INSTITUTE OF ACTUARIES OF INDIA

(Statutory Body established under the Actuaries Act, 2006)

REQUEST FOR PROPOSAL

Empanelment of a 360-Degree Digital Marketing and Creative Execution Partner

Reference Number	IAI/MKT/RFP/01/2026
Issuing Authority	The Institute of Actuaries of India (IAI)
Date of Issue	10 April 2026
Last Date for Queries	25th April 2026 (by 5:00 PM)
Pre-Bid Meeting	24th April 2026 IAI (Online / IAI Premises, Mumbai)
Last Date of Submission	28th April 2026 by IAI (by 5:00 PM)
Bid Validity Period	60 days from the last date of submission
Earnest Money Deposit	INR 50,000/- (Refundable, Demand Draft)
Performance Security	INR 1,00,000/- (Bank Guarantee, within 10 days of LoI)
Contact / Tender Queries	nithya@actuariesindia.org
Submission Address	The Executive Director, Institute of Actuaries of India, Unit no. F-206, 2nd Floor, "F" Wing in Tower 2, Seawoods Grand Central, Plot no R-1, Sector 40, Seawoods, Near Seawoods Railway Station, Navi Mumbai - 400 706

NOTE: This document is non-transferable and issued on a strictly confidential basis.

IAI reserves the right to accept or reject any proposal without assigning any reason.

NOTICE INVITING PROPOSALS FOR EMPANELMENT OF 360-DEGREE DIGITAL MARKETING & CREATIVE EXECUTION PARTNER

Institute of Actuaries of India

Unit no. F-206, 2nd Floor, "F" Wing in Tower 2, Seawoods Grand Central, Plot no R-1, Sector 40, Seawoods, Near Seawoods Railway Station, Navi Mumbai - 400 706

The Institute of Actuaries of India (IAI) is a statutory professional body established under the Actuaries Act, 2006. IAI regulates the actuarial profession in India and is responsible for the education, examination, and continuing professional development of actuaries across various sectors including life insurance, general insurance, health insurance, pensions, and investment.

IAI invites unconditional proposals in sealed envelopes from eligible, reputed, and experienced Digital Marketing and Creative Agencies for empanelment as a 360-Degree Digital Marketing and Creative Execution Partner. The proposals should be submitted after carefully going through this document. Details are available at the IAI website: www.actuariesindia.org.

Last Date of Bid Submission: As specified in Section I (by 5:00 PM).

Executive Director, IAI

INDEX

Reference	Description	Page
Section I	Relevant Information at a Glance	4
Section II	Instructions to Bidders	5
Section III	About the Institute of Actuaries of India	7
Section IV	Scope of Work	8
Section V	Service Level Agreements (SLAs)	13
Section VI	Resource Deployment Requirements	14
Section VII	General Conditions of Contract	15
Section VIII	Eligibility Criteria	22
Section IX	Technical Scoring Sheet	24
Section X	Allocation of Work & Contractual Framework	25
Form A	Technical Bid – Bidder Details	26
Form B	Covering Letter (on Bidder's Letter Head)	28
Annexure I	Declaration of Integrity and No Conflict of Interest	30
Annexure II	Declaration by Bidder Regarding Qualifications	32
Annexure III	General Declaration	33
Annexure IV	Declaration Regarding Non-Disclosure of Confidential Data	34

SECTION I: RELEVANT INFORMATION AT A GLANCE

Unconditional and sealed proposals are invited by the Institute of Actuaries of India (IAI) from reputed, eligible, and experienced agencies for Empanelment as a 360-Degree Digital Marketing and Creative Execution Partner.

1. Project	Empanelment of 360-Degree Digital Marketing and Creative Execution Partner
2. Scope of Work	Please refer Section IV in detail
3. Cost of Tender Document	INR 2,000/- (Rupees Two Thousand only) (Non-refundable) + 18% GST by way of Demand Draft drawn in favour of 'The Institute of Actuaries of India' payable at Mumbai. To be submitted along with Bid.
4. Earnest Money Deposit (EMD)	INR 50,000/- (Rupees Fifty Thousand only) – Interest free, refundable – by way of Demand Draft drawn in favour of 'The Institute of Actuaries of India' payable at Mumbai.
5. Performance Security / Bank Guarantee	The Successful Bidder shall furnish a Performance Security of INR 1,00,000/- (Rupees One Lakh only) in the form of Bank Guarantee from a Nationalised/Scheduled Bank, valid for not less than 15 months, in favour of 'The Executive Director, Institute of Actuaries of India' within 10 days of issuance of Letter of Empanelment (LoI).
6. Submission Address	The Executive Director, Institute of Actuaries of India, Unit no. F-206, 2nd Floor, "F" Wing in Tower 2, Seawoods Grand Central, Plot no R-1, Sector 40, Seawoods, Near Seawoods Railway Station, Navi Mumbai - 400 706
7. Pre-Bid Meeting	Online / IAI Premises, Mumbai – Date and link to be communicated on IAI website www.actuariesindia.org
8. Tender Queries	Prospective bidders may submit written queries to marketing@actuariesindia.org by the date specified in the timeline. Format: RFP Section → Clause → Query.
9. Validity of Bid / Proposal	90 days from the last date of submission of bids
10. Submission of Bids	Tender Fee DD and EMD DD shall be placed in separate sealed envelopes. Both these envelopes, together with the complete Technical Bid (Form A, Form B, Annexures I–IV), shall be enclosed in a single outer sealed envelope superscribed: 'TECHNICAL BID – Empanelment of Digital Marketing & Creative Partner'
11. Bid Opening	Date and time to be communicated through IAI website www.actuariesindia.org
12. Delivery Timelines	Empanelled Agency shall acknowledge LoI within 2 days, furnish Performance Security within 10 days, and sign Agreement with IAI within 30 days of LoI.
13. Period of Empanelment	1 (One) Year from the date of signing of Agreement, extendable by one further year by mutual consent on the same terms.
14. Process of Empanelment	Issue of RFP → Pre-Bid Meeting → Submission of Bids → Pre-Qualification Evaluation → Technical Bid Evaluation (including Presentation/POC) → Agencies scoring ≥ 70% eligible for empanelment → Specific work orders/ToR issued to empanelled agencies.

Note: *IAI reserves the right to change dates at any time without assigning any reason. Intimation of the same shall be notified on the IAI Website.*

SECTION II: INSTRUCTIONS TO BIDDERS

1. All terms and conditions will be as mentioned in this document. No change or alteration in the terms and conditions by the bidder will be acceptable.
2. Upon verification, if any information furnished by the bidder is found to be false, a suppression of facts, or a misrepresentation, their bid shall be summarily rejected and no correspondence in this regard shall be entertained.
3. No deviation from tender terms and conditions will be accepted. Any violation thereof will lead to rejection of the bid.
4. The Bidder shall, along with the bid, submit a letter of authorisation authorising the person signing the bid document on behalf of the Bidder and a written Power of Attorney in the name of the person empowered to make such authorisations.
5. The person signing the bid document shall sign with date at all relevant places where overwriting, changes, alterations, or corrections have been made. No erasure and/or overwriting without authentication is permissible.
6. IAI will not be responsible for any misinterpretation or wrong assumption by the bidder while responding to the tender.
7. IAI may, for any reason whether at its own initiative or in response to a clarification request by a prospective Bidder, issue amendments in the form of addenda during the Bidding period. Any addendum thus issued shall become part of the Tender document and the Bidder shall submit the 'original' addendum, duly signed and stamped, in token of acceptance.
8. Bidders are advised to go through the tender document carefully to understand all documents required to be submitted as part of the bid, including the number of envelopes, the name and content of each document, and the required cross-referencing with Tender Clause Numbers. Any deviation may lead to rejection.
9. Bids shall be submitted in the prescribed formats as given herein and shall include all relevant documents and enclosures. The complete Bid document shall be numbered and cross-referenced/linked with tender Clause Numbers. Any deviation noticed, even after award of work, shall result in termination of contract, forfeiture of Performance Security/Bank Guarantee, and any amount due and payable by IAI.
10. The Bid Validity Period, Pre-Bid Meeting, and Last Date of Submission are as specified in Section I.
11. The complete bid document shall be submitted before the due date and time specified in Section I. Bids received after the last date and time of submission shall not be considered and are liable for rejection.
12. IAI reserves the right to accept or reject any/all bids without assigning any reason. No correspondence in this regard shall be entertained.
13. The bidder shall carefully examine and understand the conditions of the Tender document and seek written clarifications in time, if required.
14. The successful Bidder shall be required to enter into an agreement with IAI within thirty (30) days of the receipt of the Letter of Empanelment or within such extended period as may be specified by IAI.
15. Submission of illegible documents shall lead to disqualification of the bidder.
16. The bidder must furnish Tender Fee and EMD as specified in Section I. Both are required to be submitted by all bidders.
17. If the bidder, after submission, revokes its bid or modifies the terms and conditions thereof during the validity of the bid (except where IAI has given an opportunity to do so), the EMD

submitted by the Bidder shall be forfeited. The EMD of unsuccessful bidders shall be returned within 15 days of bid finalisation.

18. No enquiry shall be made by the bidder(s) during the evaluation of Bids, till the final decision is conveyed to the successful bidder(s). However, IAI may seek clarification from bidders, which the bidder must furnish within the stipulated time.
19. Bidders are not allowed to submit more than one Bid. The Bidder shall not assign or sub-let the work or its coordination to any other party or sister concern.
20. IAI reserves all rights to reject any bid at any time, at any stage, fully, partly, or for the whole process, and reserves all rights to add, alter, modify, change, edit, or delete any condition at any stage. The decision of IAI shall be final and binding on all participants.

SECTION III: ABOUT THE INSTITUTE OF ACTUARIES OF INDIA

The Institute of Actuaries of India (IAI) is a statutory professional body established under the Actuaries Act, 2006 (Act No. 35 of 2006) for the regulation and development of the profession of Actuaries in India. IAI functions under the administrative oversight of the Ministry of Finance, Government of India.

IAI is responsible for the education, examination, membership, and continuing professional development of actuaries across various sectors of the Indian economy, including life insurance, general insurance, health insurance, reinsurance, employee benefits, pensions, and investments.

IAI maintains a membership base of qualified actuaries, student members, and affiliates spanning public and private sector organisations, multinational insurers, consulting firms, and regulatory bodies. IAI is a full member of the International Actuarial Association (IAA).

Over the years, IAI has established itself as the authoritative voice of the actuarial profession in India, contributing to regulatory consultations, policy development, and standard-setting for insurance and risk management. All communications by IAI must reflect professional integrity, institutional neutrality, public interest orientation, accuracy, and credibility.

3.1 Digital Presence

IAI currently maintains an active presence on the following digital platforms:

- Website: www.actuariesindia.org
- LinkedIn, Facebook, Twitter (X), YouTube, Instagram
- Email communication with student members, associates, fellows, and corporate stakeholders

IAI proposes to empanel a 360-degree Digital Marketing and Creative Execution Partner to manage, coordinate, and execute digital marketing activities across all these platforms with the objective of enhancing the Institute's visibility, member engagement, student outreach, and institutional reputation in a manner consistent with its professional character.

SECTION IV: SCOPE OF WORK

4.1 Objective

The objective of this engagement is to onboard a professional agency capable of executing end-to-end digital marketing activities across platforms and formats, strictly based on strategies, directions, and approvals provided by IAI. This engagement is execution-led. Strategic ownership remains entirely with the Institute's Marketing Head and authorised representatives.

4.2 Governance and Control Framework

Ownership

All strategic, creative, and communication decisions remain with IAI. The Institute's internal Marketing Head shall be the final authority for:

- Brand strategy and institutional tone
- Campaign direction and messaging
- Creative approvals and publishing permissions
- Platform selection and prioritisation
- Budget allocation and paid media parameters

Role of the Agency

The agency shall function strictly as an execution partner responsible for:

- Translating approved briefs into deliverables
- Producing creatives, videos, and digital assets
- Executing campaigns across approved platforms
- Managing deployment, scheduling, and delivery

The agency shall not:

- Develop independent strategies or brand narratives
- Alter approved messaging or tone
- Publish any content without explicit written approval
- Represent IAI to any third party, media, or vendor

Approval Protocol

No content, campaign, creative, or communication shall be released or published without formal written or digital approval from the authorised IAI representative. A documented approval workflow must be followed at all times.

4.3 Detailed Scope of Services

A. Website Development, Management, and Continuous Content Management

The Agency shall be responsible for:

- Developing dynamic, user-friendly microsites or campaign landing pages for IAI departments, committees, and examinations as required. This shall include end-to-end development, designing, content creation, and content optimisation as per IAI requirements.
- Performing regular change management of the IAI website and associated pages, including creation of new tabs and sections, embedding videos and social feeds, integration of sharing features, site map creation, search and share buttons, content approval mechanisms, website carousels, themes, and other components.
- Ensuring continuous upgradation of website content including updation of content categories, logos, banners, video gallery, photo gallery, and social media feed embeds.
- Ensuring proposed websites and pages are accessible on cross-browsers (Chrome, Mozilla, Internet Explorer, Safari, etc.) and all devices (PC, tablet, mobile). International fonts and premium themes shall be used.
- Coordinating with IAI departments for event content collection, optimisation, and approval. Service provider shall facilitate an online content-collection mechanism (login-based portal or equivalent) to receive content from various units of IAI.
- Integrating social media feeds, hashtags, and portal content. Developing mechanisms to moderate feeds, rank hashtags, and display on leaderboards for awards or recognition.
- Building and managing registration forms for IAI events including API integration, generation of online forms, and integration with Email/SMS/WhatsApp for participant notifications.
- Performing ongoing Search Engine Optimisation (SEO), keyword tagging, digital content marketing, and technical SEO improvements.
- Performing any development related to IAI digital properties as per IAI's requirement during the contract period.

Monthly End-to-End Website Maintenance

- Installation and maintenance of a dedicated cloud server in IAI's name (IAI direct billing arrangement). Annual maintenance applicable to all software applications, components, and configurations deployed by the Bidder.
- Bug and issue resolution within agreed SLA timelines.
- Implementing agreed changes and updates to components for usability improvement.
- Updating all components whenever new versions are available, including security patches. All updates to be monitored and applied before expiry dates.
- Regular backup maintenance and server configuration.
- Providing a single point of contact for all communications (email, phone) on a 24x7x365 basis. Three-level Escalation Matrix to be shared with IAI.
- Acknowledging and resolving all issues within agreed timelines. IAI reserves the right to impose deductions in case of delays.

B. Monthly End-to-End Content Management (Offsite)

- Performing end-to-end content management including content writing, moderation, template creation, and publishing on the IAI website and digital platforms.
- Receiving raw content from IAI (photos, videos, text) via secure admin login, email, cloud upload, or WhatsApp. Coordinating with all IAI units for uploading raw content.
- Performing content formatting, optimisation, and publishing for public view.
- Drafting content titles, content writing, social media posts, tweets, hashtags, and captions as part of monthly content management scope.

- Creating and uploading static and dynamic content including home page banners, event announcements, press releases, blogs, media coverage, and repository items.

C. Creative Production – Banners, Graphics, and Visuals

- Designing multicolour creative banners for publishing on the IAI website and any other digital platform, including content writing, title, and text.
- Adapting banners to multiple resolutions (16:9, 1:1, 9:16) and formats for different platforms as required.
- Providing multiple creative options for IAI approval. Only approved and published content will be considered for payment. The same creative published on multiple platforms will be counted as one deliverable.
- Source files in editable formats (PSD/AI/Figma) to be provided for all approved and paid creatives.

D. Short Videos (15–30 Seconds)

- Creating or designing promotional videos, paid promotional videos, and YouTube/Instagram Shorts of 15 to 30 seconds as per IAI requirements.
- Adapting the same video in different resolutions for Organic Posts, YouTube Shorts, Facebook/Instagram Reels, and other platforms.

E. Short Videos (2–3 Minutes)

- Creating videos from raw content provided by IAI or from existing stock available with the agency. These shall be used for event recaps, feature explainers, member spotlights, and institutional communications.

F. Content Designing and Development

- Creating high-quality content including banners, reels, short videos, social media templates, PowerPoint presentations, logos, emailers, brochures, theme videos, podcasts, HTML emailers, and other digital assets as required by IAI.

G. Event Logos and Theme Videos

- Designing event logos for IAI as required. All logos shall be unique and proprietary to IAI.
- Creating theme videos based on the stack of videos and raw content provided by IAI, up to 2 minutes in length.

H. Influencer Marketing

- Performing influencer marketing for IAI as per its requirements. The Agency shall submit a detailed influencer marketing proposal to IAI for prior approval. All influencer engagements shall be strictly within IAI's governance framework.

I. Blogs, Emailers, and Digital Marketing Campaigns

- Creating blogs, HTML emailers, and digital marketing content for publicity, member communication, and institutional outreach.
- Creating HTML flyers for digital marketing purposes.

J. Real-Time Event Coverage and Social Media

- Facilitating deployment of manpower at IAI event locations for real-time content creation: tweet/text/post publishing, image capture, and video recording for social media.
- Deploying dedicated resources for content writing, real-time capture of images and videos, and publishing on social media during events.

K. Engagement Methodologies

- Increasing the digital presence of IAI through discussions, talks, polls, surveys, blogs, pledges, quizzes, and other engagement methodologies.

L. Social Media Paid Promotions

- Providing paid promotion marketing plans and guidance (budget, demographics, keywords, location) for campaigns across Facebook/Instagram, Google/YouTube, LinkedIn, Twitter (X), and WhatsApp.
- Configuration, setup, monitoring, and ad-account management for social media paid advertising. The direct payment of per-click/impression charges shall be done by IAI directly to the platforms.

M. Monitoring and Brand Protection

- Monitoring fake social media pages and websites created under the name of IAI, and reporting these to IAI on a regular basis for necessary legal/administrative action.
- Monitoring IAI's regional chapters', committees', and affiliated bodies' social pages and content on a regular basis, and reporting any inconsistencies to IAI.
- Supporting verification of IAI's social accounts, official pages, WhatsApp Channels, and other digital properties.

N. Analytics and Reporting

- Providing weekly and monthly campaign performance tracking reports with dashboards.
- Creating customised analytics dashboards for IAI's review.
- All reporting shall be factual and data-driven. Strategic interpretation remains with IAI.

4.4 Terms and Conditions – Scope of Work

21. Contract period shall be for 1 (one) year. IAI may hire multiple agencies through this empanelment process.
22. The Agency shall ensure that all website code developed and all content created/designed is the copyright of IAI and properly licensed.
23. The Agency shall ensure availability on weekends and late hours and shall perform timely changes on a requirement basis.
24. For the development of content/videos, procurement of images, videos, and animated content shall be performed by the Agency within the agreed scope. Raw content shall be generated by the Agency unless specifically provided by IAI.
25. The Agency may reuse content already created for IAI (e.g., website and other digital platforms) where appropriate.

26. The Agency shall provide multiple creative options for approval. Only approved and published content shall be eligible for payment. Source files must be provided to IAI for all payable and approved content.
27. Invoices shall be raised on a monthly basis to the respective IAI department upon confirmation of completion.
28. End-to-end creation, development, configuration, and deployment shall be part of the Agency's scope.

SECTION V: SERVICE LEVEL AGREEMENTS (SLAs)

5.1 Turnaround Time

Deliverable Type	Turnaround Time (TAT)
Static Creatives (Banners, Social Media Graphics)	24 to 48 working hours
Short Videos (15–30 seconds)	48 to 72 working hours
Short Videos (2–3 minutes)	72 to 96 working hours
Event Logos and Theme Videos	48 to 96 working hours
HTML Emailers / Flyers	24 to 48 working hours
Urgent / On-Priority Requests	Same-day delivery (where feasible with prior notice)
Website Content Updates	Within 4 to 8 working hours of approval
Analytics / Monthly Reports	Within 5 working days of month-end

5.2 Revision Policy

- Minimum three revision cycles are included for each deliverable at no additional cost.
- No additional charges shall apply for revisions resulting from alignment to previously approved briefs.
- A fourth revision cycle or beyond shall be chargeable only if caused by a change in the brief by IAI after the second revision.

5.3 Response Time

- Acknowledgment of all requests from IAI within 4 working hours.
- Active work initiation within 24 hours of receipt of confirmed brief.
- Escalation contact to be available for priority communications outside working hours.

5.4 Quality Standards

- All creatives must align with IAI brand guidelines (to be provided by IAI upon empanelment).
- Content must be proofread and free of typographical, grammatical, and factual errors.
- Institutional tone must be maintained at all times; commercial advertising tone is not acceptable.
- The Agency shall conduct an internal quality check before submitting any deliverable to IAI.

SECTION VI: RESOURCE DEPLOYMENT REQUIREMENTS

6.1 Mandatory Resource Allocation

The agency must provide and maintain the following named, dedicated resources for this engagement:

Resource Role	Responsibilities
Account Manager (Single Point of Contact)	Overall coordination, brief management, escalation, reporting to IAI
2D Graphic Designer (Dedicated)	Static creatives, social media graphics, banners, emailer templates, presentations
Video Editor / Motion Designer (Dedicated)	Short videos, reels, motion graphics, theme videos, event video editing
SEO / SEM Specialist	On-page SEO, SEM campaign execution, paid search, keyword management
Social Media Executive	Content scheduling, publishing, platform hygiene, community management
Performance Media Specialist	Paid campaign setup, audience targeting, A/B testing, budget pacing
Analytics / Reporting Executive	Dashboard creation, weekly/monthly reporting, data tracking

6.2 Resource Conditions

- Named resources must be assigned, identified, and approved by IAI prior to commencement.
- Any replacement of a named resource requires at least 15 days' prior written notice to IAI and IAI's approval. The replacement resource must be of equivalent or higher qualification and experience.
- All resources must have demonstrable and relevant experience in their respective roles.
- Sub-contracting of key named resources is not permitted without prior written consent from IAI.

6.3 Accessibility and Collaboration

- Resources shall be available during IAI's working hours (Monday to Saturday, 9:30 AM to 6:00 PM IST) and shall respond within agreed timelines.
- The Agency shall have the capability to support on-premise or hybrid collaboration at IAI's Mumbai office when required.
- Preference shall be given to agencies with physical presence in Mumbai or Navi Mumbai.
- The Account Manager shall attend weekly or bi-weekly review meetings with IAI (virtual or in-person) as required.

SECTION VII: GENERAL CONDITIONS OF CONTRACT

7.1 Application

These general conditions shall apply to the extent that provisions in other parts of this document do not supersede them. In the case of any conflict, relevant clauses shall be interpreted harmoniously to make both clauses effective and binding as far as possible. For interpretation of any clause in the bid document or the Agreement arising thereunder, the interpretation/clarification of IAI shall be final and binding on the Bidder.

7.2 Conditions Precedent

The rights of the Bidder and obligations of IAI shall take effect only upon fulfilment of the following Conditions Precedent:

- The Successful Bidder shall accept the LoI/Work Order within 2 days of issuance.
- The Successful Bidder shall furnish Performance Security in the form of Bank Guarantee to IAI within 10 days of issuance of LoI/Work Order.
- The Successful Bidder shall execute the Agreement within 30 days of issuance of LoI/Work Order.

In the event of the Successful Bidder failing to fulfil the Conditions Precedent, IAI shall forthwith forfeit the EMD amount, Performance Security, or any amount due and payable by IAI to the Bidder.

7.3 Representations and Warranties

The Bidder represents and warrants to IAI that:

- It is duly organised and validly existing under the laws of India and has full power and authority to execute and perform its obligations under this Tender.
- It has taken all necessary corporate and other actions to authorise the execution and delivery of this Tender.
- It has the financial standing and capacity to undertake the engagement in accordance with the terms of this Tender.
- In providing the Services, it shall use reasonable endeavours not to cause unnecessary disruption to IAI's normal operations.
- All information furnished in the Tender documents is true and accurate. Nothing has been suppressed or misrepresented.
- The execution, delivery, and performance of the Agreement shall not conflict with or result in a breach of any of its Memorandum and Articles of Association, applicable laws, or any agreement to which it is a party.
- It and its personnel have the necessary experience, skill, knowledge, and competence to perform the Services.
- No sums in cash or kind have been paid or shall be paid to any person by way of fees, commission, or otherwise for the award of this Tender or for influencing any person associated with IAI.

7.4 Payment Terms

Payment shall be made on an assignment basis within 30 days of receipt of Invoice, subject to completion of the assignment to the satisfaction of IAI. Invoices shall be raised on a monthly basis. All payments shall be subject to TDS as applicable under the Income Tax Act, 1961.

7.5 Intellectual Property Rights

All Intellectual Property Rights accruing out of the activities carried out by the Agency under the scope of work of this contract shall vest absolutely and exclusively with IAI. The IAI name, logo, data, information, or material supplied by IAI to the Agency shall be the exclusive property of IAI and usage by the Agency shall be restricted to the provision of Services under this contract only, with prior written permission. These obligations shall survive the termination of the contract.

7.6 Confidentiality

The Agency shall at all times keep all Confidential Information strictly confidential and shall not disclose any such information to any third party under any circumstances. The Agency shall not use Confidential Information for any purpose other than that contemplated under this Contract. These obligations shall survive the termination of the contract.

7.7 Indemnity

The Agency shall keep IAI fully indemnified against all actions, suits, proceedings, costs, charges, expenses, loss, or damage incurred by IAI by reason of infringement of Intellectual Property Rights, personal information of a third party, or any default, breach, lapse, negligence, or non-performance by the Agency. The Agency shall at its own expense defend, indemnify, and hold IAI harmless for damages arising out of the Agency's violation of applicable laws, gross negligence, or wilful misconduct.

7.8 Fraud and Corruption

IAI requires that Service Providers selected through this document must observe the highest standards of ethics during the performance of the contract. IAI will declare a firm ineligible, either indefinitely or for a stated period, for awarding the contract if it at any time finds that the Service Provider has, directly or indirectly, engaged in corrupt, fraudulent, coercive, or unfair trade practices.

7.9 Liquidated Damages

If during the contract period the Agency fails to deliver services within defined SLA timelines, liquidated damages shall be levied at 10% of the quarterly charges of the particular deliverable per day of default. If the delay in improving the quality of deliverables is beyond 2 weeks, IAI may rescind the Contract and procure the services from another Agency at the risk and cost of the defaulting Agency.

7.10 Penalty

If the Agency fails to perform its obligations in accordance with the terms and conditions of the Bid and the Agreement, or fails to perform its work to the satisfaction of IAI, IAI shall be at liberty

to impose penalties at 10% of the total value of the Contract on the defaulting Agency. Continued failure may lead to termination of the contract at the risk, cost, and responsibility of the defaulting Agency, including invocation of Performance Security.

7.11 Termination

Either party may terminate the contract without assigning any reason by giving sixty (60) days' prior written notice to the other party. Notwithstanding the above, IAI may terminate the contract by giving thirty (30) days' advance written notice in the following circumstances:

- Default in performing obligations under the Contract, or services not meeting IAI's specifications/satisfaction.
- Non-adherence to the time schedule.
- The Agency becomes incapable of or unable to perform the Contract; or commencement of liquidation/winding-up proceedings.
- The Agency assigns or sub-lets the work without prior written permission from IAI.
- The Agency violates any of the terms and conditions of the contract.

7.12 Resolution of Disputes

In case any dispute arises between the parties, they shall first try to resolve the dispute amicably within 30 days. Failing that, the dispute shall be referred to a sole arbitrator to be mutually appointed. The Arbitration and Conciliation Act, 1996 shall apply. The seat of arbitration shall be Mumbai, and the language of arbitration shall be English.

7.13 Jurisdiction

All disputes between the parties, subject to the arbitration clause herein, shall be subject to the exclusive jurisdiction of the competent Courts at Mumbai only.

7.14 Governing Laws

The construction, validity, and interpretation of this document and Agreement shall be governed by the laws of India.

7.15 Force Majeure

The Agency shall not be liable for liquidated damages or termination for default if the delay in performance is the result of a Force Majeure event, defined as an event beyond the reasonable control of the parties, not involving the fault or negligence of the parties, and not foreseeable. Such events may include wars, fires, floods, epidemics, or quarantine restrictions. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

7.16 Period of Empanelment

The period of empanelment shall be 1 year from the date of signing of the Agreement, which may be extended by a further period of one year by mutual consent, at the same terms and conditions. IAI may curtail the empanelment at any time during the period of empanelment without assigning any reason.

SECTION VIII: ELIGIBILITY CRITERIA

This invitation is open to Indian-registered partnership firms, companies, LLPs, or proprietorships engaged in the business of Digital Marketing and Creative Services. The following eligibility criteria must be met:

S.N.	Eligibility Particulars	Supporting Documents
1	The Bidder should be an Indian registered Company / Firm / Agency / Proprietorship / LLP engaged in the business of Digital Marketing and Creative Services. The Bidder's Company / Firm must have been incorporated at least 2 years prior to the date of this RFP.	*Company Incorporation Certificate / Partnership Deed, Valid GST, PAN, Cancelled Cheque*
2	The Bidder must have successfully completed a minimum of 3 projects in Digital Marketing, Paid Promotions, and Content Development. At least one project must be from a Government Organisation, Statutory Body, Educational Institution, or Autonomous Body.	*Purchase Order / Client Certificate / Work Order with completion evidence*
3	The Bidder should have a minimum of 5 permanent, technically qualified employees working in Digital Marketing, Creative Production, and Content Development.	*Self-Declaration, PF Statement, Details of Team with credentials and evidence*
4	The Bidder must have in-house capability for Two-Dimensional (2D) graphic design and Video Editing / Motion Graphics. Outsourcing of core creative production to a third party is not permitted.	*Self-Declaration with evidence of in-house team (portfolio, employee details)*
5	The Bidder should not have been blacklisted in the past 5 years by TRAI, Government, BFSI/PSU/Govt. Department, Regulator, or any Statutory Body. There should be no initiation of bankruptcy, winding-up proceedings, or legal action for violation of government rules/regulations against the Bidder in the last 3 years.	*Self-Declaration on Bidder's letterhead*
6	The Bidder must have an annual turnover of at least INR 25 Lakhs from Digital Marketing services in at least one of the last 2 financial years.	*Audited Financial Statements / CA-certified turnover certificate*

SECTION IX: TECHNICAL SCORING SHEET

Bidders who qualify the Eligibility Criteria will be technically evaluated as per the parameters below. Agencies securing 70 or more marks out of 100 in the technical evaluation will be eligible for empanelment.

Sl.	Technical Parameters – Checklist	Max Score
1	Years of Incorporation and Experience in Digital Marketing (as on date of RFP): ≥ 7 Years: 15 marks | ≥ 5 and < 7 Years: 12 marks | ≥ 3 and < 5 Years: 10 marks | ≥ 2 and < 3 Years: 8 marks	15
2	Total Number of Digital Marketing Projects Completed (as on date of RFP): ≥ 10 Projects: 15 marks | ≥ 7 and < 10 Projects: 12 marks | ≥ 5 and < 7 Projects: 10 marks | ≥ 3 and < 5 Projects: 8 marks	15
3	Total Number of Permanent Technical Employees in Digital Marketing & Creative Production: ≥ 25 Employees: 10 marks | ≥ 15 and < 25 Employees: 8 marks | ≥ 10 and < 15 Employees: 7 marks | ≥ 5 and < 10 Employees: 6 marks	10
4	Experience in executing Digital Marketing for Institutional/Professional/Statutory/Government clients (demonstrate understanding of professional communication): 3 or more such clients: 10 marks | 1–2 such clients: 7 marks | Only commercial/consumer clients: 4 marks	10
5	Proof of Concept (POC) – Technical Presentation: Bidders are required to present: Company Profile; Team Credentials and Structure; Past Project Case Studies (including institutional clients); Demonstration of Website/Landing Page work; Creative Portfolio (Banners, Videos, Reels, Social Media Content); Digital Marketing Campaign Results; Proposed Approach for IAI Engagement	50
	TOTAL	**100**

Note: *Agencies securing 70 or more marks in technical evaluation will be eligible for empanelment. The Proof of Concept (POC) presentation date will be communicated separately to pre-qualified bidders.*

SECTION X: ALLOCATION OF WORK AND CONTRACTUAL FRAMEWORK

- The empanelment shall be initially for 1 year from the date of acceptance of terms and conditions and signing of the Agreement with IAI, extendable by a further period of one year based on periodic reviews and performance assessment, at the same terms and conditions.
- IAI shall be free to curtail the empanelment at any time during the period of empanelment, without assigning any reason.
- IAI's various departments, committees, and regional offices will issue brief Terms of Reference (ToR)/RFP/RFQ based on the nature of specific work and invite Proposals/Concepts/Creatives/Scripts from empanelled Agencies.
- This Bid document covers a broad scope of work. The exact scope, deliverables, timelines, service level, and payment terms for each assignment would be as per the specific ToR/RFP/RFQ issued by IAI.
- IAI reserves the right to award work to any empanelled Agency based on the merit of its proposal in response to specific ToR/RFP/RFQ.
- The selected Agency shall not assign the project to any other Agency, in whole or in part, to perform its obligations under the Agreement.
- Mere empanelment with IAI does not guarantee the allocation of work or volume of engagement.
- All terms and conditions of empanelment will be applicable and binding on successful empanelled Agencies executing any work unless stated otherwise in the subsequent specific ToR/RFP/RFQ.
- IAI may, at its discretion, allocate work to more than one Agency at a time depending on the quantum, nature, and criticality of the work.

FORM A: TECHNICAL BID

(To be completed by Bidder on Bidder's Official Letter Head)

S.N.	Items	Information to be Filled by Bidder (Mandatory)	Specify Attachments & Page No.
1	Name, Address, Mobile, Landline, Email and other details of the Bidder	(Please Specify)	Annexure / Page No.
2	Name and address of Directors / Proprietor / Partners	(Please Specify)	Annexure / Page No.
3	Year of Establishment and Nature of Business	(Please Specify)	Annexure / Page No.
4	GST Number, PAN, Bank Account and NEFT Details	(Please Specify)	Annexure / Page No.
5	Tender Fee Payment Details (DD Details)	(Please Specify)	Annexure / Page No.
6	EMD Payment Details (DD Details)	(Please Specify)	Annexure / Page No.
7	Persons authorised by the company to execute documents on its behalf with IAI	(Please Specify)	Annexure / Page No.
8	Total Number of Digital Marketing Projects (as on date of RFP)	(Please Specify)	Annexure / Page No.
9	Number of years' experience in Digital Marketing	(Please Specify)	Annexure / Page No.
10	Total Number of Permanent Technical Employees in Digital Marketing & Creative	(Please Specify)	Annexure / Page No.
11	Evidence of in-house 2D Design and Video Editing capability	(Please Specify)	Annexure / Page No.
12	Annual Turnover from Digital Marketing Services (last 2 financial years)	(Please Specify)	Annexure / Page No.
13	Names of key team members proposed for this engagement	(Please Specify)	Annexure / Page No.
14	Office location(s) in India – owned or partner (GST proof)	(Please Specify)	Annexure / Page No.
15	Whether Bidder has been blacklisted by any client in the last 3 years? (Yes / No)	(Please Specify)	Annexure / Page No.
16	Whether Bidder has ever withdrawn from any contract in the last 3 years? (Yes / No)	(Please Specify)	Annexure / Page No.
17	Whether Bank Guarantee has ever been invoked by any client in the last 3 years? (Yes / No)	(Please Specify)	Annexure / Page No.

Undertaking: I/We hereby certify that all the information furnished above is true and nothing is suppressed, concealed, or misrepresented. I/We have understood all the terms and conditions mentioned in the tender document and hereby accept the same completely.

Signature of Authorised Signatory: _____

Name: _____ Designation: _____

Official Seal / Stamp: Date: _____

Telephone / Mobile No.: _____

FORM B: COVERING LETTER

(On the Bidder's Official Letter Head)

Date: _____

To,

The Executive Director,

Unit no. F-206, 2nd Floor, "F" Wing in Tower 2, Seawoods Grand Central, Plot no R-1, Sector 40, Seawoods, Near Seawoods Railway Station, Navi Mumbai - 400 706

Dear Sir / Madam,

Sub: Bid for Empanelment as 360-Degree Digital Marketing and Creative Execution Partner – Ref. No. IAI/MKT/RFP/01/2026

With reference to your Tender Document published on the IAI website dated _____, I / We, M/s _____, having examined the Tender document and understood its contents, hereby offer our proposal for the subject engagement and confirm full conformity with the Tender document. We have read all provisions of the Tender document and confirm these are acceptable to me / us.

I / We declare that our proposal is unconditional and unqualified. I / We further declare that any additional conditions, variations, or deviations, if any, found in my / our bid, will make my / our bid liable to be rejected summarily along with ensuing consequences as per the terms of the Tender document.

I / We hereby declare that all information provided and statements made in the proposal are true and correct and all documents accompanying such proposal are true copies of their respective originals. I / We accept that any misinterpretation, suppression of facts, or false information contained therein may lead to our disqualification.

I / We confirm having deposited the following Demand Drafts:

Earnest Money Deposit of Rs. _____/- (Rupees _____ only) by Demand Draft No. _____ dated _____ drawn on _____ Bank, _____ Branch, attached hereto.

Cost of Tender Document of Rs. _____/- by Demand Draft No. _____ dated _____ drawn on _____ Bank, _____ Branch, attached hereto.

I / We agree and understand that the proposal is subject to the provisions of this Tender document. In no case shall I / we have any claim or right of whatsoever nature if the empanelment is not granted to me / us.

I / We understand that IAI is not bound to accept any proposal received by it.

I / We agree and undertake to abide by all the terms and conditions of the Tender Document.

Authorised Signatory (in full and initials): _____
Name and Title of Signatory: _____
Duly authorised to sign this Bid for and on behalf of [Name of Firm]: _____
Address: _____
Phone No.: _____ Email: _____
Name: _____ Date: _____
Sign & Stamp: _____

ANNEXURE I: DECLARATION OF INTEGRITY AND NO CONFLICT OF INTEREST

(On the Letter Head of the Bidder)

I / We hereby declare that I / We shall:

- Not offer any bribe, reward, gift, or any material benefit either directly or indirectly in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process.
- Not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit, or avoid an obligation.
- Not indulge in any collusion, bid rigging, or anti-competitive behaviour to impair the transparency, fairness, and progress of the procurement process.
- Not misuse any information shared between IAI and the Bidders with an intent to gain an unfair advantage in the procurement process.
- Not indulge in any coercion, including impairing, harming, or threatening to harm, directly or indirectly, any party or its property to influence the procurement process.
- Not obstruct any investigation or audit of a procurement process.
- Disclose conflict of interest, if any.
- Disclose any previous transgressions of any nature with any entity in India or any other country during the last three years, or any debarment by any other procuring entity.

Conflict of Interest Declaration

The Bidder participating in this bidding process declares that it does not have a Conflict of Interest. A Conflict of Interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties, responsibilities, contractual obligations, or compliance with applicable laws and regulations.

Specifically, I / We declare that we do not:

- Have controlling partners/shareholders in common with any other bidder; or
- Receive or have received any direct or indirect subsidy from any other bidder; or
- Have the same legal representatives for purposes of this Bid as any other bidder; or
- Have a relationship with any other bidder, directly or through common third parties, that puts us in a position to have access to information about or influence on the Bid of another Bidder; or
- Participate in more than one Bid in this bidding process; or
- Have participated as a consultant in the preparation of the specifications or requirements for this engagement.

For and on behalf of:

Signature (with seal): _____

Name of the Person: _____

Designation (Authorised Representative / Signatory): _____

Date: _____ Place: _____

ANNEXURE II: DECLARATION BY BIDDER REGARDING QUALIFICATIONS

(On the Letter Head of the Bidder)

In relation to our Bid submitted to the Institute of Actuaries of India for Empanelment as a 360-Degree Digital Marketing and Creative Execution Partner, in response to their Notice Inviting Bids bearing Ref. No.: IAI/MKT/RFP/2025:

I / We hereby declare that:

29. I / We possess the necessary professional, technical, financial, and managerial resources and competence required by the Bidding Document issued by IAI.
30. I / We have fulfilled our obligations to pay all taxes payable to the Union and State Government or any local authority as specified in the Bidding Document.
31. I / We are not insolvent, in receivership, bankrupt or being wound up, not having our affairs administered by a Court or a judicial officer, not having our business activities suspended, and not the subject of legal proceedings for any of the foregoing reasons.
32. I / We do not have, and our Directors and Officers have not been convicted of any criminal offence related to our professional conduct or the making of false statements or misrepresentations as to our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process.
33. I / We do not have a conflict of interest that affects fair competition in this bidding process.

Date: _____ Signature of Bidder: _____

Place: _____ Name: _____

Designation: _____

Address: _____

ANNEXURE III: GENERAL DECLARATION

(On Original Letter Head of the Bidder)

To,

The Executive Director,

The Institute of Actuaries of India,

near, Unit no. F-206, 2nd Floor, "F" Wing in Tower 2, Seawoods Grand Central Plot no R-1 Railway Station, Sector 40, Seawoods, Navi Mumbai, Maharashtra 400706

Dear Sir / Madam,

Sub: Tender for Empanelment as Digital Marketing and Creative Execution Partner – Ref. No.: IAI/MKT/RFP/2025

In terms of the requirements of the above Tender, we hereby undertake as under:

34. That we are not involved in any major litigation that may have an impact on compromising the delivery of services or affecting the engagement as required under this tender.
35. That we have not been blacklisted by any Central/State Government, Public Sector Undertaking, Autonomous Body under Central/State Government, Multinational Company, or any other organisation during the last 5 years from today.
36. That we are registered with the appropriate authority as applicable, and comply with all relevant labour laws including the Contract Labour (Regulation and Abolition) Act, 1970, wherever applicable.
37. That all information and documents submitted as part of this bid are true, accurate, and complete.

Signature of Authorised Person: _____

Name: _____

Designation: _____

Date: _____ Place: _____

Office Seal: _____

Witness with Signature: _____

ANNEXURE IV: DECLARATION REGARDING NON-DISCLOSURE OF CONFIDENTIAL DATA

(On the Letter Head of the Bidder)

I / We _____ hereby declare that:

- I / We shall neither make, cause to be used, shared, or disclosed, nor shall we ourselves use, share, or disclose any member data, student data, phone numbers, email addresses, or any other details whatsoever of any person or entity which has been provided by IAI to me / us, to any third party.
- I / We hereby declare that I / we shall neither make/cause it to be used, nor shall we ourselves use any data provided by IAI for any kind of monetisation, commercial activities, advertising, or personal gain.
- All deliverables, data, and assets created or accessed during this engagement remain the property of IAI. All source files must be returned to IAI in editable formats upon request.
- Work must be stored in IAI-controlled or IAI-approved systems where required, and no data shall be retained on third-party systems without IAI's prior written approval.

In case I / we are found to have breached this declaration, IAI shall have the right to forfeit the Performance Bank Guarantee and any amount payable by IAI to me / us, in addition to terminating the contract immediately. This is without prejudice to the rights of IAI to take any suitable action against me / us under the provisions of applicable law.

Signed By (Authorised Signatory):	In the Presence of (Witness 1):
Name: _____ Designation: _____ Company: _____ Date: _____	Name: _____ Designation: _____ Company: _____ Date: _____