

Minutes of the CRM RFP Meeting held at Registered Office of Stock Holding Corporation of India Limited at 301, Centre Point, Dr B A Road, Parel, Mumbai - on December 19, 2019 between 11 am to 2 pm.

Attendees:

From Stock Holding Corporation of India Ltd.:

1. P. Sreelakshmi - Asst. Vice President - Channel Head
2. Vincent Zuzarte - Divisional Manager- IT Team
3. Prabhat Dubey - Divisional Manager – Risk Management Team
4. Ranjit Dalvi - Senior Manager – BDO Channel
5. Cherylann Rodrigues - Senior Manager - Branding & Advertising Team
6. Lalita Agarwal - Product Head, Demat and Broking Team
7. Preeti Singh – Manager, Branding & Advertising Team
8. Komal Birje - Asst. Manager, Demat & Broking Team
9. Swati Shukla - Asst. Manager, Branding Team

OEMs and System Integrators Represented by: List is appended

The Pre-bid meeting commenced with brief introduction of StockHolding and the CRM Team followed by explanation of the IT landscape of StockHolding by Mr. Vincent. Subsequently, the queries raised by the interested Bidders and OEMs were read out along with the responses/replies. In between, wherever required additional clarification was provided.

Prominent points on which deliberations took place and clarifications provided were as follows:

1. Business Process and integration: The vendors were briefed that the scope of the RFP would include extension, improvement of business process and integration but not replacement. It was explained that there would be point to point integration and DB integration.
2. Requirement of CRM: The users across hierarchy should be able to use the CRM system.
3. Flow of Data: In addition to the submitted queries the vendors wanted to understand whether the flow of transactional data would be bi-directional or uni-directional to which it was explained that it would be bi-directional.
4. Data and IT Architecture: The vendors were appraised how the Master Data and transactions data will be handled. It was explained that API driven integration would be on the top of the IT architecture. The integration would be on premise site and integration with CRM will be part of scope. Representatives of few companies suggested, an additional layer for better integration but informed that it would also cost more. It was communicated that the vendors should suggest suitable architecture and integration frameworks. It was also highlighted that the bid price should be inclusive of complete architecture recommended by the bidder.

5. Exclusivity of data sets: The vendors were informed that for the data set, exclusive data governance model will be discussed during the data Discovery part post selection of vendor.
6. Customer ID creation: On enquiry about availability of Unique Customer ID, it was clarified that presently the same was not there however PAN number is generally captured across products.
7. Existing applications: The existing applications were said to be built in-house and on Oracle platform. Detailed system specifications have already been published.
8. Consortium: On query about restriction on consortium, it was informed by few vendors that a single OEM may not have all the features and thus integration with multiple OEMs along with separate SLAs was recommended. However, it was clarified that StockHolding is looking at Unified Sales, Service and Marketing Solution. If for any particular module, particularly for the DMP service, it was recommended to allow consortium, with ultimate responsibility resting with the bidder.
9. Data centre location: On the query pertaining to data centre, it was clarified as per corrigendum.
10. Integration with services like CKYC, etc: To this it was explained that the CRM system should have data validations functionality available in the system. However, data verification functionality will not be required atleast in the initial phase. As an example: It was stated that the on boarding system of StockHolding will be integrated with CRM and no separate service integrations with other functionalities like pan, CKYC, etc would be required in the current phase.
11. Website personalization module: The scope of this is related to customer portal. As regards customer portal it will be standardized across all clients with a few exceptions for corporate clients. Customer Portal is for providing some reports, updating of email and mobile no and raising issues/problems. In the second phase we would want some business process to be incorporated.
12. Mobile app for client transaction: The vendors were informed that the current RFP does not mandate development of mobile app, however if the proposed platform has the features available for mobile app then the same can be utilized.
13. Content Management Service: While answering a question on requirement of CMS capabilities, it was clarified that it would be required. It would help if news related to some event or an important article is available to be edited and released.
14. Mass broadcasting: The requirement of the facility was cited with few examples. For eg. Incase of an event in Chandigarh, there should be facility to broadcast the messages to all the clients of the said region in the form of a

personalized email. Alternatively, on specific festivals, customized messages could be sent to the target audience (clients and prospects) based on various criteria like age, gender, geography, etc.

15. Social media: It was clarified that the social media platform would include crawling of information from social media and also to respond to the same.
16. Mobile version: The CRM system was stated to have compatibility with Android based mobile app and IOS system.
17. Products cost integration: IT was stated that the product costing will have to be integrated with the CRM system. Example: in case of bullion, Statewise taxes are applicable. Thus the system must have the facility to provide base price plus full breakup of taxes (Statewise).
18. Non-Disclosure Agreement: With respect to a NDA, the vendors were informed that copy of the same would be made available to them.
19. Pattern of seasonal demand: IT was explained that product based demand cycles are prevalent. However, it was also clarified that the transactional volume would continue to be managed on the existing systems. With respect to CRM, the volume of queries would be important. As regards certain products like bullion the queries are higher during festive seasons like Diwali, etc. whereas for the tax-saving products it is Jan-Mar quarter.
20. Daily transaction Volume: The daily transaction volume was said to be in the range of 50,000 to 1,00,000.
21. Performance Guarantee: The vendors wanted to understand if the payment terms can be negotiated with respect to payment tranches of 10%, 20%, etc. Some of the vendors also wanted to understand if the same can be based on milestones like completion of a scrum. It was then clarified that the capability, output would be viewed for release of payment.
22. Penalty clause: The penalty amount of 20% of the project cost was cited to be on higher end by some of the vendors, however the same was stated to be on account of compliance related issues / rules applicable to StockHolding.
23. E-bidding system: As regards the e-bidding system, it was explained that the bidding system of Auction Tiger is mandatory for submission of technical as well as commercial bids.
24. Recommendation letter: With respect to the recommendation letter, certain vendors stated that they have a set of compliances for the empanelled partners however as a practice they do not issue recommendation letter as per Annexure 13. The bidders would be submitting standard 'Partner Authorization Letter' from the OEM.
25. EMD: With respect to the EMD it was clarified that Bank guarantee will not be acceptable.

26. Legal terms: All legal terms would be entailed in the final agreement entered into with the short listed bidder. The legal clauses then can be discussed and agreed mutually by both the parties.
27. Single sign on: This will be provided from in house developed solution for user management.
28. The meeting concluded with vote of thanks by Ms.Lalita Agarwal to all the representatives of all the vendor companies.