



Allahabad Bank

Addendum-I to Request for Proposal (RFP) for

END TO END IMPLEMENTATION AND MANAGEMENT OF ENTERPRISE WIDE LOYALTY & REWARDS PROGRAM IN
ALLAHABAD BANK, Dated 16.03.2016, RFP Ref. No. HO/IT & DB/Loyalty/2017-18/90 Dated: 26.02.2018

**Addendum-I to
REQUEST FOR PROPOSAL (RFP)**

FOR

**END TO END IMPLEMENTATION AND MANAGEMENT OF
ENTERPRISE WIDE LOYALTY & REWARDS PROGRAM IN
ALLAHABAD BANK**

RFP Ref. No.: NO: HO/IT & DB/Loyalty/2017-18/90 Dated: 26.02.2018

Addendum Date: 16.03.2018



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The bid schedule is extended as under :

Last date & Time for sale of RFP	27/03/2018 13:00 Hours IST
Last date & Time for submission of Sealed Technical Bid & Online submission of Indicative Commercial Bid	27/03/2018 15:30 Hours IST
Date & time of opening of Technical Bid	27/03/2018 16:00 Hours IST
Date and Time of Opening of Indicative Commercial Bid and Reverse Auction of the Commercial Bids.	To be notified later to Technically qualified bidders.

Further to above Following Clauses/points have been amended or added or deleted

Sl. No	Section, clause and point	Page No.	Existing Text	Revised Text
1	Section-II, clause 2	7	<p>CONFIDENTIALITY The RFP document is confidential and is not to be reproduced, transmitted, or made available by the Recipient to any other party without Bank's express written permission. The RFP document is provided to the Recipient on the basis of the undertaking of confidentiality given by the Recipient to the Bank. The Bank may update or revise the RFP document or any part of it through Addendums. The Recipient acknowledges that any such revised or amended document is subject to the same terms and conditions as this original and subject to the same confidentiality undertaking.</p>	<p>Amendment: The Bank may update or revise the RFP document or any part of it through Addendums. The Recipient acknowledges that any such revised or amended document is subject to the same terms and conditions as this original and subject to the same confidentiality undertaking.</p>
2	Section-II, clause 30.1.4, Serial No. 1	16	<p>Scoring Criteria 5 marks: Equal to or more than 5 scheduled Commercial Banks/ Public Sector Banks in India 3 marks: Equal to or More than 2 but less than 5 scheduled Commercial Banks/ Public Sector Banks in India.</p>	<p>Scoring Criteria 5 marks: More than 5 scheduled Commercial Banks/ Public Sector Banks in India 4 marks: 2 to 5 scheduled Commercial Banks/ Public Sector Banks in India.</p>
3	Section-II, clause 30.1.4, Serial No. 3	16	<p>Scoring Criteria 5 marks: >= 4 crore accounts 4 marks:- More than 3 crore but less than 4 crore accounts 2 marks: 2 crore to 3 crore accounts</p>	<p>Scoring Criteria 5 marks: > 3 crore accounts 4 marks:- More than 2 and up to 3 crore accounts 3 marks: 1 to 2 crore accounts</p>
4	Section-II, clause 30.1.4,	16	<p>Scoring Criteria 5 marks: >= 3 crore accounts</p>	<p>Scoring Criteria</p>



Allahabad Bank

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	Serial No. 4		<p>4 marks:- More than 2 crore but less than 3 crore accounts</p> <p>2 marks: 1 crore to 2 crore accounts</p>	<p>5 marks:> 3 crore transactions</p> <p>4 marks:- More than 2 crore and up to 3 crore transactions</p> <p>3 marks: 1 – 2 core transactions</p>
5	Section-II, clause 30.1.4, Serial No. 6	16	<p>Evaluation Parameter Ability to support multiple languages on the program portal of the Bank.</p>	<p>Evaluation Parameter Ability to support multiple languages on the program portal of the Bank for customers.</p>
6	Section-II, clause 30.1.4, Serial No. 9	17	<p>Evaluation Parameter Ability to support merchant partners each paying different rate per point.</p>	<p>Evaluation Parameter Ability to support merchant partners each paying different rate per point i.e. accelerated points</p>
7	Section-II, clause 30.1.4, Serial No. 15	18	<p>Evaluation Parameter Ability to manage redemption using Points + Bank's other electronic payment channels</p>	<p>Evaluation Parameter Ability to manage redemption using Points + Bank's other electronic payment channels i.e. customer should be able to redeem points for part amount and use other channels to pay for difference amount</p>
8	Section-II, clause 30.1	19	Not applicable	<p>New Clause 30.1.12 added as under:</p> <p>The Bank or its representative shall have the right to make Office/Data Center inspection and testing of solution during technical evaluation process at no extra cost to the Bank to confirm the conformity of the solution offered to the Bank as per requirement/scope of the work and to verify responses submitted against Technical and Functional requirements in Annexure-III.</p>
9	Section-II, clause 31	19	<p>PRICE COMPOSITION: The Bidder is expected to quote unit price in Indian Paise for the Administration Fee per point awarded to the customers as part of the commercial Bid inclusive of all costs exclusive of GST, which shall be paid / reimbursed on actual basis on production of bills. Further, receipts of such payments made to relevant authorities must be produced. The Bank will not pay any other taxes,</p>	<p>PRICE COMPOSITION: The Bidder is expected to quote unit price in Indian Paise for the Administration Fee per point awarded to the customers as part of the Indicative commercial Bid and Reverse Auction of Commercial bid inclusive of all costs exclusive of GST, which shall be paid on actual basis on production of bills. Further, receipts of such payments made to relevant authorities must be produced. The</p>



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			cost or charges.	Bank will not pay any other taxes, cost or charges. The payment of Redemption will be made as per actual as per payment terms.
10	Section-III, clause 9.2	24	The inspection and testing will be conducted by the Purchaser, their consultant or any other such person nominated by the Purchaser at its option.	The inspection and testing will be conducted by the Purchaser, their consultant or any other such person nominated by the Purchaser at its option subject to confidentiality obligations.
11	Section-III, clause 14.2	25	If, after thirty (30) days from the commencement of such informal negotiations, the Purchaser and the selected vendor have been unable to resolve amicably a Contract dispute, either party may require that the dispute be referred for resolution to the formal mechanisms specified in COP. These mechanisms may include, but are not restricted to, conciliation mediated by a third party, adjudication in an agreed national forum and/or national arbitration.	If, after thirty (30) days from the commencement of such informal negotiations, the Purchaser and the selected vendor have been unable to resolve amicably a Contract dispute, either party may require that the dispute be referred for resolution to the formal mechanisms specified in clause 22 of COC. These mechanisms may include, but are not restricted to, conciliation mediated by a third party, adjudication in an agreed national forum and/or national arbitration.
12	Section-IV, clause 4.5.2	31	Turn Around Time (TAT) should be defined to respond to customer query as per the Banks guidelines.	Turn Around Time (TAT) should be mutually defined at the time of contract to respond to customer query.
13	Section-IV, clause 9.1 (ii)	35	In case there is a delay, a penalty @5,000/- per day will be charged if the reason delay is attributed to the selected vendor. If there is a substantial penalty for delay in implementation, the bank may initiate other punitive measures including but not limited to invoking performance bank guarantee, termination of contract and other recourses available to the Bank	In case there is a delay, a penalty @5,000/- per day will be charged if the reason delay is attributed to the selected vendor. If there is a substantial penalty for delay maximum upto 8 (eight) weeks in implementation, the bank may initiate other punitive measures including but not limited to invoking performance bank guarantee, termination of contract and other recourses available to the Bank
14	Section-IV, clause 9.1 (iii)	35	If the selected vendor fails in providing the services as per the terms and requirements specified in this RFP due to any reason attributed to the selected vendor, the Bank may charge liquidated damages equivalent to the points accrued (in Rupee terms) from	If the selected vendor fails in providing the services as per the terms and requirements specified in this RFP due to any reason attributed to the selected vendor, the bank may initiate other punitive measures including but not limited to invoking performance bank guarantee, termination of



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			the date of commencement to the date such penalty is levied.	contract and other recourses available to the Bank
15	Section-VI, Annexure-II, Eligibility Criteria 14	42	The Bidder should have English and Hindi interactive portal. If Hindi is not available, it has to be provided within 3 months of the contract signing	The Bidder should have English and Hindi interactive portal for customers. If Hindi is not available, it has to be provided within 3 months of the contract signing
16	Section-VI, Annexure-III,	49	Annexure-III	Revised Annexure-III given below
17	Section-VI, Annexure-VI,	54	Annexure-VI, First Table Slab 2: Above 5 crore and up to 5crore	Annexure-VI, First Table Slab 2: Above 5 crore and up to 10 crore
18	Section-VII, Annexure-VII,	55	Annexure-VII, First Table Slab 2: Above 5 crore and up to 5 crore	Annexure-VII, First Table Slab 2: Above 5 crore and up to 10 crore
19	Section-VI, Annexure-VIII, General Guidelines Bullet Point 5, Example Table	56	Annexure-VIII, First Table Slab 2: Above 5 crore and up to 5 crore	Annexure-VIII, First Table Slab 2: Above 5 crore and up to 10 crore
20	Section-VI, Annexure-XI, Contract Form, Paragraph 1 & 2	62	THIS AGREEMENT made on the _____ day of _____, 20____ Between ALLAHABAD BANK (hereinafter "the Purchaser") of one part and _____ (Name of Selected Vendor) of _____ (City and Country of Selected Vendor) (hereinafter "the Selected Vendor") of the other part: WHEREAS the Purchaser is desirous that End to End Implementation and Management of Enterprise Wide Loyalty & Rewards Program Solution and related services should be provided by the Selected Vendor, viz, _____ _____ (Brief Description of Solution and Services) and has accepted a bid by the Selected Vendor for supply of Solution and services to meet its requirement.	THIS AGREEMENT made and entered into at _____ on this _____ day of _____, 2018 Between ALLAHABAD BANK a body corporate constituted under the Banking Companies (Acquisition and Transfer of Undertakings) Acts, 1970 and having its Corporate Office at 2, Netaji Subhas Road, Kolkata - 700001, hereinafter called the "Purchaser" which term shall wherever the context so require includes its successors and assigns of the One part And M/s. _____, a company registered under the Companies Act having its registered office at _____, hereinafter called the "Selected Vendor" which terms shall wherever the context so require includes its successors and assigns of the other part
21	Section-VI, Annexure-XI, Clause 2	62	the Scope of Work and Technical Specifications and Functional Requirements	the Scope of Work and Technical Specifications and Functional Requirements with responses



Allahabad Bank

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	(c)		submitted by the bidder
22	Section-VI, Annexure-XI, , Clause 6.2	63	<p>The selected vendor shall rectify any defects, faults, bugs and failures in the Solution so that an uptime > 99% is achieved. Requisite services should be available to Allahabad Bank and its customers in proper working condition for 99% for 24 hours a day for all 7 days a week. The uptime will be calculated on quarterly basis</p>
23	Section-VI, Annexure-XI, , Clause 14	64	<p>ARBITRATION : All disputes and differences of any kind whatever arising out of or in connection with this agreement shall be referred to arbitration by sole arbitrator. The sole arbitrator shall be appointed by mutual consent of both the parties; in case of disagreement, then the arbitration shall be conducted by panel of three arbitrators, one to be nominated by each party and the two appointed arbitrators shall upon consensus appoint a preceding arbitrator, before commencing the arbitration proceedings. Decision of the arbitrator or the panel shall be final. Such arbitration is to be governed by the provision of the Indian Arbitration Act, 1996, and its rules, as amended from time to time. The language of Arbitration shall be in English</p>
24	Section-VI, Annexure-XII, , Clause 6, last paragraph	68	<p>The Selected vendor shall not reverse-engineer, de-compile, disassemble, or otherwise interfere with any software disclosed hereunder</p>



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Revised Annexure-III

Ref. No.

Date:

Technical Specifications and Functional Requirements:

Sl.	Evaluation Parameter	Bidder's Response	Additional Information if any
1	<p>Number of Experience in Implementing and Managing end-to-end loyalty programs¹ for Scheduled Commercial Banks/Public Sector Banks in India. Number of banks with name should be provided</p> <p>Proof from all banks in the format as specified in Annexure-IIA & B</p>		
2	<p>Stable and Scalable Loyalty Technology platform with capability to carry out customizations as per Bank requirements expeditiously.</p> <p>Proof to be submitted</p>		
3	<p>Number of Customer Loyalty Accounts managed</p> <p>Proof in the format as specified in Annexure-IIA & B</p>		
4	<p>Number transactions handled per month for posting of rewards points</p> <p>Proof in the format as specified in Annexure-IIA & B</p>		
5	<p>Number of Banking channels managed from amongst the following list:</p> <ul style="list-style-type: none"> i. Debit cards ii. Pre-Paid Cards/PPI iii. Credit cards iv. Internet Banking v. Mobile Banking & UPI vi. CASA vii. On-us ATM transactions viii. Self Banking Kiosks (Cash Deposit, Passbook Printer & Cheque Deposit) 		

¹Definition of End-to-End Loyalty Program Management - The Company should have conceptualized, designed and implemented the loyalty program. The company should be managing accrual of points, redemption of points, refund of points, activation of customers at loyalty portal, managing online interactive loyalty portal, redemption logistics, accelerated partner network, call centre operations, analytics and digital communications etc.



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6	Ability to support multiple languages on the program portal of the Bank for customers.. Language names to be provided		
7	Ability to support multiple tiers with differentiated accrual rates, lapses and redemption options		
8	Ability to support accelerated points for special promotional offers.		
9	Ability to support merchant partners each paying different rate per point i.e. accelerated points.		
10	Capability of providing multiple options for customers to redeem their loyalty points across various redemption categories. ² Categories names to be provided.		
11	Capability to provide customers the option to redeem their loyalty points across all the redemption categories through : i. Mobile Application ii. Web Portal iii. Interface with Bank's Mobile Banking/Internet Banking Channel name to be provided		
12	Ability to provide customers the option to redeem their loyalty points in-store across high number of outlets Number of Outlets to be provided		
13	Number of merchant tie-ups already available which can be brought to the Bank		
14	No. of cities covered under merchant tie-ups with names		
15	Ability to manage redemption using Points + Bank's other electronic payment channels i.e. customer should be able to redeem points for part amount and use other channels to pay for		

²The redemption categories are defined as follows:

1. Merchandize, 2. Mobile Recharge, 3. DTH Recharge, 4. Air Ticket Bookings, 5. Movie Ticket Bookings, 6. Bus Ticket Bookings, 7. In-store Redemption, 8. Gift vouchers, 9. Charity, 10. Utility Bill Payments, 11. Hotel bookings, 11. Experiential Products, 12. Grocery, 13. Cash back



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	difference amount		
16	Ability to manage redemption of loyalty points through the IVR channel		
17	Ability to support multiple vendors per redemption service and scalable integration of redemption services Number of vendors supported per redemption service to be provided		
18	Fully integrated communication management to send e-mail and SMS and customized campaigns at every step of the loyalty program process		
19	Data Security: Certification for PCI-DSS standards		
20	Demonstration of in-depth understanding of the Bank requirements from the Loyalty Program through the technical proposal supplemented by Presentation, Demo & interactions using actual case studies (implemented by the Bidder). Bank may ask for Demo and Presentation and marking by the technical evaluation committee will be the final.		
21	Ability to provide complete audit trails of points earned and redeemed.		

Note: All other terms and conditions of the RFP remain unchanged. Please treat this Addendum as an integral part of the RFP under reference. No further queries pertaining to this Addendum will be entertained.

*****End of the Document*****