

**RFP for Selection of a Marketing Automation Platform Vendor**

**RFP NO: CO: BFSL/ MKTG RFP/ 2019-20/01**

**RFP Dated 07-Oct-2019**

**Addendum 2 , Dated 04<sup>th</sup> Nov 2019**

<b>Costs</b>	<b>TCO</b>	<b>Quote</b>
<b>A) Cost of Marketing Automation Platform</b>	Part of TCO	
<i>One time implementation / integration set up fees</i>	Part of TCO	
<i>License Cost / Monthly Maintenance Cost (if any)</i>	Part of TCO	
<i>0 - 10 lakh unique contacts</i>	Part of TCO	
<i>10 - 20 lakh unique contacts</i>	Part of TCO	
<i>20 - 30 lakh unique contacts</i>	Part of TCO	
<i>30 - 40 lakh unique contacts</i>	Part of TCO	
<i>40 lakh and above unique contacts</i>	Part of TCO	
<b>B) Consumables Cost</b>	Part of TCO	
<i>SMS ( per month)</i>	Part of TCO	
<i>Upto 15 lakh SMS</i>	Part of TCO	
<i>15 lakh - 50 lakh SMS</i>	Part of TCO	
<i>50 lakh - 1 Cr SMS</i>	Part of TCO	
<i>&gt; 1 Cr SMS</i>	Part of TCO	
<i>OBD</i>	Not a Part of TCO	
<i>Missed Call Service</i>	Not a Part of TCO	
<i>Short Code Service</i>	Not a Part of TCO	
<i>VMN Service</i>	Not a Part of TCO	
<i>Email (per month)</i>	Part of TCO	
<i>Upto 15 lakh emails</i>	Part of TCO	
<i>15 lakh - 50 lakh emails</i>	Part of TCO	
<i>50 lakh - 1 Cr emails</i>	Part of TCO	
<i>&gt; 1 Cr emails</i>	Part of TCO	
<i>Whatsapp</i>	Not a Part of TCO	
<b>C) Managed Services Fees</b>	Part of TCO	
<i>Monthly Cost - Manpower Quote for campaign planning, strategy, execution / operational /technical support</i>	Part of TCO	
<i>0 - 50 campaigns per month</i>	Part of TCO	
<i>50 - 100 campaigns per month</i>	Part of TCO	
<i>100 - 200 campaigns per month</i>	Part of TCO	
<i>200 - 300 campaigns per month</i>	Part of TCO	
<i>300 campaigns and above per month</i>	Part of TCO	

1) Please refer above "TCO" column , basis which BFSL will be considering "Part of TCO" for Commercial evaluation, rest of the details remains same as per RFP.

2) Services which are "Not a Part of TCO" BFSL will be inviting quotes from empanned / Technically Qualified bidders at a later stage.

3) If any bidder has provided the commercial value for the above "Not a Part of TCO" category, respective bidders are not liable for rejection of bid

S/d

Authorized Signatory