

Request for Proposal for Integrated Channel – Outdoor Advertising

RFP Float Date: 17TH July 2026
Vendor proposal to be submitted: 22nd July 2026

Confidential

The recipient of this request hereby agrees that the material contained herein is "Confidential Information" of INLIC. The recipient agrees that it shall only use the Confidential Information for the purposes of responding to the request contained in this RFP, and for no other purpose whatsoever. Recipient further agrees that it shall not disclose any such Confidential Information to any third party and that it shall use the same degree of care to avoid disclosure or non-permitted use of such information as it would employ with respect to its own extremely important confidential information, but in no event less than a reasonable degree of care.

Table of Contents

1) Introduction2

2) Purpose2

3) INLIC / Process Requirement3

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4) Company's Obligations	5
5) Proposal Terms & Conditions	5
5.1 No Liability on INLIC.....	5
5.2 Confidentiality	5
5.3 Third-party Contracting	5
5.4 Cost for Bidding	5
5.5 Acceptance of proposal.....	5
5.6 Evaluation & Selection	6
5.7 Acceptance	6
5.8 Engagement Guidelines & Terms.....	6
6) Pricing.....	7
7) Vendor Information.....	7
8) Contact person for questions and clarifications	7

* - Detailed Process Note and the content of the RFP is subject to change and the final will one will be agreed mutually prior to the agreement signing.

1) Introduction

Introduction IndusInd Nippon Life Insurance (formerly Reliance Nippon Life Insurance) is one of India's leading life insurance companies, serving millions of customers across diverse segments – protection, savings, retirement, and investment-linked insurance.

The company is committed to building financial security and enabling confident futures for individuals and families across India.

- New brand identity: The transition marks a new era under the IndusInd brand umbrella, reinforcing trust, assurance, and growth.
- Pan-India presence: Over 700+ branches, 75,000+ advisors, and a strong digital footprint across metros, Tier 1-3, and rural markets.
- Customer base: Over 10 million policyholders.

2) Purpose

The purpose of this RFP is to inform potential Vendors of a business opportunity and to solicit proposals for Outdoor Advertising in multiple cities for Marketing Activities. Based upon the review and evaluation of proposals offered in response to this RFP, INLIC may at its sole discretion negotiate and enter into contracts with shortlisted vendor/Vendors Notwithstanding any other provision herein, vendor's participation in this process is voluntary and at vendor's sole discretion.

3) INLIC / Process Requirement

Mentioned below is the detailed requirement

Mediums
Hoardings
Big umbrellas at prime locations,
Bus Shelters
Bus Branding

Duration: One-month activity (August & September)

Dates:TBC

3.1. Details

5–8 recommended premium locations per city for Hoardings and Bus Shelters, along with:

- Individual location-wise costing
- Media size (W x H)
- Per sq. ft. rate
- Monthly rental cost
- Estimated traffic/visibility and key landmarks
- Photographs of the media site (day and night, if available)
- Google Maps location/coordinates
- Availability period

We will finalize a minimum of **3–4 strategic locations** in each city for Hoardings/Bus Shelters.

Please include a proposal for **8–10 buses per city**, mentioning:

- Route numbers and route details
- Average daily ridership/traffic
- Branding format (full wrap, back panel, side panel, etc.)
- Individual bus-wise costing

- Campaign duration

Kindly provide a detailed cost breakup including:

- Media rental charges
- Printing cost
- Mounting/installation charges
- Fabrication (if applicable)
- Government/municipal permissions and taxes (if applicable)
- Agency/service fee

Please also mention the **cost of printing and mounting** in case the artwork needs to be replaced during the campaign.

Share details of:

- Illumination (front-lit/back-lit/non-lit)
- Media ownership (exclusive/shared)
- Visibility score and any competing brands currently displayed
- Availability timeline and booking validity

Please highlight your **recommended top 3–4 locations** in each city based on maximum visibility, traffic, and presence of banks, insurance companies, and commercial establishments.

Cities:

1. Chandigarh
2. Meerut
3. Nagpur
4. Dehradun
5. Varanasi

3.2. Scope of Work:

- Design and printing
- Mounting and installation
- Display monitoring and maintenance during the campaign period

3.3. Responsibilities:

- The vendor will be responsible for any loss or damage during the display period and must ensure timely replacement with new branding material, if required on the same day of damage.

3.4 Permissions & Compliance:

- All necessary permissions and approvals must be arranged and obtained by vendor prior to installation.

4) Company's Obligations

The submission and receipt of proposals does not obligate INLIC in any way and this is only an invitation to an offer and does not bind INLIC legally. INLIC shall not be liable for any costs incurred by Vendors in the preparation, presentation. INLIC 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. INLIC shall also not be responsible for any damages, including damages that result from, but are not limited to negligence. INLIC 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.

5) Proposal Terms & Conditions

5.1 No Liability on INLIC

Vendors waives any right to claim damages of any nature whatsoever based on the selection process, final selection, and any communications associated with the selection. INLIC reserves the right to award the Contract to the Vendor(s) whose proposal is deemed to be the most advantageous in meeting the specifications of the RFP. In addition, INLIC reserves the right to add or waive any requirements contained in this RFP at its sole discretion with regard to proposals submitted. INLIC' decision on award of Contract shall be final and binding on all the vendors. INLIC shall be at liberty to cancel the RFP / online reverse auction process at any time, before ordering, without assigning any reason. The final selection shall be made at the sole discretion of INLIC, the reasoning of the decision shall not be subject to any disclosure, and Vendor shall have no claim, or right over the same. Vendor's participation in the RFP process shall be deemed to be an acceptance of all the conditions therein, including the waiver of any legal right available to the Supplier to the extent of the selection made by the INLIC.

5.2 Confidentiality

The terms of this RFP, the information provided by INLIC herein and all other information provided to vendor in connection with the services offered to be provided by the vendor pursuant to this RFP, are to be treated by vendor as strictly confidential and proprietary.

5.3 Third-party Contracting

This RFP is being issued to individual vendor. It is not INLICs intention to enter into negotiations or agreements with vendor chains (unless otherwise requested to do so). Vendor in receipt of this RFP must not forward to a sister concern within the same chain.

5.4 Cost for Bidding

The Vendor shall bear all costs associated with the preparation and submission of its proposal. INLIC will not be responsible or liable for these costs, regardless of the conduct or outcome of the selection process.

5.5 Acceptance of proposal

This RFP is not a contract offer by INLIC. A vendor's response to this RFP does not bind INLIC in any way. This RFP is not intended by the INLIC to replace or substitute final definitive agreement to purchase products or services. However, in the event of the final selection of any Vendor, at the

conclusion of RFP process the INLIC shall execute final definitive Agreement / PO / MOU/LOI/LOE with such Vendor.

5.6 Evaluation & Selection

Vendor's proposal shall be valid for ninety (90) days from the date of Vendor's submission. Price may or may not be the determining factor in Vendor selection process. The award may be made to the Vendor(s) whose proposal(s) is (are) determined to be of highest value in terms of quality and price.

INLIC reserves the right to request the Vendor(s) to demonstrate that adequate skills, equipment are available for delivery of services

INLIC reserves the right to negotiate specific terms with the preferred vendor prior to agreement of a final arrangement resulting from this invitation.

INLIC reserves the right to request any additional information that it deems necessary in order to make a decision on any proposal.

Any proposal not supported by the information requested in the RFP, or not complying with the RFP requirements, may not be considered.

5.7 Acceptance

All the terms & conditions of this RFP shall be deemed to be accepted by the vendor. Acceptance of the proposal means the vendor has the expertise & the technical ability to perform the activity as desired by INLIC. The Supplier shall also post selection by the INLIC at the conclusion of the RFP process shall sign and execute Service Level Agreement if required or acknowledge the PO issued by INLIC

In the event of vendor not meeting the desired levels of expertise/technical ability, INLIC has the right to disqualify the vendor from the contract awarding process.

5.8 Engagement Guidelines & Terms

Vendor shall adhere to the key terms as mentioned

1. Declaration that the Database of the Vendor is situated in India as required by IRDAI regulations.
2. Declaration if the Vendor has ever been black listed by any Government organization, or any Client Company
3. Declaration that the Memorandum of Association and Article of Association of the Vendor Company allows for such an activity to be performed.
4. Right for INLIC to exit in case of change of management control or shareholding
5. Vendor follows the holiday calendar of INLIC and will work during the extended periods during month ends / year ends.
6. "Right to audit:
 - INLIC reserves the rights to audit the Vendor as and when required directly or through INLIC designated third parties
 - Vendor to also conduct concurrent audits and share the findings with INLIC
 - Vendor to provide data for any regulatory reporting or in supporting audit requirements"

6) Pricing

Provide the pricing for this activity. Kindly mention the applicable taxes as well. In case no, taxes are mentioned; it will be deemed that the taxes are part of the prices provided.

Please share a plan for 5–10 locations per city along with individual location-wise costings for the period of 30days .

7) Vendor Information

Kindly fill in the attached questionnaire



Vendor
Quesationaire 2022.

8) Contact person for questions and clarifications

Name	:	Shaily Chhabra
Landline / Mobile Number	:	9960469609
Email Id	:	shaily.chhabra@indusindnipponlife.com