



**Expression of Interest to onboard a vendor to manage BFSL existing value added services (VAS) related to Customer's Travel experience and enable new services to amplify our Customer's Travel experience.**

EOI Reference No

**Dated :** 10-11-2023

BOB Financial Solutions Limited.  
15th Floor, 1502/1503/1504, DLH Park,  
S.V.Road, Goregaon West- 400104.

Email: [rfp@bobfinancial.com](mailto:rfp@bobfinancial.com)

## Disclaimer

The information contained in this Expression of interest (EOI) document or information provided subsequently to Applicants, whether verbally or documentary form by or on behalf of Bank of Baroda Financial Solutions Ltd, is on the basis of/subject to terms and conditions set out in this EOI document.

### Section 1 – EOI Schedule and Address

S. No	Particulars	Description
1	Name of Project	Expression of Interest to onboard a vendor to manage BFSL existing value added services (VAS) related to Customer's Travel experience and enable new services to amplify our Customer's Travel experience
2	Tender reference number	Ref: BFSL/ Product EOI / 23-24 / 01 Dated : 10 <sup>th</sup> Nov 2023
3	Date of Publishing of EOI document on the website	10 <sup>th</sup> Nov 2023
4	Last date and time of receiving applicants' queries in writing	20 <sup>th</sup> Nov 2023 15:00 hrs
5	Date & Venue of Pre-Bid Meeting	TBD
6	Last date and time for submission of EOI	30 <sup>th</sup> Nov 2023 15:00 hrs
7	Date and time of EOI Opening	30 <sup>th</sup> Nov 2023
8	Place of EOI submission & opening of EOI	Online through Procure tiger
9	Name and address for communication	Online Submission.  BOB Financial Solutions Limited. 15th Floor, 1502/1503/1504, DLH Park, S.V.Road, Goregaon West- 400104.  <a href="mailto:rfp@bobfinancial.com">rfp@bobfinancial.com</a>
10	Online Submission	Kindly submit documents thru <a href="https://eauction.auctiontiger.net/EPROC/">https://eauction.auctiontiger.net/EPROC/</a> For any queries while submitting kindly Connect with Mr. Fawad on 9904406300 / 9510812960

## Section 2 -Introduction

### **2.1 About BOB Financial Solutions Limited :**

Established in the year 1994, BOB Financial Solutions Limited, a Company having its Regd. & Corporate Office at 2nd floor, Baroda House, S V Road Jogeshwari (West), Mumbai -400 102 (herein after referred to as a 'Company') is a wholly owned subsidiary of Bank of Baroda, a large public sector bank having global presence with its vast network of over 5,500 branches. The Company's Corporate Office is located at DLH Park, Goregaon West.

The company has a network of 38 area offices spread throughout the country as on date. The Company is involved in both cards Issuing and Acquiring business.

BFSL is planning to set up a call centre at bidders premise. The objective of the call centre is to provide better customer service

### **2.2 Objective of this EOI:**

## Section 3 - Submission of Expression of Interest

The applicant shall fill in the Expression of Interest format as given. The applicant is required to provide the following information in addition to the filled EOI format:

- Company profile
- Design and Solution architecture for the proposed project
  1. Enable a wide range of services covering Lounge Access, Meet and Assist, Airport Transfers, F&B, Spa, Transit Hotels/Nap Rooms, Golf and more.
  2. Apart from the above-mentioned services, Enabling of various lifestyle services
  3. Build a Benefit Management Engine
  4. Help in reducing the overall cost without compromising on the perceived value.
- Benefit to cost analysis of the various options available.
- Scope of work and Solution for the proposed project
- Any other information that would establish the credentials and suitability of the applicant in the context of the project

The applicant may also deliver a presentation on a date to be intimated in advance by BFSL, covering the above aspects.

Applicants will be shortlisted based on the information provided in the EOI and the above aspects. BFSL reserves all rights to accept or reject any EOI without assigning any reason.

## Section 4 – Scope of Work

- Enable various services to enhance our Customer's Travel experience and provide end to end coverage of the journey:
  1. Airport lounge access benefit: Manage our existing lounge program with Schemes and enable additional benefits/quota.
  2. Meet & Assist: facilitate end-to-end assistance to the Consumers at the airports including medical meet & assist' at select airports in India and globally.
  3. Airport Transfer
  4. SPA Services
  5. Food & Beverages
  6. Transit Hotels/Sleeping Pods
  7. Railway Lounges
  8. Golf Access
  
- Provide Industry tailored offerings:
  - Augment our card loyalty programs
  - Enhance our card value proposition
  - Enable Multiple program structures
  - Integrated benefits across services
  - Seamless API integration
  - Additional revenue opportunities
  - Drive customer loyalty and retention
  - Enable Multiple models to suit our needs
  - Build White labeled app
  
- Built a Benefit Management Engine for BFSL.
  - Creation of multiple tiers within one Product which helps to monitor/track usage or spend patterns or other metrics, and eventually can be used to add or remove benefits from the base benefits of the card.
  - Built tool to optimize cost: Once the user moves to a specific tier, he/she can be in that tier till another trigger/event. This can be used to create differentiated offerings within the same program or new programs can be designed to leverage these features.

- Seamless Data access: Real-time benefit checks and Near real-time access to usage data.
- Integration into our App / Platform
- Simplified Access to Cardholders:
  - a. Provide controls to user
  - b. Enable payment to avail additional benefits
- Enable us to prevent Fraud and abusive usage of VAS.
- Benefit Management engine functionality requirements:
  - a. Providing the capability to create package products, such as Platinum, Signature, and Infinite depending on Card variants.
  - b. Enable us to configure these packages in the CVP, which will provide customer various option to select their preferred benefits.
  - c. create virtual tiers within a product based on Spend/ Usage to launch differentiated campaigns for specific user group or subset of users within our Customer base.
  - d. Benefits and servicing shall be completely managed by the Vendor on behalf of BFSL.

## Section 5 – Eligibility Criteria

### 5.1 Pre-requisite:

The applicant should possess the requisite experience, resources and capabilities in providing the services necessary to meet the requirements, as described in the tender document. The Applicant should also possess the technical know-how and the financial where withal that would be required to complete the scope of work. The EOI must be complete and shall be submitted as per **Annexure:1**. Applicants not meeting the Eligibility criteria will not be considered for evaluation of EOI.

### 5.2 Eligibility Criteria:

The invitation to EOI is open to all Applicants, who qualify the following EligibilityCriteria:

<b>Prequalification criteria for bidders</b>		
Parameter	Requirement Description	Supporting documents
Blacklisted	The company should not be currently blacklisted by any Govt. Department/ bank / institution in India or abroad	Self Declaration on company letterhead
Existence	Company should have been in existence in the last 5 years	Certificate of incorporation
Full Cycle Implementation	The Bidder must have full cycle implementation	

<p>Experience as Primary Contractor</p>	<p>experience of proposed lounge experience product in at least two organizations in last five years (period ending Bid submission date)</p>	
<p>Government Customers (PSU / Central / State) experience in India as Primary Contractor</p>	<ul style="list-style-type: none"> <li>• The bidder must have implemented / being implemented Content centre solution in at least one Government Customer (PSU / Central / State) in India in last five years (period ending up to Bid submission date)</li> <li>• The company's Highest Value of single Purchase Order executed in Last Five Years should be equal or more than Rs. 1.5</li> </ul>	<p>Project completion certificate from Customers of the referred projects</p>

	<p>crore.</p> <ul style="list-style-type: none"> <li>The company should have executed a minimum of 1` projects, above Rs. 50 lakhs in last Five years.</li> </ul>	
Local Presence	<ul style="list-style-type: none"> <li>The Bidder should have office in Mumbai</li> <li>It is preferred that company should have presence in all the metros</li> </ul>	Declaration on company letterhead
OEM vendor authorization	In case the company is not an OEM	Authorization certificate/ letter of Product from the Product Vendor
Financial stability of the bidder	The average net worth of the IP must be more than INR 50 Crores during the Financial year 2023-24	Documentary evidence in form of certificate from CA in practice
Ownership	The bidder should not be owned or controlled by any of the Directors or present employees (or relatives) of BFSL or BOB	Self-declaration on the bidder's letter head
Taxation Registration	The bidder must have a valid: <ol style="list-style-type: none"> <li>PAN</li> <li>GST Registration No</li> </ol>	Attested copies of all certificates & KYC of Company and Its Directors

**Note:**

- In case consortium bidding not allowed..
- Upgrade projects will not be considered as implementation experience of the Bidder
- In case of completion certificate not being available, copies of client e-mails from the authorized representative of the client organization confirming completion of the project, are allowed after the same is

certified by Company Secretary Go –live certificate issued by the authorized representative of the client organization where completion certificate is not available

4. Bidder undergoing assessment for not more than one year (after expiry of its earlier certificate) can

submit a certificate for ongoing assessment issued by the assessment agency

## Section 6 – Participation in Technical and Financial Bid

### 6.1 Technical Bid:

Bidder to carry out detailed presentation on the product and benefits. The technical evaluation and the commercial evaluation shall have the weightage of 70% and 30% respectively and this weightage shall be considered for arriving at the successful bidder. Bidder will have to score 70 marks. The vendor needs to achieve a cut – off score of 70 marks in this evaluation stage to be qualified for commercial bid opening. Only those vendors who achieve the specified cut – off scores would be short-listed for Commercial Bid Evaluation.

### 6.2 Financial Bid

Particulars		Service Type		Not Part of TCO					
		Airport lounge	Railway Lounge	Golf Access	SPA Services	Food & Beverages	Meet & Assist	Transit Hotels/Sleeping Pods	Airport Transfer
Per Visit Charge Rs	Domestic Metro								
	Domestic Non-Metro								
	International Metro								
	International Non-metro								
Membership fee									
Tech integration Cost									
Service Charge									
Any additional charge									



### 6.3 Weighted Evaluation

On the basis of the combined weighted score for technical and commercial evaluation, the bidders shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 shall be recommended for award of contract.

As an example, the following procedure can be followed:

A score (S) will be calculated for all qualified bidders using the following formula:

$$\frac{C_{low}}{C} \times 100 + T(1-X)$$

C stands for discounted rate arrived basis of commercial evaluation;

C<sub>low</sub> stands for the lowest rate arrived basis of commercial evaluation.

T stands for technical evaluation score and

X is equal to 0.30.

#	Bidder	Technical Evaluation Marks (T)	Discounted Rate (C)	T * 0.70 (A)	[(C <sub>low</sub> /C) x 100] x 0.30 (B)	Score (S = A +B)
1	AAA	75	120	52.5	25	77.5
2	BBB	80	100	56	30	86
3	CCC	90	110	63	27.3	90.3

In the above example, C<sub>low</sub> is 100.

In the above example, CCC, with the highest score becomes the successful bidder (H1).

In case of more than one vendor with equal highest score (S) upto three decimal, then number of decimal will be increased.

The Company may in its absolute discretion engage in discussion or negotiation with H1 bidder. The decision of the Company shall be final and binding on all the vendors to this document. The Company reserves the right to accept or reject an offer without assigning any reason whatsoever.

## Section 7 – Additional Documents to be accompanied with the EOI

### Annexure: 1 Information Pertaining to Applicant

A	General Data of Interested Company		Response
1	Name of the Company	:	
2	Address of the Regd./Corp office	:	
3	Address of the works/Mfg. Unit/Plant	(a)	
	(If more than three please attach separate sheet)		



4	Type of the Company	:	Proprietary/Private Ltd./Public Ltd./Partnership/LPP etc
---	---------------------	---	--

5	Name of the Contact Person	:	
6	Designation of the Contact Person	:	
7	Contact Detail	:	
	Land Line	:	
	Mobile	:	
	Fax	:	
	E-Mail	:	
8	Date of Incorporation/Establishment	:	
9	Nos. of Permanent Employees	:	
10	Nos. of Contractual Employees	:	

**DETAILS OF INCOME TAX & ST CLEARANCE**

Sl. No.	Particulars		Remarks
2.1	Income Tax	Permanent A/c No.:	
2.2	Service Tax	Registration No. :	

Note : Please attach copy of registrations.

**DETAILS OF RELEVANT CERTIFICATION**

Sl No.	Certificate Name	Valid Upto

Note: Attach

documentary evidence

**PRODUCT & PRODUCT**

**SUPPORT**

- a. Availability of key project personnel with experience of similar project to be deployed in this project

Yes

No

Comments (if any) :

b. Do you have competency in giving end-to-end solution

Yes

No

Give details :

LIST OF CLIENTS :

Sl. No	Name of client	Location	Copy of work order enclosed ( Y/N)	Modules	Remarks
1					
2					
3					
4					
5					

SITES WHERE IS BEING DEVELOPED / CUSTOMIZED/IMPLEMENTED

Sl. No.	Name of the organization, Contact person, designation	Address and phone no	Modules	Status (underdevelopment/implementation/customization)
1.				
2				

LIST OF BRANCH OFFICE

Please enclose list of Branches in India in the under noted format.

Sl. No	Name of City	Remarks.

MANPOWER STRENGTH DETAILS OF THE BIDDER



Technical personnel	Direct	Outsourced
Managerial		
Technical - Development		
Technical - SUPPORT		
Others ( Pl. specify )		

**FINANCIAL DETAILS OF THE BIDDER**

(Rs/Lakhs)

Attach Balance Sheet for last three audited Financial year

Sl. No.		Please mention Year		
1.	Turnover			
2.	Profit before Tax			

**OTHER INFORMATION**

- a. Is the company a sick / potentially sick company?:  Yes  No
- b. Does the company have business with any other unit(s) of BFSL:  Yes  
 No (If yes, attach details).