

BID NOTICE



Maharashtra State Electricity Distribution Company Limited

Tender No: CGMIT/WHTSAPP/2025-26/005

Ver: 1.0

Chief General Manager (IT), on behalf of Maharashtra State Electricity Distribution Company Limited (the Employer), hereby invites sealed bids from eligible bidders for **“Request for Proposal for Providing AI-powered Omnichannel Customer Support Digital Platform for MSEDCL Consumers and MSEDCL Employees Services to MSEDCL Company for 3 Years”**. Entire bidding document is available on MSEDCL e-Tendering Website <http://etender.mahadiscom.in> as per date indicated below. Any changes in the Bid Schedule, corrigendum etc. shall also be notified via MSEDCL’s website & E-Tendering site only. Prospective bidders are therefore requested to regularly check the websites for any updates.

TENDER ESTIMATE: Rs. 32.89 Crores /- (Excl. GST)

TENDER FEE: Rs. 29,500/- (incl. 18% GST) via ONLINE PAYMENT ONLY (Non-Refundable).

BID SECURITY (EMD): The bid must be accompanied with Bid Security for an amount equal to Indian **Rs. Rs. 32,89,000/- (Rs. Thirty Two Lakhs Eighty Nine Thousand only)** for covering the entire scope of work. The bid security shall be denominated in Indian Rupees only. The bid security can be paid online or through an Unconditional Bank Guarantee from any Nationalized/Scheduled Bank in favour of the Maharashtra State Electricity Distribution Co. Ltd., payable at Mumbai as mentioned in details in Tender Document (RFP).

The BG should be submitted to this office on or before submission date and time.

Calendar of Events Event	Date and Time
Begin Sale of RFP	03 .11.2025
Date and Time of Pre-Bid Meeting (Online)	07.11.2025 @ 15.00 Hrs.
Date and Time for Submission of Bids	21.11.2025 @ 17.00 Hrs.
Date and Time of Bid Opening	21.11.2025 @ 18.00 Hrs.

Pre-Bid VC link : <https://meet.google.com/vnn-diuv-voe>

Pre-Qualifying Requirements:

- ✓ Bidder must be a legal entity i.e. should be an organization registered under the provisions of the Indian companies act 2013 / companies act 1956 or a partnership firm registered under the Indian partnership act 1936 or the LLP act 2008 AND Bidder shall have been in operation for at least three years as on date of bid submission. Consortiums or Joint Ventures are not allowed.
- ✓ Shall have been registered with: -1. GST 2. PAN
- ✓ The cumulative financial turnover of the bidder over the last three financial years, i.e., FY 2022–23, 2023–24, and 2024–25, shall be at least INR 10 Crores in India.
- ✓ The Bidder must have undertaken at least one project of providing WhatsApp messaging services for digital service delivery with fully integrated payments operations i.e. omnichannel platform (WhatsApp and/or Mobile App) in India with an order value of minimum Rs. 2 Crore during last 3 years in any in any Govt / Semi-Govt / PSU / Financial Institutions in India
- ✓ Bidder should have experience in executing last mile embedded payments features with native journey on WhatsApp in the last 3 financial years in at least one Discom in India.
- ✓ The Bidding Entity must have at least one installation with monthly WhatsApp embedded payment transactions exceeding 1 lakh in any Govt/Semi-Govt/ PSU/ Autonomous bodies/ Financial Institutions.
- ✓ The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta.
- ✓ The Bidder must have at least 50 no. of professionals on its permanent roll.
- ✓ The bidder should have at least one office in state of Maharashtra.
- ✓ The bidder must not be under blacklisting status by any Central/State Government department, Corporation, Board, PSU, or Semi-Government organization at the time of bid submission.

Scope of Work (refer to RFP for details of “Scope of Work”):

- i. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform
- ii. AI Powered interactive Chatbot for MSEDCL Employees
- iii. AI-Enabled WhatsApp Conversational & Voice Solution
- iv. WhatsApp Messaging Solution
- v. Multi-Payment Gateway (PG) Integration via Intelligent AI led PG Router
- vi. Automated Document Processing
- vii. Comprehensive Financial Reconciliation Engine
- viii. Customer Data Analytics & Behavioural Insights
- ix. Comprehensive User Analytics and Reporting via Dashboard and CRM Suite
- x. Supporting automated feedback collection from users for service improvement
- xi. Technical, Security & Compliance Requirements
- xii. Encryption and Security
- xiii. *Training and Documentation*
- xiv. *Operation and Maintenance support for 3 years.*

**Chief General Manager (IT), MSEDCL,
Corporate Office, 4th floor, Prakashgad,
Plot No. G-9, Prof. A.K.Marg, Bandra(East),
Mumbai – 400051
whatsapp@mahadiscom.in**

Pre-Bid Query Format

Tender Name: “Request for Proposal for Providing AI-powered Omnichannel Customer Support Digital Platform for MSEDCL Consumers and MSEDCL Employees Services to MSEDCL Company for 3 Years”

Tender No.: CGMIT/WHTSAPP/2025-26/005

Name of the Company:

Name of Key Person:

Key Person Contact details:

Mobile:

Email:

Tender Purchased: YES/NO:

RFP Section & Clause

Sr.no	Subject	RFP Section /Clause No.	RFP Clause	Query & Justification

Note:

1. The Pre-Bid Queries must be sent 24 hours before the start of the Pre-Bid meeting in the above-prescribed format only.
2. Pre-bid queries should be sent to whatsapp@mahadiscom.in only. Other modes of communication shall not be accepted.
3. **A copy of queries (as per the above format) should also be submitted in Microsoft Excel (*.xlsx) format.**
4. MSEDCL is not bound to reply to all queries.
5. Replies to Pre-Bid Queries shall be published on the MSEDCL e-Tender website.