Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited

139P, Sector-44, Gurugram-122003 (Haryana)

Request for Proposal (RFP)

for

Empanelment of Agencies for Digital Marketing Campaign

Issue date: 18th August, 2021.

Last date for submission of proposals: 23rd August 2021, End of Day.

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Overview

1.1 Background

Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd, an Insurance company ("Company") is carrying on life insurance business in India, has branches and administrative offices spread across the country. As part of its requirement, Company is looking to empanel service providers (Agencies) for Digital marketing campaign.

1.2 Purpose

The purpose of this RFP is to inform potential Bidders of a business opportunity and to solicit proposals for Empanelling Agencies for Digital Marketing Campaign as per requirement of the Company and agreed terms and conditions.

The RFP shall assist the Company in the evaluation and empanelment of technically viable and feasible proposal to meet the Company's business and technical requirements. Company reserves the right to empanel more than one vendor and divide/ split the order between more than one qualified bidders to meet the requirement, or may scrap the whole tender process altogether and a part there of. Based upon the review and evaluation of proposals offered in response to this RFP, Company may at its sole discretion negotiate and enter into contracts with one or more successful Bidders. As such there will be no commitment (minimum or maximum order quantity/ work) for the bidder(s) to execute under this RFP by the shortlisted bidder(s).

Notwithstanding any other provision herein, Bidder participation in this process is voluntary and at Bidder's sole discretion. Price will be a consideration but will not be the sole factor in Company's decision to award a contractual relationship. Company reserves the right to accept or reject any or all bids from a specific or multiple Bidders for any reason at any time. Company also reserves the right at its sole discretion to select or reject any or all Bidder(s) in this process and will not be responsible for any direct or indirect costs incurred by the Bidders in this process.

1.3 Request for Proposal Definitions

Throughout this proposal the following definitions are used:

- "Bidder" means a company incorporated under the Companies Act 1956, or a partnership firm (or such other entities or body of individuals/association) that submits, or intends to submit, a proposal in response to this "Request for Proposal";
- "Contractor", "Vendor" or "Service Provider" means the Bidder(s) awarded a Contract resulting from this RFP;
- "Contract" means the agreement formed between Company and the successful bidder as evidenced by a Purchase Order and / or an Agreement issued to the successful bidder;
- "Contract document" means the Agreement, the Bidders proposal document, the RFP and such other documents as listed in the Agreement, including all amendments or addenda agreed between the parties;
- "De-identification" is the process of removing from data any information from electronic media that identifies a particular individual;
- "RFP" means this proposal including any amendments, attachments, and/or clarifications pertaining to RFP that may be issued prior to the closing date;

- "Proposal" means the written technical, functional and commercial proposal, submitted by the Bidder in response to this RFP,
- "Must", "Mandatory" or "Required" means an absolute minimum function or capacity, which, if not satisfied in the proposal, may result in disqualification in the final evaluation;
- "Could", "may" or "is desirable" means desirable but not mandatory functions or capacities. Bidders who are able to provide these functions or capacities may be evaluated favorably than those who cannot, however, final decision rests with the Company; and,
- "Company" is the identification used for Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.

2.0 Terms of RFP

2.1 Acknowledgement

The Company is releasing this **RFP for Empanelment of Agencies for Digital Marketing Campaign** online on its website (www.canarahsbclife.com) with the sole aim of making the process free, fair & transparent and user friendly.

The Bid (as per the attached format) together with supporting documents and should be submitted as prescribed in **Clause 3** so as to reach us (on email) latest by **23rd August 2021; End of Day (EOD) (IST).**

Kindly note below the complete details of our organization:

Name -	Canara HSBC Oriental Bank of Commerce Life Insurance Co. Ltd.
Regd. off. Address -	Unit No. 208, 2nd Floor, Kanchenjunga, Building, 18 Barakhamba Road, New Delhi - 110001.
Corporate Identity no.-	U66010DL2007PLC248825
Telephone no. -	+91 0124 4535500
Fax no. -	+91 0124 4535999
E-mail -	customerservice@canarahsbclife.in
Website address-	www.canarahsbclife.com

2.2 Proposal Deadlines

Company must receive duly completed proposals in the manner prescribed no later than **23rd August 2021; End of Day (EOD) (IST)**.

2.3 Further Inquiries and Questions Regarding RFP

All inquiries that arise regarding the RFQ must be submitted in writing (via email) by close of business on **19th August 2021; 06:00 PM**. Inquiries must be made only via e-mail and to **gaurav.nagpal@canarahsbclife.in**, with a copy marked to **anmol.pansari@canarahsbclife.in** and **procurement@canarahsbclife.in**. Responses to such inquiries will be made via e-mail. No confidential information will be shared. Bidder agrees to designate one point of contact for all RFP and/or proposal communications. This point of contact should be clearly defined in the RFP response, as the single point for questions and clarifications. Queries should be raised in the format given below. All clarifications to be taken in writing only.

Sr. No.	Page No.	RFQ Document Section / Clause No.	Technical Specification / Terms and Condition in the RFQ document / Description	Query
1				
2				
3				

2.4 Company's Obligations

The submission and receipt of proposals does not obligate Company in any way. Company shall not be liable for any costs incurred by Bidders in the preparation, presentation or any other aspect of the proposals received by reason of this request, nor is Company obligated to negotiate separately with any sources whatsoever in any manner necessary to serve Bidder's best interests. Company makes no representation, implied or express, that it will accept and approve any proposal submitted. Any and all Contracts which result from this RFP shall be non-exclusive, non-commitment, as-ordered agreements. Company shall not have any liability to bidders for any interruption or delay in access to the site irrespective of the cause. Company will also be not responsible for any damages, including damages that result from, but are not limited to negligence. Also Company will not be held responsible for consequential damages, including but not limited to systems problems, inability to use the system, loss of electronic information etc.

2.5 Proposal Evaluation

Proposals submitted may be reviewed and evaluated by any person at the discretion of Company's internal evaluation team, including non-allied and independent consultants retained by the Company now or in the future for the sole purpose of obtaining evaluations to proposals.

Bidders may be asked to further explain or clarify areas of their proposal in writing during the evaluation process.

Company will also undertake evaluation of bids for empanelment of new bidders for Digital Marketing. Commercial bid of only qualified bidders will be opened.

Bidders are expected to submit their best bid in response to the RFP. The bids quoted shall be according to the scope of work and eligibility criteria specified in this document (**Clause 4**).

The only information regarding status of the evaluation of proposals that the team will give to any inquiring Bidder shall be whether or not that Bidder has been awarded a Contract. Company may, at its sole discretion, inform any inquiring Bidder of the reason(s) why it was not awarded the bid.

Company reserves the right to conduct a reverse e-auction after the completion of the RFP process, the schedule of which will be intimated later to all the pre-qualified bidders. The company also reserves the right to seek clarifications basis which the bidder can be asked to submit the revised rate for any requirement(s).

Company reserves the right to divide/ split the order between more than one qualified bidders to meet the requirement, or may scrap the whole tender process altogether.

2.6 RFP Terms and Conditions Applied to Final Contract

The terms and conditions of the RFP, including the specifications and the completed proposal, will become, at Company's sole discretion, part of the final Contract (the "Contract") between Company and the selected Bidder. In the event that responses to the terms and conditions will materially impair a Bidder's ability to respond to the RFP, Bidder should notify Company in writing of the impairment. If Bidder fails to object to any condition incorporated herein, it shall mean that Bidder agrees with, and will comply with the conditions set forth herein.

Any exceptions to the terms and conditions or any additions, which Bidder may wish to include in the RFP, should be made in writing and included in the form of an attachment to the applicable Section in the RFP.

2.7 Terms Binding on Bidder

Following the date for submission of proposals, and prior to Contract award, the RFP shall be binding upon Bidder in all respects for a period of 180 days.

2.8 Hold Harmless

In submitting a proposal, Bidder understands that Company will determine at its sole discretion which proposal, if any, is accepted. Bidder waives any right to claim damages of any nature whatsoever based on the selection process, final selection, and any communications associated with the selection.

Company reserves the right to award the Contract to the Bidder(s) whose proposal is deemed to be the most advantageous in meeting the specifications of the RFP. In addition, Company reserves the right to add or waive any requirements contained in this RFP at its sole discretion with regard to proposals submitted. Company's decision on award of Contract shall be final and binding on all the Bidders.

Company shall be at liberty to cancel the RFP/ Reverse auction process at any time, before ordering, without assigning any reason.

2.9 Confidentiality Provision

The terms of this RFP, the information provided by Company herein and all other information provided by Bidder in connection with the services offered to be provided by the Bidder pursuant to this RFP, are to be treated by Bidder as strictly confidential and proprietary. Such materials are to be used solely for the purpose of responding to this request. Access shall not be granted to third parties except upon prior consent of Company and upon the written agreement of the intended recipient to treat the same as confidential. Company may request at any time that any of Company's material be returned or destroyed.
Should Bidder choose not to respond to this RFP, all softcopy material should be deleted and for hardcopy material please return all materials and any duplicates thereof at:

Title: Returning of material related to RFP for "Empanelment of Agencies for Digital Marketing Campaign"

Kind Attn: Anmol Pansari
Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.
139P, Sector-44, Gurugram
Haryana (INDIA) 122003

2.10 Sub-Contracting

The services offered in response to this RFP shall be provided by the Bidder directly by employing their employees, and there shall not be any sub-contracting, franchisee, contract to hire, and consultant etc. arrangement done by the Service provider. The deputed person should be only on bidder rolls.

2.11 Acceptance of Proposals

Company reserves the right to modify the terms of the RFP at any time at its sole discretion and the same will be uploaded on the website **http://www.canarahsbclife.com**. The bidders have to remain updated about the same from the website and Company will not be responsible for such information not being downloaded by the bidder. Subsequent to the submission of proposals, interviews and negotiations may be conducted with one or more Bidders, but there will be no obligation to receive further information, whether written or oral, from any Bidder not to disclose the nature of any proposal received.

This RFP should not be construed as an agreement to purchase products or services. Company is not bound to accept the lowest price or any proposal of those submitted. Proposals will be assessed in accordance with the evaluation criteria.

2.12 Evaluation and Selection

A committee will evaluate proposals against the mandatory criteria as detailed herein. Proposals meeting all the mandatory criteria will be assessed. Company's decision on evaluation shall be final and binding on all the bidders. Commercial bids will be opened for the empanelled bidders only.

Any deviations from the skill set / experience / prerequisites/ requirements and/or the terms and conditions of the RFP Document shall be submitted explicitly along with convincing reasons in the format attached (refer **Clause 4.6**). Company will not provide any justification in case rejects deviation and Company reserves all rights to reject or accept any deviation.

In case the Bidder intends to notify any grievance or concerns pertaining to the fairness of the complete process including but not limiting to bid submission or selection of Service Provider then the Bidder may send an e-mail at **whistleblower@canarahsbclife.in** giving requisite details for seeking any clarification.

2.13 Liability for Errors

While Company has used considerable efforts to ensure an accurate representation of information in this RFP as per its current understanding of the requirements, the information contained in this RFP is supplied as a guideline for Bidders. The information is not guaranteed or warranted accurate by Company, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Bidders from forming their own opinions and conclusions with respect to the matters addressed in this RFP. In the event Company finds that the objectives of the intended system is better achieved by processes/procedures other than those mentioned in this document, Company shall have the right irrespective of the fact whether it has already received proposals from intending bidders or not, to effect such changes and enter into negotiations with one or more Bidders at its sole discretion for such changed/modified processes.

2.14 Acceptance of Terms

All the terms and conditions of this RFP shall be deemed to be accepted by the Bidder and incorporated in its proposal unless specifically notified otherwise.

2.15 Ownership of Proposals

All documentation, including proposals, submitted to Company will become the property of Company.

2.16 Use of Request for Proposal

This document or any portion thereof, is the property of Company and may not be used or copied for any purpose other than the submission of the Bidder's proposal.

2.17 RFP Schedule

Listed below are the key steps and dates for this RFP process:

- **Company advertises RFP on its website** — **18th August, 2021**
- **Bidders' deadline to submit queries** — **19th August, 2021; 06:00 PM.**
- **Bidders' deadline for submitting responses to RFP** — **23rd August, 2021; End of Day.**

2.18 Bidder Exception Notice

If the Bidder believes that either the process or evaluating officer is biased or partial (either for or against) then Bidder is to provide Notice of this exception (in writing) to evaluating officer's supervisor **Amit Kaul** (**amit.kaul@canarahsbclife.in**) for analysis and action.

2.19 Declaration

The bidder is required to voluntarily disclose at the time of bidding if any of its sister concerns/group companies/relatives are directly or indirectly participating in this RFP.

Further the Bidders shall disclose if any of its sister concerns/group companies/associates/affiliate entities or any of such entities employees/directors/shareholders are related to the Company and/or to its employees/directors/shareholders.

2.20 Delay in performance of the obligations by the Bidder

The Bidder must strictly adhere to the schedule, specified in the purchase agreement to be executed between the Company and the Bidder for performance of the obligations arising out of the purchase agreement and any delay will enable Company to resort to the following:

i. Time and SLA stipulated for completion of work is the essence of the contract.
ii. If any part of the contract is not satisfactorily remedied within reasonable time, Company may proceed to do the work at Bidder's risk and expenses without prejudice to any other contractual rights, which Company may have against Bidder in respect of any such non performance.
iii. Poor quality of execution and non completion of task to the desired timelines can attract penalty.

3.0 Proposal Preparation

This section defines the proposal preparation and submission procedures, which are to be followed by all Bidders. Bidders are cautioned to carefully read and follow the procedures required by this RFP. Please note that deviations may be cause for rejection of your proposal.

3.1 Proposal Format

Evaluation of proposals is made easier when Bidders respond in a similar manner. The response should contain the following information, in addition to the information that the bidder is willing to provide on bidder's own.

- Bidder's name and address, telephone number, email address and a contact person.
- One page letter of introduction identifying the Bidder and signed by the person or persons authorized to sign and bind the Bidder to statements made in the proposal. The returned RFP will be referenced as an attachment if/when a contractual agreement is executed. This document has to be submitted and mapped with this corresponding schedule.
- Please follow the format of this RFP, placing answers in the appropriate sections requiring responses.
- Any additional information, brochures, etc., can be provided at the discretion of the Bidder and should be clearly labelled and submitted.
- No price information to be shared at this stage. Commercials will be invited from Empanelled vendors based on campaign requirements in future.

3.2 Submission of Tender

The bidders should submit their technical bid via a single e-mail as given below.

FILE-I duly named as "FILE-I Technical Bid" containing the following.

- Duly filled **Annexure A.1 and A.2**
- Duly filled **Annexure B** (Vendor Registration) along with necessary documents
- All technical documentation to support your responses to **Annexure A.1 and A.2**
- Technical Documentations (SOW, Service details, experience details, etc.)
- Any deviation from the compliance should be clearly mentioned.

If the technical bid contains any price information, the offer will be summarily rejected.

All the documents to be submitted as above and through one single e-mail at **anmol.pansari@canarahsbclife.in**, **amit.kaul@canarahsbclife.in**, and **procurement@canarahsbclife.in**, subjected as **Response to RFP for Empanelment of Agencies for Digital Marketing Campaign; Submission Due Date on 23rd August, 2021.**

Bidders are requested to note that they have to submit their response to the RFP online through revert mail as per the directions and before the deadline of the submission date. Any decision to extend the submission date will be at the sole discretion of Company.

The bidder will have to submit the Technical Bid and Commercial Bid responses in this document and the format mentioned in the Appendix part at the end of the tender document and directions of this RFP.

Company is not responsible for non-receipt of quotations by the specified date and time due to any reason including holidays. Proposals received after the time and date specified above may, at Company's sole discretion, be rejected and will remain unopened, destroyed and eliminated from consideration. Please do not send your RFP responses to any other Company's employee. Responses sent in any other mode or to any other location or to the person other than the above email id will not be considered.

Proposals must be submitted in accordance with the instructions contained in the RFP and must include all information and materials requested in the RFP. Bidders are cautioned that proposals that do not follow the form required by, or contain the information requested in, the RFP shall be subject to rejection without review.

Bidders may include any additional information and material they wish; however, such material (e.g. alternative services and/or features) shall be identified in a separate attachment ("Attachment"). Any such attachment shall identify the applicable RFP Section or Subsection to which it is responsive and shall be incorporated into and be made a part of the proposal.

An authorized officer of the Bidder or other person authorized to bind Bidder in this matter must sign / authorize the returned proposals.

Only Technical Bids shall be opened for preliminary technical evaluation. Commercial bid (a password protected file) of only technically qualified bidders will be opened at the later stage after technical evaluation. Empanelled bidders are already technically qualified and they are required to submit commercial bid only. Bidders should share the password, on demand in writing from our end, through a separate mail after the due date of bid submission.

3.3 Notification of Changes

All recipients of this RFP will be notified of any changes if any made to this document prior to the due date of submission of proposals by way to Corrigendum / Addendum uploaded on our website.

3.4 Changes to Proposed Wording

The Bidder will not be permitted to change the wording of its proposal after submission to Company. No words or comments will be added to the general conditions or detailed specifications unless requested by Company for the purposes of clarification.

3.5 Bidder's Expenses

Bidders are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with Company, if any.

3.6 Currency and Taxes

Prices quoted are to be:

- In Indian rupees; both in figures and words.
- Exclusive of all taxes, however bidders are advised to mention the applicable taxes at present.

3.7 Completeness of Proposal

By submission of a proposal, the Bidder warrants that all components required to manage the program have been identified in the proposal or will be provided by the company at no charge.

4.0 SCOPE OF WORK

4.1 Scope of Work

The detailed scope of work is given below in **Annexure-A.I**.

4.2 Eligibility Criteria

The purpose of this section is for Bidders to provide information to demonstrate to Company that its services offering satisfy Company's requirements.

1) The bidders should have conducted large scale digital campaigns with insurance companies in India.
2) The bidders should have sound have conducted minimum of 10 Digital campaigns for Marketing through SMS, Email, banner & other related activities, in last one year.
3) The bidder should have their own content creation team.

Bidders are required to submit suitable document in support of their compliance to the Eligibility Criteria.
The bidder should demonstrate that it has the financial and organizational infrastructure to fulfill the fundamental requirements set out in this RFP (Refer Technical Evaluation Inputs). Bidders not meeting them or not demonstrating that they do meet them may not receive further consideration during the evaluation process.

The Bidding organizations must comply with the above mentioned criteria. Non compliance of any of the criteria will entail summary rejection of the offer.

4.3 Business Continuity

The Bidder shall mandatorily have a Business Continuity strategy in place. The same will be taken into consideration as part of the Technical Evaluation.

4.4 Information Security

Information security requirements shall be put in place by the Bidder to ensure protection of confidential information of the Company and its policyholders from intentional / inadvertent disclosures to the unauthorized persons. The Bidder shall provide details of their Information Security and the same will taken into consideration as part of the Technical Evaluation.

The Bidder shall be required to comply with information security directives/changes issued by the Company from time to time.

4.5 Fraud

The Bidder shall provide details of their Anti-Fraud controls and the same will taken into consideration as part of the Technical Evaluation.

4.6 DEVIATION SHEET

Deviations from Technical Specifications and Terms and Conditions of the Tender should be provided in the below format.

Sr. No.	RFP Document Clause	Technical Specification or Terms and Condition in the RFP document	Deviation offered	Reasons and whether deviation adds to the operational efficiency in case of the systems
1				
2				
3				

Note: Deviations from any of the terms and conditions of the tender document should be specified.

If any deviations from the technical specifications are warranted, reasons for such variations should be specified and if such deviations/ variations add to improvement of the overall performance of the systems,

those should be specifically mentioned and supported by relevant technical documentation as specified above.

4.7 PRICING MODEL

The commercials are not required to be submitted at this stage. Commercials will be invited from Empanelled vendors based on campaign requirements in future.

4.8 CONTRACT

The Contract / Agreement would be signed with the selected bidder(s) for duration of engagement, as applicable, shall be as per the format of the Company. Empanelment would be for period of 1 year.

4.9 General Information

4.9.1 If the bidder provides any incorrect/wrong information during the bidding process and the project suffers due to the same, then Company can take appropriate action against the bidder, to recover the damage.

4.9.2 The service provider shall indemnify the Company against any acts of fraud committed by its staff/ vendor staff.

4.10 Cancellation of Contract

The contract is subject to cancellation/ termination due to any of the reasons mentioned hereunder:

a) If the contractor/ bidder is found to have submitted false particulars /fake documents for securing contract.
b) The bidders' performance on the job will be constantly monitored for quality, commitment to delivery schedules mentioned in contract with the utility, adherence to guidelines, statutory regulations, conduct/discipline etc. while executing jobs. Any deviations from stated conditions can lead to unilateral cancellation/ termination by the Company.
c) If the service provider refuses to execute the job as per the agreed scope/ rates.
d) Material breach of one or more of the terms of the contract.
e) Any other reason deemed fit by the Company for cancellation.
f) Company reserves the right to terminate the Agreement/ Contract in case Vendor gets blacklisted by any other organisation/ Department of Government of India or State Governments during the course of supply of material or services, if Vendor is convicted in a legal/tax evasion case or on account of any other legal misconduct of the Vendor, unsatisfactory past performance, corrupt or fraudulent practices, any other unethical business practices.

Annexure A (TECHNICAL BID ANNEXURES)

Annexure A.1 –Scope of Work

Scope Brief

Canara HSBC Oriental Bank of Commerce wishes to appoint agencies for Digital Marketing for one year period. The agencies would be responsible for doing various digital campaigns for Marketing purposes to reach all audiences as required by the Canara HSBC Oriental Bank of Commerce.

The Agency will be responsible for the following:

- Running SMS campaigns to desired target audience as per requirement of the company
- Running email campaigns to desired target audience as per requirement of the company
- Putting up digital banners on various external websites as per requirement of the company
- Billing of all platforms will be owned by the selected vendors as per requirement of the company

Measure of Success

a. Adhering to the timelines of the campaign as desired by Canara HSBC Life Insurance Co. Ltd.

b. Billing cycle provided to the company

c. Expertise in running Digital Marketing campaigns to the desired target customer segments

Annexure A.2 –Technical Evaluation Inputs

Please submit related documents to support the remark. Total score on Technical evaluation to be calculated considering documentary evidence only.

Digital Marketing expertise Capacity	**Details to be provided**
Inhouse team for content creation	Yes / No
Number of campaigns the company has done in the past	Mention approximate number of unique campaigns
What is the lead time that the company needs to initiate the campaign?	Mention the number of days required before initiating campaign
Dedicated RM during the campaign period	Yes / No
Performance dashboard /Server Report	Yes / No
Number and name of insurance bidders the company has done digital campaigns in the past	Mention number of unique insurers

Annexure B – Vendor information-cum-registration form and Declarations (for new vendors):

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
139 P, Sector-44, Gurugram - 122003, Haryana, India

aapke vaade, sar aankhon par

Vendor Registration Form

Company Details

Entity Name			
Registered Address			
	State	PIN Code	
	Phone #	Fax #	
Correspondence Address			
	State	PIN Code	

	Country Code	STD Code	Nos.		
Tele No. (O):				Contact Person	
Fax No.(O):				E – Mail:	
Mobile No. (O):				Web Site:	

Country of Company Incorporation / Headquarters

Company Business Operation (List of Countries)

Name & Designation of Principal Officers/Persons to be contacted

No.	Name of the Person	Designation	Contact No.	E - Mail	Location
1					
2					

Nature of Business (Please Tick any One)

☐ Manufacturing ☐ Sole Selling Agent ☐ Dealer ☐ Trader

☐ Hotel ☐ Service Provider Business Description

Nature of Company (Please Tick any One)

☐ Proprietary ☐ Partnership ☐ Private Ltd ☐ Public Ltd. / Govt

☐ Small Scale Industry ☐ Non - Small Scale Industry

PAN No

GSTIN * State PIN

HSN Code

Addres as per GST Registration

Email ID for Correspondance on GST

** Incase of multiple GSTIN please provide details in Annexure-I of this document*

Bank Details

Bank Name			
Address			
State		PIN Code	
Bank Account No		Swift /IFSC Code	

DECLARATION

ANTI BRIBERY&CORRUPTION DECLARATION

a) Parties represents to each other that they have not and agree that they shall not in connection with the transactions contemplated by this declaration make any payment or transfer anything of value, offer, promise or give a financial or other advantage or request, agree to receive or accept a financial or other advantage either directly or indirectly:

   i. to any government official or employee (including employees of a government corporation or public international organization) or to any political party or candidate for public office; or

   ii. to any other person or entity, if to do so would violate or cause Canara HSBC OBC Life to be in violation of the applicable legislations pertaining to bribery/ corruption.

b) It is the intention of Canara HSBC OBC Life and the Vendor/ third party service provider that in the course of their respective negotiations and performance of this declaration no payments or transfers of value offers, promises or giving of any financial or other advantage or requests, agreements to receive or acceptances of any financial or other advantage shall be made either directly or indirectly which have the purpose or effect of public or commercial bribery or acceptance of or acquiescence in bribery, extortion, kickbacks, greasing or other unlawful or improper means of obtaining or retaining business, commercial advantage or the improper performance of any function or activity.

Authorised Signatory

Name:

Designation: Date:

RELATED PARTY DECLARATION FORM (BY VENDOR)

Vendor Name	
Registered Address	

State PIN

Details of Proposed contract to be entered into:

Does the Vendor (including its directors/employees/shareholders/sisters concerns/group companies) have any relationship or engagement (directly or indirectly) with the Company or any of its employees/directors?

○ Yes ◉ No

If Yes, please provide the following details:

Please describe the relationship/engagement with the Company or any of its employees/directors
If the relationship/engagement is with a particular employee, Name of the Employee
Employee ID

Department
Designation
Nature of interest, if any in the proposed transaction

Declaration by the vendor–

We hereby confirm that the involvement of any of the above mentioned persons with the Company or with any of its employees/directors will not in any manner unduly benefit us or the employee(s) of the Company and further confirm that no benefit/advantage have been exchanged between the Vendor and the employees/directors of the Company in respect of the proposed transaction.

We further confirm that the terms and conditions of the proposed contract will be at market rate and on an arm's length basis.

Place : Signature of Authorised Representative

Date : of the Firm under proper seal