



TENDER NOTICE

Ref. No.: **IT/BULKEMAIL-2026-27/05**

June 25, 2026

Subject: Annual Rate Contract of Bulk E-Mail Services

The Institute of Cost Accountants of India proposes to avail Bulk Email services and accordingly sealed quotations are invited for **Bulk Email for a contract period of one year, which may be extended on annual basis for further period of five (5) years on the same rate / price and terms & conditions subject to satisfactory performance.**

Reputed and reliable vendor rendering the Bulk Email service are invited to offer their Rate to provide Bulk Email services on annual basis as per details given below –

1. Scope of Work

- i. A secured web based interface is required on the bulk mailing server of the vendor through which the bulk mailing can be done by the Institute at its convenience. Provision of bulk mailing software should be a part of this **mentioned web based interface.**
- ii. **The Bulk Email Panel provided by the vendor for sending mails should be able to take minimum 1 Lac. Email address at a time for a single mail campaign from the very first day of its operation and inbox delivery rate should be above 99%.**
- iii. The vendor should configure the service such that the mails should go to the recipient in the name of the Institute (from email noreply@icmai.in).
- iv. **The vendor is required to provide five (05) login ID of the Bulk Email Panel through which our different department/committee can send bulk email independently.**
- v. Provision of accounting and controlling the bounced back and return emails should be made available.
- vi. Bulk mailing software / Web Based Interface should facilitate the provision of sending dynamic mails.
- vii. Bulk mailing software / Web Based Interface should facilitate the attachment of multiple documents as well as image files.
- viii. Bulk mailing software / Web Based Interface should facilitate the preparation of contents in the form of mixture of texts and images. Further it should facilitate the html codes formation and updating the same.
- ix. Bulk mailing software / Web Based Interface should facilitate the provision of MIS reports as under:
 - a) Details of bulk mails released during a particular period.
 - b) Total time taken to execute a bulk email.
 - c) Details of email ids failed to deliver along with reasons.
 - d) MIS report showing number of failed messages.



2. Eligibility Criteria :

- i. List of existing clients with complete contact details to whom similar kind of services have been provided in last 5 years, value of business, concerned person's name & his / her telephone no. **(Please attach full details).**
- ii. Bidders shall have PAN, TAN, GST registration.
- iii. Details of –
 - a. Manpower available - Technical & Non-technical.
 - b. Collaborations with other parties
 - c. Turnover of the company should be at least Rs. 1.0 crore per annum for last 3 financial years. **(Please attach supporting documents)**
 - d. Escalation matrix for lodging the complaint during the utilization of services.
 - e. Brochure of the software product with detailed specifications/manuals etc.

Interested vendors may contact Shri Biplob Chaki, Jt. Director (IT- Kolkata), on any Working Day (Monday - Friday) during office hours 10.30 a.m. – 5.00 p.m. at their own cost.

3. Instructions for bidders :

- i. The rates to be offered should include all charges viz. installation of software, training and support for the contract period.
- ii. Taxes as applicable will be paid extra.
- iii. Implementation plan for the activities of the project should be mentioned clearly in the proposal. In case of delay beyond fifteen days from the stipulated period, Institute may at its discretion cancel the order and arrange the same from the next bidder on the panel/open market at the sole risk, cost and responsibility of the vendor.
- iv. The required specifications desired by the Institute are mentioned in the Scope of Work. However, vendors are also welcome to quote for richer specifications, which will be considered at the sole discretion of the Institute.
- v. Bidders shall bear all costs associated with the preparation and submission of its bid.

4. Terms & Conditions :

- i. The bidder/s should adhere with all seriousness to the time schedule provided by the Institute.
- ii. Financial bids of only those bidders will be opened who have qualified in the technical bid analysis.
- iii. The Institute does not guarantee any minimum quantity of Email to be sent per period.
- iv. The price quoted by the bidder should remain valid for 90 days.
- v. Period of Contract – “ONE YEAR” and may be extended for further five (5) years at same rate, terms & conditions on mutual agreement of parties.
- vi. Canvassing in any form in connection with the contract is strictly prohibited.



- vii. If a firm quotes NIL charges / consideration / abnormal charges, the bid shall be treated as unresponsive and will not be considered.
- viii. Bidder shall provide the complete set of technical and operation manuals, if required for the implementation of the service under reference to the satisfaction of the Institute.
- ix. L1 will be decided based on the amount quoted in annexure B, rate per Email.
- x. Institute reserves the right to extend the last date for receipt of bids at its own discretion.
- xi. Once the supply order is placed, it will be the vendors' responsibility to make the project functional. Any additional cost incurred for completing the project and for which the vendor has not bid at the time of submission of the final offer will be borne by the vendor.
- xii. The Bidder shall not sub-contract the mentioned work to any organization, person, firm or its franchise without the prior approval of the Institute
- xiii. Presentation: Before finalization of the contract, the bidder may be requested to provide a demo panel with a minimum quantity of 500 Email without any charges. Upon testing to the level of satisfaction, finalization would be done.**
- xiv. The Institute may, for any reason whether at its own initiative or in response to the clarification requested by the prospective bidder, issue amendment in the form of addendum during the bidding period and subsequent to receiving the bids. Any addendum thus issued shall become part of bidding document and bidder shall submit the addendum duly signed and stamped in token of his acceptance.
- xv. Institute reserves the right to modify the quantity included in the schedule of requirements at any time after acceptance of tender without a notice. The bidders shall have no claim to any payment of compensation.
- xvi. Institute may ask clarifications if any during the evaluation and the bidders are expected to respond. Lack of response from them will enable the Institute arrive at its own decision about such bids.
- xvii. Institute reserves the right to repudiate the contract and entrust the work to any other third party in the event of breach of terms and conditions of this agreement or in the event of unsatisfactory performance observed by the Institute.
- xviii. The Institute shall not be liable for any loss, damage, theft, burglary or robbery of any personal belongings, equipment or vehicles of the engaged personnel of the contracting Firm.
- xix. The work executed by the vendor should be to the satisfaction of the concerned officer where work was executed. If the same is not found satisfactory, the firm will have to do the job again at its own cost. The decision of the concerned officer and of the Institute in this regard will be final and unassailable and binding on the vendor.
- xx. Upon being selected as the successful bidder and being awarded the Order, the bidder is expected to reply to all queries/ complaints that may be raised by the Institute from time to time.
- xxi. Support Services: Support Services should be made available to the Institute on 24x7 basis by the vendor.



- xxii. Confidentiality & Restriction of Data Sharing – Vendor should ensure that the data of the Institute should be maintained confidential and should not be shared to anybody and not used for any commercial or any other purpose.
- xxiii. Reports and Analysis: In case of any kind of issues / queries in connection with the sending of Email, the vendor will help to resolve the same by providing detailed report to the Institute. In case required, the vendor may have to present the details with justification to the top management of the Institute.
- xxiv. The participating bidder has to submit this tender document signed and sealed on each page, together with Technical Bid, as acceptance of the terms and conditions mentioned herein.
- xxv. The order will be placed for the best interest of the Institute.

5. Payments :

- No advance payment will be made. Payment will be made after completion of satisfactory supply and submission of invoice / bill in hard copy. Taxes will be extra as applicable.
- The payment will be made in electronic mode only within 30 days of submission of bills.
- The payment will be made on monthly basis based on actual usage of bulk Email services per Login ID provided.** The payment will be made on receipt of the invoice of the preceding month. The invoice must be accompanied with the detailed Email delivery report of each Login ID (day wise) to justify the bill.

6. Submission of Bids :

The tender shall be submitted into two parts in separate envelopes super-subscribing Technical bid and Financial bid. Both the envelope should be put into a third envelope super-subscribing with “**Annual Rate Contract of Bulk E-Mail Services**” (Bid Reference - **IT/BULKEMAIL-2026-27/05 Dated 25/06/2026**)

Quotation signed by the Tender in a sealed envelope, superscribed with “**Annual Rate Contract of Bulk E-Mail Services**” is to be submitted strictly as per the following format and positively on or before **4.00 p.m. of July 16, 2026** in the Tender Box of the Institute at 12, Sudder Street, Kolkata – 700016.

TENDER COMMITTEE



Annexure – ‘A’

FORMAT OF TECHNICAL BID

Sl. No.	Details requested	Provide details
1.	Name of the Firm/Company	
2.	Registered office/business address Telephone/Mobile Number Email address	
3.	Name of Contact Person (s)	
4.	Address Telephone/Mobile Number Email address Name (s) of the contact person(s)	
5.	Year of Incorporation/ Constitution	
6.	GSTN (Attach copy of GST registration)	
7.	Turnover last 3 years	A) F.Y. – Rs. B) F.Y. – Rs. C) F.Y. – Rs.
8.	Work Experience (submit at least 3 testimonials from associated clients)	1. 2. 3.
9.	Any other relevant information	

Signature of bidder:

Seal:

Date:



Annexure – ‘B’

FORMAT OF FINANCIAL BID

- The Bidders are requested to quote only rate per Email irrespective of quantity / slab of Email.
- There should not be any restriction on the quantity of Email to be sent for a particular period or any validity / expiry period of the Email.

Sl. No.	Rate per Email
1.	<p>Rate per Email</p> <p>Rs.</p> <p>In words. paisa</p>

Applicable tax rate:% extra

Signature of bidder:

Seal:

Date: