure the qualifying technical score shall be considered technically qualified.

Clarifications and Determination of Responsiveness

During evaluation, the Procuring Entity may seek written clarifications from bidders, which shall not change the substance or price of the bid. A bid that is substantially responsive shall not be rejected for a minor, non-material non-conformity, provided such non-conformity does not affect the relative standing of the bidders. The decision of the Procuring Entity on responsiveness shall be final.

Financial Opening and Award

The financial covers of only the technically qualified bidders shall be opened at the financial-opening stage, and evaluation and ranking shall be carried out strictly in accordance with the evaluation scheme defined in this RFP. The successful bidder shall be issued a Letter of Award / Work Order, and the outcome shall be published on the portal.

Right to Accept or Reject

The Procuring Entity reserves the right to accept or reject any or all bids, to annul the bidding process, or to reject all bids at any time prior to award, without assigning any reason and without incurring any liability to the affected bidders.

Corrupt and Fraudulent Practices

The Procuring Entity requires that bidders observe the highest standard of ethics during the procurement and execution of the contract. Any corrupt, fraudulent, collusive or coercive practice shall lead to rejection of the bid, forfeiture of EMD, and may attract debarment/blacklisting and other action as per applicable rules.

Sub-Contracting and Confidentiality

The successful bidder shall not sub-contract or assign the whole or any part of the contract without the prior written consent of the Procuring Entity. The bidder shall treat all information received in connection with this RFP and the contract as confidential and shall not disclose or use it for any purpose other than performing the contract.

14. General Terms and Conditions

Signing of Contract

The successful bidder shall furnish the Performance Bank Guarantee and execute the contract agreement within the period specified in the Letter of Award. Failure to agree to the terms and conditions or to sign the contract within the stipulated period shall constitute sufficient grounds for annulment of the award and forfeiture of the EMD/PBG.

Governing Law and Jurisdiction

This RFP and the resulting contract shall be governed by and construed in accordance with the laws of India. The courts at the seat of the Procuring Entity shall have exclusive jurisdiction over all matters arising out of or relating to this RFP and the contract.

Taxes and Duties

All applicable taxes, duties, cess and statutory levies shall be borne by the bidder unless expressly stated otherwise. GST, where applicable, shall be paid at the prevailing rate against a valid tax invoice. The bidder shall hold a valid GSTIN and PAN and comply with all statutory registration and filing requirements.

Force Majeure

Neither party shall be liable for any failure or delay in performance caused by an event of force majeure — such as an act of God, natural calamity, fire, war, riot, epidemic/pandemic, or a change in law — that is beyond its reasonable control. The affected party shall notify the other in writing within a reasonable period and use best efforts to resume performance.

Termination

The Procuring Entity may terminate the contract, in whole or in part, for default if the bidder fails to perform its obligations, or for convenience by giving prior written notice. Upon termination for default, the Procuring Entity may invoke the Performance Bank Guarantee and procure the balance work at the risk and cost of the defaulting bidder.

Settlement of Disputes

The parties shall first attempt to resolve any dispute amicably through mutual consultation. Failing amicable settlement, the dispute shall be referred to arbitration under the Arbitration and Conciliation Act, 1996, before a sole arbitrator appointed by the Procuring Entity; the seat of arbitration shall be the seat of the Procuring Entity and proceedings shall be conducted in English.

Limitation of Liability and Indemnity

Save for liability arising from gross negligence, wilful misconduct, or breach of confidentiality/IP obligations, the aggregate liability of the bidder under the contract shall be limited to the total contract value. The bidder shall indemnify the Procuring Entity against third-party claims arising from the bidder's acts, omissions or infringement of intellectual property rights.

Exit Management

On expiry or termination of the contract, the bidder shall provide reasonable transition assistance, hand over all data, documentation, deliverables and knowledge to the Procuring Entity or its nominated agency, and shall not do anything that impairs the continuity of services during the exit period.

15. Contract Period and Payment Terms

Period of Contract

The contract shall be valid for 36 from the date of the Work Order, extendable at the sole discretion of the Procuring Entity on the same terms and conditions (or with mutually agreed revisions) subject to satisfactory performance.

Payment Terms

Payments shall be released against achievement of the milestones / service periods defined in the scope of work and SLA, on submission of a valid tax invoice and the deliverables/reports due for that period, and after certification by the Procuring Entity. Payments are subject to deduction of applicable taxes at source and any penalties levied under the SLA.

Invoicing and Deductions

- Invoices shall be raised in the name of the Procuring Entity with the correct GST particulars.
- No advance payment shall be made unless expressly provided for in this RFP against an equivalent bank guarantee.
- Statutory deductions (TDS, GST-TDS, etc.) shall be made as per applicable law.
- Penalties, liquidated damages and recoveries, if any, shall be adjusted against the payable amount or the Performance Bank Guarantee.

16. Financial Bid – Price Schedule

This Price Schedule is the financial bid format and must be submitted in Cover 2 only. Bidders shall quote firm, all-inclusive unit rates in Indian Rupees (INR) for every line item below. Goods and Services Tax (GST) shall be shown separately in the column provided; all other taxes, duties, levies, transport, insurance, and incidental charges shall be deemed included in the quoted unit rates.

The Procuring Entity shall fill the item description, unit, and estimated quantity for each line based on the scope of this tender; bidders shall fill only the unit rate and the resulting amount. The total of the

Amount column shall be the basis for least-cost (L1) evaluation. Quoting any financial figure in the technical bid (Cover 1) shall lead to rejection of the bid.

S.No	Item Description	Unit	Quantity	Unit Rate (INR)	GST %	Amount (INR)
1	Primary deliverable / supply line item as per the scope of work (replace with the actual item).	Nos	1	0	18	0
2	Operations, maintenance, or support for the contract period, where applicable.	Month	12	0	18	0

17. Forms

Annexure - 1

Form 1: Bid Submission Letter

Formal letter of intent and commitment to the tender terms.

Name of the Bidding Agency *	
Bid Reference Number *	
Bid Validity Period (in days) *	
Name of Authorized Signatory *	
Signature and Stamp *	

Annexure - 2

Form 2: Bidder Profile & Business Authorization

General information regarding the legal status and authorization of the agency.

Registered Legal Name of Company *	
GST/Company Registration Number *	
Registered Office Address *	
Type of Entity (Private Ltd/LLP/etc) *	
Upload Business Authorization Certificate *	

Annexure - 3

Form 3: Financial Capability Certificate

Self-declaration of annual turnover for the preceding three financial years.

Turnover for FY 2021-22 (in INR) *	
Turnover for FY 2022-23 (in INR) *	
Turnover for FY 2023-24 (in INR) *	
Name of Statutory Auditor *	
Authorized Signatory Signature *	

Annexure - 4

Form 4: Technical Experience & Similar Work Orders

Details of previous projects involving WhatsApp API or AI Chatbot implementations.

Name of Client for Previous Project *	
Work Order/Contract Number *	
Description of AI/Chatbot Scope Provided *	
Total Project Value (in INR) *	
Project Completion Date *	

Annexure - 5

Form 5: Non-Blacklisting & Statutory Compliance

Declaration that the agency is not blacklisted by any government entity.

Confirmation of Non-Blacklisting Status *	
Compliance with Labor & Tax Laws (Yes/No) *	
Date of Declaration *	
Authorized Signatory Signature *	

18. Annexures

The annexures listed in this section form an integral part of this RFP. Bidders must submit each applicable annexure in the prescribed format, digitally signed by the authorized signatory. Annexures submitted in any other format are liable to be rejected.

Annexure - 6

Power of Attorney

Power of attorney to be executed on non-judicial stamp paper of appropriate value, authorizing the signatory to sign and submit the bid, participate in meetings, provide clarifications, and execute the agreement on behalf of the bidder entity.

Name of the Executant Entity *	
Name and Designation of the Attorney *	
Date of Board Resolution / Authorization *	
Place of Execution *	
Date of Execution *	
Signature of Executant with Witness Details *	

Pre-Contract Integrity Pact

The bidder commits to take all measures necessary to prevent corrupt practices, unfair means, and illegal activities during any stage of the bid process or contract execution. The bidder shall not offer, promise, or give any undue advantage to any official of the Procuring Entity or the Government, and shall disclose any payments made or proposed to be made to agents or intermediaries in connection with this bid.

Breach of this integrity pact shall entitle the Procuring Entity to reject the bid, forfeit the EMD or performance guarantee, terminate the contract, and debar the bidder from future procurements, without prejudice to any criminal proceedings under applicable law.

Bidders shall submit pre-bid queries in the following format only, in editable spreadsheet form, on or before the last date for receipt of queries.

S.No	RFP Page No.	Clause / Section No.	Clause as in RFP	Query / Clarification Sought

Bidders shall complete the following checklist and enclose the referenced documents, in the given order, in the Technical Cover.

S.No	Document / Requirement	Enclosed (Yes/No)	Page No. in Bid
1	Bid Cover Letter (Annexure format)		
2	EMD in the prescribed form (or valid exemption)		

S.No	Document / Requirement	Enclosed (Yes/No)	Page No. in Bid
3	Certificate of Incorporation / Registration, GSTIN and PAN		
4	CA-certified Turnover and Net Worth certificate		
5	Work-order/completion certificates for cited experience		
6	Self-declaration of non-blacklisting		
7	Power of Attorney for the authorised signatory		
8	CVs and deployment plan for proposed key personnel		

Bidders shall furnish the organisation and contact details of the officials authorised to deal with this bid.

Field	Details
Name of the bidding firm	
Registered office address	
Year of incorporation / registration	
GSTIN / PAN	
Name and designation of authorised signatory	
Contact number and e-mail (authorised signatory)	
Name and contact of nodal / contact person for this bid	

A Curriculum Vitae in the following format shall be enclosed for each proposed key personnel, signed by both the individual and the authorised signatory.

Field	Details
Name and proposed role	
Qualifications (degree, institution, year)	
Total relevant experience (years)	
Key assignments relevant to this scope	
Certifications, if any	
Declaration of availability for the contract period	

The bidder shall submit the following certificate of conformity on its letterhead, confirming acceptance of the RFP terms without deviation.

We hereby confirm that we have read and understood the terms, conditions, scope of work and specifications of this RFP, and that our bid conforms to all of them without any deviation, reservation or condition. We accept that any deviation may render our bid liable to rejection.

The financial bid shall be submitted online in the Financial Cover only, strictly in the price-schedule format provided. No financial figures shall appear anywhere in the Technical Cover; violation shall render the bid liable to rejection. All prices shall be quoted in Indian Rupees, inclusive of all costs and exclusive of GST (shown separately).

Without limitation to the other provisions of this RFP, a bid may be rejected, inter alia, on the following grounds.

- Bid not submitted online through the portal or received after the deadline.
- EMD not furnished in the prescribed form (where not exempt), or of insufficient amount/validity.
- Bid not digitally signed by the authorised signatory, or Power of Attorney not enclosed.
- Failure to meet a mandatory pre-qualification criterion.
- Financial figures disclosed in the Technical Cover.
- Conditional or alternative bid, or material deviation from the RFP terms.
- Submission of false, misleading or forged information or documents.
- Bidder blacklisted/debarred by any government entity as on the bid date.

For and on behalf of the Bidder

Signature

Name

Designation

Date

Company Seal

For and on behalf of the Procuring Entity

Signature

Name

Designation

Date

Office Seal