

Star Union Dai-ichi Life Insurance Company Limited

**Request for Proposal
For**

Advanced Phishing Simulation

Issue Date: - 21/10/2026

Last Date of Submission of Proposal: - 06/11/2026

Tender Sr. No.: - SUDLIFE/CPD/TD/26-27/011

DISCLAIMERS

The information contained in this Request for Proposal (RFP) document or information provided subsequently to applicants whether verbally or in documentary form by or on behalf of SUD Life is provided to the applicants on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided. This RFP is neither an agreement nor an offer and is only on invitation by SUD Life to the interested parties for submission of proposal. The purpose of this RFP is to provide the applicants with information to assist the formulation of their proposals. This RFP does not claim to contain all the information each applicant may require. Each applicant should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP and where necessary obtain independent advice. SUD Life makes no representation or warranty & shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP. SUD Life may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP. SUD Life reserves the right to accept or reject any RFP without assigning any reasons whatsoever. SUD Life shall not be liable for any costs incurred by Bidder(s) in the preparation or submission of the proposal, including presentations, demonstrations, or negotiations. SUD Life reserves the right to withdraw, cancel, modify, or reissue this RFP at any stage without assigning reasons and without incurring any liability whatsoever.

1. INTRODUCTION

1.1 About

Star Union Dai-ichi Life Insurance Company Ltd. (SUD Life) is a joint venture between Bank of India & Union Bank of India, India's leading public sector banks and The Dai-ichi Life Insurance Company, Japan one of the top ten world leaders in insurance which has been incorporated with the primary objective of carrying out life insurance business in India.

Star Union Dai-ichi Life Insurance Co. Ltd. (SUD Life), with the strength of the domestic partners in the Indian Financial Sector coupled with the Dai-ichi Life's strong domain expertise is a strong player in the Indian Life Insurance market.

1.1 Purpose

The purpose of this RFP is to inform potential Bidders of a business opportunity and to solicit proposals for **Advanced Phishing Simulation Services** is currently contemplated by SUD LIFE. Based upon the review and evaluation of proposals offered in response to this RFP, SUD LIFE may at its sole discretion negotiate and enter contracts with one or more successful Bidders. 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 SUD LIFE's decision to award a contractual relationship. The products, volumes and historical numbers that are provided by SUD LIFE during this process are to be used and interpreted solely as a guide and are intended to provide guidance to SUD LIFE's future or projected requirements but are not a guarantee, contract or commitment to any current or future volume or orders. No volume commitment should be inferred from this process or from any of the documentation provided by SUD LIFE. SUD LIFE reserves the right to accept or reject any or all bids from a specific or multiple Bidders for any reason at any time. SUD LIFE 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. This RFP shall not be construed as an agreement or promise to award any contract. Any award shall be subject to successful execution of SUD Life's standard agreement, which shall be binding on the successful Bidder. SUD Life reserves the right to conduct technical evaluation, proof of concept (PoC), reference checks, site visits and commercial negotiations before award.

2. Bid Submission

The Bid shall be valid for 180 days from submission date and shall be signed by duly authorised signatory (attached formats) duly sealed and super scribed **"Bid for Advanced Phishing Simulation Services"** should be addressed to

Executive Vice President & Finance Controller
Star Union Dai-ichi Life Insurance Company Limited
Central Procurement,
Unit no. 1101, 11th Floor Building No. 1,

Raheja Mindspace Juinagar Plot No. GEN 2/1/E,
TTC Industrial Area, MIDC Industrial Area,
Juinagar, Navi Mumbai, Maharashtra 400706

Please note that the Technical and Commercial bid must be submitted online through email and commercial should be password protected at procurement@sudlife.in. The Company is not responsible for non-receipt of bids by the specified date and time due to any reason including holidays. All questions / clarifications, if any, regarding this tender should be communicated only via email at procurement@sudlife.in.

The last date for receipt of queries is 30/10/2026. Bids received after the stipulated date and time, or bids that are incomplete in any respect, are liable to be rejected.

SUD Life reserves the right to seek clarifications, additional documents, or presentations from any Bidder without any obligation to do so uniformly for all Bidders.

3. Acknowledgement

Please acknowledge receipt of this document by responding via email to procurement@sudlife.in. Please include the contact information for the person who will be directly responsible for completing the RFP.

4. RFP Schedule

We are listing below the various deadlines to be met to ensure participation

1	Last date for Submission of Process compliance & Techno commercial Compliance statements (Complete RFP along with Technical Document)	06/11/2026
2	Last date for Submission of Quotes (Annexure D)	06/11/2026

5. Requirement Overview

5.a. Buyer Profile	Star Union Dai-ichi Life Insurance Company Ltd. (SUD LIFE) is a joint venture between Bank of India & Union Bank of India, India's leading public sector banks and The Dai-ichi Life Insurance Company, Japan one of the top ten world leaders in insurance which has been incorporated with the primary objective of carrying out life insurance business in India.
5.b. Services up for Quote	Advanced Phishing Simulation Services
5.c. Scope of Services	The service provider must clearly understand and conform to the following deliverables for the service of:

	Detailed scope mentioned in 'Annexure A'
5.d. Operating Days & Hours	NA
5.e. Selection Process of vendors	- You need to sign and send your Process Compliance and Techno-Commercial statement in response to this RFP (Annexure B & C) - You need to submit the quote as per the format mentioned in Annexure D - Star Union Dai-ichi will evaluate the final quotes of all the vendors & will decide on awarding business based on the Comprehensive value proposition of each service provider. - Incomplete, conditional, or non-compliant bids are liable to be rejected outright at SUD Life's sole discretion.
5.f. Award Decision	Service Provider must submit the quote by the due date in order to be considered for the contract. - Star Union Dai-ichi will decide which vendor will be examined for awards. It is important to note that the lowest price Service Provider does not automatically win the business. - Star Union Dai-ichi reserves the right to split the business amongst vendors depending on the prices achieved through this process. - The contract will be awarded basis the internal criteria set by Star Union Dai-ichi which comprise Technical Evaluation, Commercial Evaluation & any other factors. The Service Provider selected for award of the contract, on refusal to accept the contract would be debarred from further dealings with Star Union Dai-ichi. In the event of withdrawal, refusal, or default by the selected Service Provider, SUD Life reserves the right to recover an amount equal to the final quote and the next lowest quote on total quantum of purchase, additional costs, and consequential damages, without prejudice to any other rights available under law. (indemnity clause).
5.g. Service & Penalty	Service Levels, penalties, and liquidated damages shall be defined by SUD Life and incorporated into the final Contract or Purchase Order. Non-acceptance thereof shall result in cancellation of award.
5.h. Payment Term	Payment terms will be as per Purchase Order issued. Payment shall be subject to satisfactory performance, SLA compliance, and acceptance by SUD Life. SUD Life reserves the right to withhold or set off payments against penalties, damages, or claims.

RELATED PARTY TRANSACTION DECLARATION FORM (BY SERVICE PROVIDER)

Service Provider Name:

Registered Address:

Details of Proposed contract to be entered :

Are you a related party or group entity of SUD Life Insurance Co (herein referred to as 'the Company') or any Insurance Intermediary registered with IRDAI (Insurance Regulatory Development Authority of India)?

☐ Yes ☐ No

Declaration by the Service Provider

I/ 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 Service Provider and the employees/directors of the Company in respect of the proposed transaction.

I/We further confirm that the terms and conditions of the proposed contract shall be at market rates and on an arm's-length basis.

I/We further confirm that, if we become a group entity or related party of the Company, or of any insurance intermediary registered with IRDAI, we shall notify the Company within seven days of the date of such change.

Name:

Signature:

Date:

Seal of the Service Provider

(Authorized Representative)

6. Terms of the RFP

6.1 Hold Harmless

In submitting a proposal, Bidder understands that SUD LIFE 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. SUD LIFE 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.

6.2 Governing Documents

In case of conflict between this RFP, the Bidder's proposal, any Bidder standard terms, Purchase Order, or SUD Life's standard agreement, the following order of precedence shall apply:

1. SUD Life's Standard Agreement
2. Purchase Order
3. This RFP
4. Bidder's proposal

Any Bidder standard terms, license terms, or click-wrap/shrink-wrap terms are expressly rejected.

6.3 Confidentiality Provision

The terms of this RFP, the information provided by SUD LIFE herein and all other information provided by Bidder in connection with the services 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 SUD LIFE and upon the written agreement of the intended recipient to treat the same as confidential. SUD LIFE may request at any time that any of SUD LIFE's material be returned or destroyed. Should Bidder choose not to respond to this RFP, please return all materials and any duplicates thereof. Confidentiality obligations shall survive perpetually. SUD Life shall be entitled to injunctive relief in case of breach, in addition to damages.

6.4 Sub-Contracting

The Bidder shall provide the services through its own personnel. The Bidder shall not subcontract any part of the services without SUD Life's prior written consent. Where subcontracting is approved, the Bidder shall remain fully responsible for the performance, security, confidentiality, regulatory compliance, and acts or omissions of the subcontractor.

6.5 Acceptance of Proposals

SUD LIFE reserves the right to modify the terms of the RFP at any time at its sole discretion. 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 or to disclose the nature of any proposal received. This RFP should not be construed as an agreement to purchase products or services. SUD LIFE is not bound to accept the lowest price or any proposal of those submitted. Proposals will be assessed in accordance with the evaluation criteria.

6.6 Liability for Errors

While SUD LIFE has used considerable efforts to ensure an accurate representation of information in this RFP as per its current understanding of the requirements under the various activities in the scope of work, the information contained in this RFP is supplied as a guideline for Bidders. The information is not guaranteed or warranted accurate by SUD LIFE, 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 SUD LIFE finds that the objectives of the intended activities are better achieved by processes/procedures other than those mentioned in this document, SUD LIFE 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.

6.7 Acceptance of Terms

All terms and conditions of this RFP shall be deemed accepted by the Bidder and incorporated into its proposal unless the Bidder expressly identifies a deviation in the Techno-Commercial Compliance Statement. SUD Life reserves the right to accept or reject any deviation.

6.8 Order Cancellation

Star Union Dai-ichi reserves the right to cancel the order in the event of the vendor failing to deliver services as specified by Star Union Dai-ichi as per the Service Level Agreements. Star Union Dai-ichi reserves full right and authority to cancel such order and will also be entitled to claim liquidated damages for the same in addition to and without prejudice to all other rights and remedies that may be available to Star Union Dai-ichi. In case of serious discrepancy in services provided, Star Union Dai-ichi may cancel the entire purchase order.

6.9 Force Majeure

The order is subject to Force Majeure on either the buyer or the Service Provider end. Any disputes arising out of or under this order shall be subject to the jurisdiction of the courts in Mumbai only. Any event due to any cause beyond the reasonable control of a Party, including, without limitation, unavailability of any communication system, breach or virus in the internet, sabotage, fire, flood, explosion, acts of God, civil commotion, strikes or industrial action of any kind, riots, insurrection, war, acts of government, computer hacking, unauthorized access to computer data and storage devices, computer crashes, breach of security and encryption, etc.

6.10 Inspection and Audit

The vendor will allow Star Union Dai-ichi, its management, auditors, regulators and /or agents the opportunity of inspecting, examining, auditing and /or taking copies of the vendors operations and business recourse which are relevant to this Agreement and/ or for carrying out the activities as /or financial arrangements/ agreements set forth in this Agreement. Star Union Dai-ichi will have the right to do a Security Audit of the vendor's IT infrastructure. The vendor should make necessary changes / upgrades to the IT systems as may be necessary or as required by Star Union Dai-ichi from time to time to ensure data safety.

6.11 Use of Contract Documents and Information

❖ The Service Provider shall not, without SUD Life's prior written consent, disclose the Contract, or any provision thereof, or any specification, plan, drawing, pattern, sample or information furnished by or on behalf of SUD Life in connection therewith, to any person other than a person employed by the Service Provider in the performance of the Contract. Disclosure to any such employed person shall be made in confidence and shall

extend only as far as may be necessary for purposes of such performance.

- ❖ The Service Provider shall not, without SUD Life prior written consent, make use of any document or information enumerated in this document except for purposes of performing the Contract.

- ❖ Any document, other than the Contract itself, shall remain the property of SUD Life and shall be returned (in all copies) to SUD Life on completion of the Service Provider's performance under the Contract, if so required by SUD Life.

6.12 Continuity of business

The Bidder shall submit a business continuity and disaster recovery plan covering platform availability, campaign continuity, data recovery, support arrangements, and alternate delivery capabilities. The selected Service Provider shall test such arrangements periodically and provide evidence to SUD Life upon request.

6.13 Disposition of responses

All materials submitted in response to this RFP shall become the property of SUD Life.

6.14 Termination

SUD Life reserves the absolute and unconditional right to cancel, withdraw, suspend, amend, or terminate this RFP process, in whole or in part, at any time and at any stage, without assigning any reason whatsoever and without incurring any liability to any Bidder or any other party. Participation in this RFP process does not confer any right or expectation on any Bidder to be selected or awarded any business. SUD Life makes no commitment, express or implied, that this RFP process shall result in any business transaction or contractual engagement with any Bidder. This RFP is only an invitation to submit proposals and does not constitute an offer, agreement, promise, or representation of any kind by SUD Life. No binding obligation shall arise unless and until a formal written agreement is executed by SUD Life and the selected Service Provider.

ANNEXURE – A

Requirements & Details

Pre-Qualification Criteria / Eligibility Criteria

1. The Bidder should have at least five years of experience in delivering phishing simulation, security awareness, human-risk management, or related cybersecurity services.
2. The Bidder should have successfully completed at least 10 phishing simulation or human-risk management engagements during the last three years, of which at least five should have been for BFSI organizations.
3. The Bidder should demonstrate experience in conducting controlled simulations and providing measurable risk reduction across diverse user groups, including privileged users, senior management, remote users, and high-risk business functions.
 - The proposed platform should support secure campaign management, role-based access, audit logging, data encryption, customizable templates, multilingual content, landing pages, training interventions, risk scoring, and management reporting.
 - The Bidder should hold relevant organizational certifications or independent assurance, such as ISO/IEC 27001, SOC 2 Type II, or equivalent, for the service environment proposed to SUD Life.
 - The Bidder should comply with applicable privacy, cybersecurity, and data-protection obligations, including the Digital Personal Data Protection Act, 2023 and SUD Life requirements.
 - The Bidder should provide details of data hosting locations, subprocessors, data flows, retention, deletion, backup, encryption, access controls, security testing, and incident-notification arrangements.
 - The Bidder should have a registered office and delivery capability within India and should provide suitable support during SUD Life business hours and during scheduled campaigns.
 - The Bidder should provide audited financial statements for the last three financial years.
 - The Bidder should deploy qualified professionals with relevant experience or certifications in cybersecurity, social engineering, security awareness, privacy, project management, or behavioral-risk analytics.
4. The Bidder should submit at least three client references from BFSI organizations for which comparable phishing simulation services have been delivered.
5. The Bidder should provide a demonstration or proof of capability of the proposed platform and reporting features when requested by SUD Life.
6. SUD Life reserves the right to verify submitted information and references and to modify the eligibility criteria before the final award, subject to applicable internal approvals.
7. The Bidder should have qualified professionals with certifications such as:
 - CISA
 - CISSP
 - CISM
 - CRISC
 - ISO 27001 Lead Auditor
 - ISO 22301 Lead Auditor
 - CDPSE or equivalent privacy certifications

8. The Bidder should submit at least three customer references from BFSI organizations where similar services have been provided.
9. SUD Life reserves the right to modify the eligibility criteria before final award of the contract.

Scope of Work

SUD Life intends to appoint a qualified Service Provider to implement and manage an Advanced Phishing Simulation programme. The programme shall measure and reduce human cyber risk through controlled simulations, targeted education, behavioral analytics, and continuous improvement. All simulations shall be authorized, non-destructive, privacy-conscious, and designed to avoid disruption, humiliation, or collection of actual credentials.

1. Engagement Objectives

Establish a repeatable, risk-based phishing simulation and human-risk management programme aligned with SUD Life security objectives.

Assess employee susceptibility to sophisticated social-engineering techniques through realistic and controlled campaigns.

Improve recognition, reporting, and safe handling of suspicious communications through timely and role-relevant learning.

Identify high-risk user groups, recurring behavioral patterns, and systemic control gaps without creating a punitive culture.

Provide measurable trends, benchmarks, and recommendations for reducing phishing-related risk over time.

2. Programme Planning and Governance

Conduct an inception workshop to confirm stakeholders, user population, approved domains, languages, campaign frequency, risk groups, exclusions, escalation paths, and success criteria.

Prepare a project plan and annual or engagement-level campaign calendar covering baseline, thematic, role-based, targeted, and follow-up simulations.

Define a formal approval workflow for every campaign, including scenario, target group, send window, landing page, data fields, learning content, help-desk briefing, and emergency stop procedure.

Maintain strict segregation between campaign design, approval, execution, support, and reporting responsibilities.

Coordinate with SUD Life Information Security, IT, email security, SOC, HR, Legal, Privacy, Risk, Communications, and business stakeholders as applicable.

3. Advanced Simulation Capabilities

Support realistic email-phishing scenarios covering credential lures, malicious-link themes, attachment themes, QR-code phishing, business email compromise, payment or invoice fraud, cloud-sharing notifications, password resets, regulatory themes, and current organizational contexts approved by SUD Life.

Support approved spear-phishing simulations for higher-risk groups, including privileged users, finance, procurement, operations, customer-facing teams, technology administrators, and senior management.

Where specifically approved in writing, support controlled smishing, vishing, callback phishing, or other social-engineering simulations using dedicated safeguards and scripts.

Provide customizable sender profiles, display names, domains, templates, attachments, landing pages, redirection pages, and user-reporting feedback while preventing actual malware execution.

Support safe attachment simulations using non-malicious files, tracking mechanisms, or sandboxed techniques that do not execute harmful code or alter user devices.

Provide multilingual templates and learning content, including English, Hindi, and other languages requested by SUD Life, with accurate and culturally appropriate localization.

Allow scheduling by business unit, location, time zone, risk group, campaign wave, and randomized delivery window to reduce peer warning and bias.

4. Safety, Ethics, and Prohibited Practices

The Service Provider shall execute campaigns only after documented authorization from designated SUD Life approvers.

Simulations shall not request, capture, transmit, or store actual passwords, authentication tokens, payment-card data, customer data, health information, government identifiers, or other sensitive personal data.

Credential-entry actions may be recorded only as an event, without retaining the value typed by the user.

Scenarios shall not exploit personal tragedy, medical emergencies, threats of termination, harassment, discrimination, political or religious sensitivities, or other themes likely to cause undue distress.

No simulation shall impersonate regulators, law-enforcement authorities, or named individuals unless expressly approved by SUD Life.

The platform shall provide an immediate campaign pause or kill-switch capability and documented procedures for accidental exposure, widespread confusion, or operational impact.

Individual results shall be handled confidentially and used for risk reduction and targeted learning in accordance with SUD Life-approved policy.

5. Platform and Technical Requirements

Provide a secure, enterprise-grade platform with role-based access control, multi-factor authentication, least privilege, administrative audit trails, and configurable approval workflows.

Support secure tenant configuration, data encryption in transit and at rest, controlled exports, configurable retention, secure deletion, backup, resilience, and disaster recovery.

Support integration, where required, with Microsoft 365 or other approved email environments, identity directories, single sign-on, security information and event management, learning management, service management, and reporting tools.

Provide clear technical guidance for allow-listing, mail-flow configuration, domain authentication, delivery testing, tracking, and safe rollback without weakening SUD Life email security controls beyond what is necessary.

Support an employee phishing-reporting mechanism or integration with SUD Life reporting tools and distinguish simulated messages from genuine suspicious-email reports.

Provide APIs or secure data-export capability for approved integration and analysis requirements.

Maintain service availability, performance, capacity, monitoring, vulnerability management, penetration testing, incident response, and secure software development practices appropriate to the service.

6. Data Protection and Privacy

Process only the minimum personal data necessary for campaign delivery, measurement, learning assignment, and approved reporting.

Provide complete details of data fields, processing purposes, hosting locations, subprocessors, cross-border transfers, retention periods, access controls, and secure deletion procedures.

Use SUD Life data solely to deliver the contracted services and prohibit advertising, profiling for unrelated purposes, sale, or unauthorized model training.

Notify SUD Life promptly of any actual or suspected security or privacy incident and cooperate with investigation, containment, notification, and remediation activities.

Return or securely delete SUD Life data at contract expiry or upon written instruction and provide a deletion certificate when requested.

7. Learning and Behavioral Intervention

Provide immediate, concise, and constructive teachable-moment content after a user performs a defined risky action, subject to campaign design.

Provide role-based microlearning, refresher modules, quizzes, and targeted interventions based on user behavior and risk.

Support configurable learning assignment, reminders, completion tracking, due dates, and escalation rules. Learning content shall explain the indicators present in the simulated message and the correct reporting or response action.

The content and tone shall be professional, accessible, non-punitive, and suitable for a regulated financial-services organization.

8. Metrics, Risk Scoring, and Analytics

Measure, at a minimum, delivery, open or render where technically reliable, link interaction, attachment interaction, QR interaction, credential-submission event, reply, reporting rate, reporting speed, learning completion, and repeat behavior.

Clearly document metric definitions, limitations, false-positive considerations, privacy implications, and the effect of automated email-security tools on results.

Provide individual and group risk scoring using transparent and configurable criteria approved by SUD Life.

Provide trend analysis by campaign, business unit, location, role, risk tier, scenario type, and time period, subject to privacy and minimum-group-size controls.

Distinguish genuine employee behavior from automated link scanning, sandboxing, image proxying, mail gateways, and other security-control activity.

Recommend measurable programme indicators, including reduced risky actions, increased reporting, faster reporting, lower repeat-failure rates, and improved performance among high-risk groups.

9. Reporting and Deliverables

Inception report, programme charter, implementation plan, stakeholder matrix, risk register, and campaign calendar.

Platform configuration document, integration design, security prerequisites, data-flow description, and approved operating procedures.

Campaign design packs containing objectives, target population, scenario, risk rationale, approvals, schedule, safeguards, metrics, and learning intervention.

Campaign-level draft and final reports with executive summary, participation, user actions, reporting behavior, risk segmentation, observations, lessons learned, and recommendations.

Interactive or exportable dashboards for management, Information Security, and authorized operational users.

Consolidated monthly, quarterly, and final programme reports showing trends, repeat behavior, high-risk populations, reporting maturity, control issues, and recommended actions.

Management presentation summarizing material findings, risk reduction, priority interventions, and the recommended forward roadmap.

Knowledge-transfer sessions and administrator or analyst training for nominated SUD Life personnel.

All deliverables shall be provided in editable Microsoft Office formats and any other format requested by SUD Life.

10. Support and Incident Handling

Provide a designated engagement manager and suitable operational and technical support contacts.

Provide campaign-day monitoring and rapid support for delivery issues, complaints, false positives, accidental exposure, or unintended operational impact.

Maintain documented incident, problem, change, and escalation processes with response and resolution targets proposed by the Bidder.

Immediately escalate any suspected real phishing attack, data exposure, control failure, or material security concern discovered during the engagement.

11. Testing and Acceptance

Conduct configuration validation and a controlled pilot before production rollout, using a limited approved user group.

Validate email delivery, link and landing-page behavior, reporting integration, learning assignment, metrics, security-tool filtering, data capture, and emergency-stop procedures.

A campaign or deliverable shall be considered accepted only after review and written confirmation by SUD Life.

Acceptance shall not relieve the Service Provider of responsibility for latent errors or deficiencies.

12. Indicative Service Levels

The Bidder shall propose service levels for platform availability, support response, critical-incident notification, campaign setup, change requests, report delivery, and issue resolution.

Final service levels, service credits, penalties, and liquidated damages shall be agreed in the Contract or Purchase Order.

13. Evaluation Criteria

SUD Life may evaluate proposals based on eligibility compliance, relevant BFSI experience, platform security and functionality, advanced simulation capability, privacy safeguards, scenario and learning quality, analytics and reporting, implementation approach, support model, reference checks, demonstrations or proof of capability, contractual compliance, and commercial competitiveness.

SUD Life may seek clarifications, conduct technical discussions, verify credentials, and negotiate with one or more Bidders. The lowest commercial proposal shall not automatically be selected.

14. Commercial Proposal Requirements

The Bidder shall provide transparent pricing for platform subscription or licence, implementation, integrations, user population slabs, campaign volumes, premium templates, multilingual content, smishing or vishing where offered, training content, support, customization, and any optional services.

The proposal shall identify all one-time, recurring, usage-based, travel, third-party, and out-of-pocket charges, together with assumptions and taxes. Unstated mandatory charges shall be deemed included.

15. Assumptions and Exclusions

The Bidder shall clearly state all assumptions, dependencies, exclusions, technical prerequisites, user-count limitations, campaign limits, data-retention constraints, and third-party requirements.

The engagement shall exclude offensive exploitation, malware deployment, credential collection, unauthorized access, disruption testing, or any activity not expressly approved in writing by SUD Life.

Indicative user and campaign volumes are for proposal planning only and do not constitute a guaranteed commitment. Services shall be authorized through the applicable Contract or Purchase Order.

ANNEXURE – B

PROCESS COMPLIANCE STATEMENT

The following terms and conditions shall be deemed accepted upon participation in this RFP process.

1. The Bidder shall not change the quoted price, scope, delivery terms, or any other commercial term after the proposal submission deadline, except where specifically requested or permitted in writing by SUD Life.
2. The Bidder shall not disclose its quotation, or any information concerning another Bidder's quotation, to any external party.
3. The Bidder agrees to maintain confidentiality regarding the procurement, the identity of the buyer, the process, documentation, and all related information.
4. In the event of your quote being selected by SUD Life and your subsequent default on your quote, you will be required to pay SUD Life an amount equal to the difference in your quote and the next selected by the buyer quote on one year's quantum of purchase (indemnity clause).
5. SUD Life's decision shall be final and binding and need not be based solely on price. Price will be considered together with technical, security, service, risk, and commercial factors.
6. Splitting of the award decision over a number of Service Providers or over time (as in the case of staggered deliveries) will be at SUD Life's discretion.
7. You agree to furnish the techno-commercial compliance statement as per the enclosed format along with this statement.

I/We confirm that we have read, understood, and agree to comply with this Process Compliance Statement. The information and quotation submitted by our organization are firm and binding and address the requirements stated in this RFP.

Dated this day of 20....

(signature)

Duly authorized to sign Proposal for and on behalf of

(In the capacity of)

ANNEXURE- C

TECHNO-COMMERCIAL COMPLIANCE STATEMENT

Clause No	Technical specifications/ commercial terms	Compliance (Yes/No)	Please indicate reasons in case of No and counter offer
1	Scope of Services		
2	Operating Days & Hours		
3	Selection Process		
4	Award Decision		
5	Service & Penalty		
6	Payment		
7	Order Cancellation		
8	Force Majeure		
9	Inspection and Audit		
10	Use of Contract Documents and Information		
11	Confidentiality		
12	Continuity of business		
13	Disposition of responses		
14	Termination		

I/We understand and agree that the information provided above forms part of our binding proposal. Our quotation is firm and reflects the requirements specified by Star Union Dai-ichi Life Insurance Company Limited in this RFP.

Dated this day of 20....

(Signature)

(In the capacity of)

Duly authorized to sign Proposal for and on behalf of

.....

ANNEXURE –D

The Service Provider shall include all components necessary for successful delivery of the services and may add relevant line items or assumptions where required.

Sr. No.	Item Description	Unit	Quantity	Unit Cost (₹)	Total Cost (₹)
1	One-Time Project Setup & Implementation Charges	Lot	1		
2	Platform Configuration & M365 Integration	Lot	1		
3	Baseline Phishing Simulation Campaign	Campaign	4		
4	Advanced Phishing Simulation Campaigns	Campaign	4		
5	Spear Phishing Simulation Campaigns	Campaign	4		
6	Business Email Compromise (BEC) Simulation Campaigns	Campaign	4		
7	AI-Generated Phishing Simulation Campaigns	Campaign	2		
8	Quishing (QR Code Phishing) Simulation Campaigns	Campaign	2		
9	Smishing (SMS Phishing) Simulation Campaigns	Campaign	2		
10	Vishing (Voice/Deepfake Voice Phishing) Simulation Campaigns	Campaign	2		
11	Security Awareness & Remediation Training	Session	12		
12	User Risk Scoring & Behavior Analytics	Annual	1		
13	Executive Dashboard & Reporting	Annual	1		
14	Project Management & Support Services	Annual	1		
15	Final Assessment & Recommendations Report	Annual	1		

A brief Project Implementation Plan, including milestones, dependencies, integrations, resource deployment, campaign schedule, and timelines, shall be included.

The Bidder shall provide detailed commercial terms and conditions, including the applicable tax rate.

- All prices shall be quoted exclusive of applicable taxes, which shall be shown separately.
- Indicative quantities are provided solely to enable Bidders to determine an appropriate unit cost, campaign cost, subscription tier, or pricing slab.
- Quantities may increase or decrease based on SUD Life's actual business requirements and shall not constitute a volume commitment.
- Purchase Orders will be issued based on actual business requirements.

PROPOSAL FORM (PRICE PROPOSAL)

Date:

Unit no. 1101, 11th Floor Building No. 1,
Raheja Mindspace Juinagar Plot No. GEN 2/1/E,
TTC Industrial Area, MIDC Industrial Area,
Juinagar, Navi Mumbai, Maharashtra 400706

Dear Sir,

Re: Request for Proposal for Advanced Phishing Simulation Services. Having examined the RFP documents, receipt of which is hereby acknowledged, we, the undersigned, offer to provide the services in conformity with the RFP for the total amount of (amount in words and figures), or such other sums as may be determined in accordance with the attached Schedule of Prices, which forms part of this Proposal.

We agree to abide by this Proposal and the rates quoted herein for all services awarded by SUD Life.

Until a formal contract is prepared and executed, this Proposal, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

We understand that you are not bound to accept the lowest or any Proposal you may receive.

Dated this day of 20....

(Signature)

Duly authorized to sign Proposal for and on behalf of

(In the capacity of)
