

Draft Responses to Pre-Bid Queries

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
1	Pre-Qualifying Requirements:	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.	Request for Exemption for Startup/ MSME - "We are an approved startup by Department of Industrial Policy and Promotion (DIPP). We request you to allow exemption from the turnover and experience clause. Please refer #5 mentioned in the Press release (https://pib.gov.in/newsite/PrintRelease.aspx?relid=174894) dated 27-December-2017 stating that the startups are exempted by prior experience. Appended are the policy mentioned: -Relaxed Norms of Public Procurement for Startups. -Relaxed norms for public procurement for micro, small and other enterprises have been provisioned in the Procurement Policy by the Ministry of Micro, Small and Medium Enterprise. -All Central Ministries / Departments /Department of Public Enterprises/ Central Public Sector Undertakings have been authorised to relax conditions of prior experience and prior turnover with respect to MSEs in all public procurements subject to meeting quality and technical specifications. -Further, Rule 173(i) has been incorporated in GFR, 2017 which provides for relaxation of conditions of prior turnover and prior experience for Startups, and Also, ref 173 (i): (https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/General%20Financial%20Rules%20for%20GeM.pdf) Rule 173 (i) of the GFRs exempts the startup from Prior Experience and Prior Turnover requirements for DPIIT Recognized Startups."	As per tender document

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2	Pre-Qualifying Requirements:	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	Request for Exemption for Startup/ MSME - "We are an approved startup by Department of Industrial Policy and Promotion (DIPP). We request you to allow exemption from the turnover and experience clause. Please refer #5 mentioned in the Press release (https://pib.gov.in/newsite/PrintRelease.aspx?relid=174894) dated 27-December-2017 stating that the startups are exempted by prior experience. Appended are the policy mentioned: -Relaxed Norms of Public Procurement for Startups. -Relaxed norms for public procurement for micro, small and other enterprises have been provisioned in the Procurement Policy by the Ministry of Micro, Small and Medium Enterprise. -All Central Ministries / Departments /Department of Public Enterprises/ Central Public Sector Undertakings have been authorised to relax conditions of prior experience and prior turnover with respect to MSEs in all public procurements subject to meeting quality and technical specifications. -Further, Rule 173(i) has been incorporated in GFR, 2017 which provides for relaxation of conditions of prior turnover and prior experience for Startups, and Also, ref 173 (i): (https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/General%20Financial%20Rules%20for%20GeM.pdf) Rule 173 (i) of the GFRs exempts the startup from Prior Experience and Prior Turnover requirements for DPIIT Recognized Startups."	As per tender document

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3	Pre-Qualifying Requirements:	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	Request for Exemption for Startup/ MSME - "We are an approved startup by Department of Industrial Policy and Promotion (DIPP). We request you to allow exemption from the turnover and experience clause. Please refer #5 mentioned in the Press release (https://pib.gov.in/newsite/PrintRelease.aspx?relid=174894) dated 27-December-2017 stating that the startups are exempted by prior experience. Appended are the policy mentioned: -Relaxed Norms of Public Procurement for Startups. -Relaxed norms for public procurement for micro, small and other enterprises have been provisioned in the Procurement Policy by the Ministry of Micro, Small and Medium Enterprise. -All Central Ministries / Departments /Department of Public Enterprises/ Central Public Sector Undertakings have been authorised to relax conditions of prior experience and prior turnover with respect to MSEs in all public procurements subject to meeting quality and technical specifications. -Further, Rule 173(i) has been incorporated in GFR, 2017 which provides for relaxation of conditions of prior turnover and prior experience for Startups, and Also, ref 173 (i): (https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/General%20Financial%20Rules%20for%20GeM.pdf) Rule 173 (i) of the GFRs exempts the startup from Prior Experience and Prior Turnover requirements for DPIIT Recognized Startups."	As per tender document

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4	Pre-Qualifying Requirements:	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.	Request for Exemption for Startup/ MSME - "We are an approved startup by Department of Industrial Policy and Promotion (DIPP). We request you to allow exemption from the turnover and experience clause. Please refer #5 mentioned in the Press release (https://pib.gov.in/newsite/PrintRelease.aspx?relid=174894) dated 27-December-2017 stating that the startups are exempted by prior experience. Appended are the policy mentioned: -Relaxed Norms of Public Procurement for Startups. -Relaxed norms for public procurement for micro, small and other enterprises have been provisioned in the Procurement Policy by the Ministry of Micro, Small and Medium Enterprise. -All Central Ministries / Departments /Department of Public Enterprises/ Central Public Sector Undertakings have been authorised to relax conditions of prior experience and prior turnover with respect to MSEs in all public procurements subject to meeting quality and technical specifications. -Further, Rule 173(i) has been incorporated in GFR, 2017 which provides for relaxation of conditions of prior turnover and prior experience for Startups, and Also, ref 173 (i): (https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/General%20Financial%20Rules%20for%20GeM.pdf) Rule 173 (i) of the GFRs exempts the startup from Prior Experience and Prior Turnover requirements for DPIIT Recognized Startups."	As per tender document
5	Pre-Qualifying Requirements:	The bidder should have at least one office in state of Maharashtra	Request you to provision additional timeline of 30 days for opening an office in State of Maharashtra from the date of Award of Contract	As per tender document
6	General Query		Please provide the No of Users for Whatsapp Solution and other platforms as per monthly/ yearly basis for project scope requirement assesment and financial perspective.	As per tender document

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7	BG for Bid Security		Please confirm the <u>value of stamp paper</u> for BG for Earnest Money is required.	Please confirm with the BG issuing Bank
8	Integrity Pact		Do we need to sign this with 2 witnesses and share in our bid response ? We can understand in this case MSEDCL signatory will sign post submission. Is our understanding correct? Please also specify if this is needed on stamp paper, if yes than value of stamp paper please?	As per tender document
9	Non Disclosure Agreement		Do we need to sign this with 2 witnesses and submit in our bid response ?	As per tender document
10	Non Disclosure Agreement		a. Please confirm what we need to mention under 1. "Business Purpose" ? b. Do we also need to sign this Exhibit A and submit with NDA in our bid response ?	It has to be signed by successful bidder after award of contract
11	Detail Scope of Work	System Core Capabilities - Omnichannel Customer Engagement -Multilingual and Indian Dialect Support	Please confirm which Indian languages are to be required?	As per tender document

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12	Detail Scope of Work	End-to-End Support Workflows - Quick responses to service and billing questions.	Please confirm if the MSEDCL will provide APIs for billing queries and core system?	Bidder has to provide APIs for integration as per scope of work. The necessary APIs for the MSEDCLs systems will be provided by MSEDCL
13	Detail Scope of Work	Chatbot for MSEDCL Employees Chatbot for MSEDCL Customers	Please specify will these chatbots be on same whatsapp number or separate whatsapp numbers?	Two separate whatsapp mobile nos. will be provided by MSEDCL for consumers and employees
14	Detail Scope of Work	AI-Powered interactive Chatbot for MSEDCL Employees - Secure Employee Access	Please confirm if MSEDCL will provide APIs for employee authentication from core system or do the successful bidder have to maintain the login?	Bidder has to provide APIs for integration as per scope of work. The necessary APIs for the MSEDCLs systems will be provided by MSEDCL
15	Detail Scope of Work	AI-Powered interactive Chatbot for MSEDCL Employees - Field Workforce Coordination ,Internal Ticketing & Helpdesk	Please confirm if MSEDCL will provide APIs for service assignment like get status of ticket, etc	Bidder has to provide APIs for integration as per scope of work. The necessary APIs for the MSEDCLs systems will be provided by MSEDCL

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16	Detail Scope of Work	Voice Interoperability on WhatsApp	We understand that MSEDCL's Whatsapp chatbot would require integration with the existing call centre provider having telephony solution. Please confirm that if our understanding is correct?	yes
17	Detail Scope of Work	Integrated Telephony Dialler Provisioning	Do we need to provide any telephony dialer solution or integrate with the existing dialer solution for which MSEDCL will provide the APIs to integrate?	clause deleted
18	Detail Scope of Work	Integrated Telephony Dialler Provisioning	Please confirm which existing call center / dialer system is used?	clause deleted
19	Detail Scope of Work	AI Powered interactive Chatbot for MSEDCL Employees AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform	Please confirm the knowledge base sources like websites, manuals, regulations, or any relevant documents as required will be provided by MSEDCL?	Yes
20	Responsibility	The RF DCU implementing bidder shall be responsible for roles and responsibilities with respect to the Requisite Services. Further, terms & conditions mentioned in this RFP shall be binding on RF DCU implementing bidder.	This seems irrelevant to this tender. Kindly review.	Clause deleted
21	4. Bidders Experience and Technical Capability	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	Requesting you to ammend the clause as the "The Bidder or its solution provider must have undertaken at least one project of having a chat flow system 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	As per tender document

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22	5. Discom Experience	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.	Requesting you to ammend the clause as the "Bidder or its solution provider should have an ongoing chat bot implementation for daily ongoing banking and billing related services. experience in executing last mile embedded payments features with native journey on WhatsApp in the last 3 financial years in at least one Discom/PSU/Govt in India.	As per tender document
23	6 WhatsApp embedd ed Payment Experienc e	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.	Requesting you to ammend the clause as "The Bidding Entity or its solution provider must have demonstrational feasibility of integrating payment gateway features at least one installation with monthly WhatsApp embedded payment transactions exceeding 1 lakh in any Govt/Semi-Govt/ PSU/ Autonomous bodies/ Financial Institutions.	As per tender document
24	Authorized Business Partner	The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta.	Request you to ammend the clause as "The bidder or its solution provider should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta.	As per tender document
25	3. Bidders Experience and Technical Capability :	Projects 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	Requesting you to ammend the clause as the "The Bidder or its solution provider must have undertaken at least one project of having a chat flow system 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	As per tender document

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26	Bidders Experience :	The Bidding Entity must have at least one installation with monthly WhatsApp embedded payment transactions exceeding monthly 1 lakh in any Govt /Semi-Govt / PSU / Financial Institutions.	Requesting you to ammend the clause as "The Bidding Entity or its solution provider must have demonstrational feasibility of integrating payment gateway features at least one installation with monthly WhatsApp embedded payment transactions exceeding 1 lakh in any Govt/Semi-Govt/ PSU/ Autonomous bodies/ Financial Institutions.	As per tender document
27	3.WhatsApp communication charges for transactional messages per message	Will be paid Quarterly, based on actual usage against submission of the Tax invoice.	Requesting you to ammend the clause as "Will be paid monthly, based on actual usage against submission of Tax Invoice. Since monthly payment will support the bidder to manage the cash flow required for the projects.	As per tender document
28	4, GPU service cost for AI/voice recognition per voice message	Will be paid Quarterly, based on actual usage against submission of the Tax invoice.	Requesting you to ammend the clause as "Will be paid monthly, based on actual usage against submission of Tax Invoice. Since monthly payment will support the bidder to manage the cash flow required for the projects.	As per tender document
29	O&M Support cost	Quarterly payment will done against the submission of Tax invoice.	Requesting you to ammend the clause as "Will be paid monthly, based on actual usage against submission of Tax Invoice. Since monthly payment will support the bidder to manage the cash flow required for the projects.	As per tender document
30			Kindly confirm how many APIs will be required and whether the necessary APIs for existing MSEDCL systems will be provided by MSEDCL.?	Bidder has to provide APIs for integration as per scope of work. The necessary APIs for the MSEDCLs systems will be provided by MSEDCL

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31	1. BID DATA SHEET Page No. 7	Original EMD must be submitted to the Office of Chief General Manager (IT) on or before the last date of bid submission and upload a scanned copy of BG of EMD along with the Technical bid and also mail to whatsapp@mahadiscom.in for enabling technical bid opening.	kindly clear our understanding that do we need send copy of BG of EMD only or copy of BG of EMD along with Technical Bid to whatsapp@mahadiscom.in	Original EMD must be submitted to the Office of Chief General Manager (IT) on or before the last date of bid submission. Upload a scanned copy of BG of EMD along with the Technical bid through enternder portal.

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32	1. BID DATA SHEET Page No. 8	Rs. 32,89,000/- (Rs. Thirty Two Lakhs Eighty Nine Thousand only) The EMD shall be paid online on the MSEDCL e-Tender portal or offline in the form of a Bank Guarantee from a Nationalised / Scheduled Bank in favor of Maharashtra State Electricity Distribution Company Ltd., payable in Mumbai. Bids without EMD shall be rejected and will not be evaluated further. MSEDCL Bank details (for preparation of Bank Guarantee) are as under: NAME : M S E D C L BANK : BANK OF MAHARASHTRA BRANCH : FORT - MUMBAI 400001 ACCOUNT NO : 20045003931 IFSC CODE: MAHB0000002 Please do not deposit the EMD amount directly into the above account. EMD shall be in the form of BG only.	Please confirm the Bg validity 180 days and Claim period also as this we need to require for the process of emd	As per tender document.
33	Scope		Are there preferred payment gateway providers or does MSEDCL expect the bidder to select and onboard new gateways?	MSEDCL's existing Payment gateway have to be integrated

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34	General		Are specific user volumes, peak load, and concurrency benchmarks available for capacity planning and cost estimation?	As per tender document
35	11.12. FORM F1 - CERTIFICATE AS TO CORPORATE PRINCIPAL Page No. 89	I __, am of the Corporation, organized under the laws of __, certify that __ who signed the above tender is authorized to bind the Corporation by authority of its governing body.	Kindly confirm whether this form is mandatory to be submitted for private limited companies.?	As per tender document
36	11.4. ANNEXURE 4 - SCHEDULE OF PRICE BID Page No. 68-69	* Prevailing GST rate shall be applicable. All the above quoted values should be rounded up to 2 decimals only	Request to allow four decimal places instead of two for improved pricing accuracy and calculation correctness.	As per tender document
37	X. BIDDER'S PERSONNEL	The Bidder shall employ and provide such qualified and experienced personnel as are required to carry out the Services in a highest effective manner. i. DESCRIPTION OF PERSONNEL The titles, agreed job descriptions, minimum qualifications and estimated period of engagement in carrying out of the services of each of the Bidder's key personnel should be described in their bid.	Please confirm whether submission of only a list of key personnel will suffice, or detailed CVs/descriptions are required. Also clarify if any on-site deployment is mandatory, and who will bear the cost?	Bidder may submit list of key personnel engaged in project along with their details For maintenance and support activity, bidder may provide onsite staff.
38	General		Kindly clarify whether the project operations will be managed remotely or if dedicated on-site resources are expected at MSEDCL premises?	Bidder has to be provide O & M support during contract period as per tender.
39	17. SUBMISSION OF BIDS Page no 40		Please confirm whether any hard-copy submission is required other than the original EMD/BG document.	Refer revised tender clause

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40	16. FORMAT & SIGNING OF BID Page No.39	2. The Bid by a partnership firm must be furnished with full names of partners and be signed with the partnership name followed by the signature and designation of the authorized representative(s). A bid submitted by a person who affixes to his signature the Word President, Managing Director, Secretary, Agent or other designation without disclosing his principle may be rejected. 3. Bids submitted by Corporation, Companies must be signed with legal name of the Corporation/Company by the President, Managing Director or by the Secretary or other person or persons authorized to submit the bid on behalf of such Corporation/company in the matter.	Kindly confirm if there is any restriction on the designation of the authorized signatory for signing the bid documents.?	As per tender document
41	B. TECHNICAL EVALUATION CRITERIA Page No 28	Bidders Experience : The Bidding Entity must have at least one installation with monthly WhatsApp embedded payment transactions exceeding monthly 1 lakh in any Govt /Semi-Govt / PSU / Financial Institutions.	Request to consider Work Order only and Use Cases of demonstrate WhatsApp embedded payment features, since some clients may not issue separate certificates.	As per tender document

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42	B. TECHNICAL EVALUATION CRITERIA	Solution Demonstration Technical Solution presentation to the evaluation committee on a. proposed approach and methodology, Technology and architecture. b. planning in terms of understanding of Scope of the project. c. Data privacy and cyber Security d. experience in the area of WhatsApp Business API, Chatbot messaging Services and best practices e. embedded payment on WhatsApp platform f. AI capability on WhatsApp chatbot Discom Project Demo Live demonstration of at least 1 electricity distribution client deployment for what'sapp embedded payment services	Please confirm whether the live demo / presentation is to be given during the bid evaluation stage? or it will be informed us later? or submitted along with the bid. Also request to consider WhatsApp embedded payment services for any Govt. entity, not limited only to electricity distribution clients.	As per tender document
43	A. Pre-Qualification Criteria	Experience - 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.	Request to accept Work Orders / Agreements / Purchase Orders . along with Use-case snapshots as proof of WhatsApp embedded payment experience, as many Govt. entities do not issue completion certificates.	As per tender document

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44	Pre-Qualifying Requirements	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	We request MSEDCL to kindly allow MSME registered bidders relaxation in experience criteria, as per Government of India guidelines promoting MSME participation in public procurements. We further request acceptance of consortium/partnership with OEMs or authorized BSPs/TSPs having such prior experience to ensure successful project delivery.	As per tender document
45	Pre-Qualifying Requirements	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	As an MSME-registered bidder, we request relaxation in this clause. We propose that bidders with relevant experience in digital payment integration, API-based transaction systems, or similar digital transformation projects in Government/PSU sectors be considered eligible, either independently or in collaboration with OEM partners.	As per tender document
46	Pre-Qualifying Requirements	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.	we request that MSME bidders be permitted to participate by associating with OEM/Technology Partners who meet the transaction experience criteria. This will support MSME inclusion while ensuring MSEDCL benefits from proven technical expertise.	As per tender document
47	Pre-Qualifying Requirements	The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta	We request MSEDCL to also allow participation of MSME bidders who are authorized implementation partners or resellers of Meta-recognized BSPs/TSPs, upon submission of valid authorization letters. This will help MSME system integrators contribute effectively while maintaining project quality and compliance.	As per tender document

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48	A. Pre-Qualification Criteria Financial Turnover: 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. If the audited balance sheet for FY 2024-25 is not available, then the cumulative financial turnover of the last 3 Audited Financial Years (FY 2021-22, FY 2022-23, FY 2023-24) will be considered. In addition, the bidder must have reported a positive net worth in the most recent audited financial years (recent audited financial year shall be amongst FY 2023-24 or FY 2024-25).	CA Certificate mentioning the turnover along with Audited Financial Statements (Balance sheet, Profit & Loss statement) for the stated financial years are required to be submitted. Note: In CA Certificate UDIN number is mandatory; CA Certificate without UDIN will not be considered CGMIT/WHTSAPP/2025-26/005 Page 24	Our company is registered under Startup India and MSME. We request relaxation in minimum turnover criteria and kindly consider our average turnover of around ₹8 Cr under MSME relaxation norms.	As per tender document

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49	Bidders Experience and Technical Capability 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	Related work orders/ Agreements/contracts/ Purchase Order from end Client for such work and Work Completion Certificate from Client. (email communication/ testimonials etc. would not be considered). Note: 1. At least any one of the above document should clearly define the value of the order. 2. The ongoing projects can be considered if the bidder has received minimum payment of at least 50% for providing services of Omni Channel Platform (WhatsApp Business API integration, Mobile App and AI driven Chatbot Solution in India), which should be clearly substantiated by Duly sealed signed certificate from end Client for such work.	As an MSME & Startup, we request relaxation in technical experience criteria. We have one work order from a PSU and relevant project experience, and request acceptance under Startup/MSME eligibility relaxation.	As per tender document
50	Discom Experience : 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.	Related work orders/ Agreements/contracts/ Purchase Order from the relevant Discom for such work. Relevant Proof Certificate (Implementation / Satisfactory certificate) with date from work order issuing authority.	Being a recognized MSME & Startup, we request relaxation for Discom experience criteria, and to consider our relevant WhatsApp-based payment and chatbot implementation experience in equivalent government/PSU projects.	As per tender document

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51	WhatsApp embedded Payment Experience : 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.	Related work orders/ Agreements/contracts/ Purchase Order from client organisation for such work. Relevant Proof Certificate (Implementation / Satisfactory certificate) with date from work order issuing authority.	As an MSME & Startup, we request relaxation for the specific condition of having WhatsApp embedded payment installation with 1 lakh+ monthly transactions and to consider our ongoing similar-scale projects.	As per tender document
52	Authorized Business Partner: The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta.	Bidder to provide META's (OEM) authorization to participate in the tender	We are an authorized WhatsApp Solution Partner through an accredited Meta TSP. As an MSME & Startup, we request consideration under relaxed eligibility norms.	As per tender document
53	Manpower Strength : The Bidder must have at least 50 no. of professionals on its permanent roll.	Undertaking from Bidder and Copy of the certification/ registration with code number issued by Employee Provident Fund organization under EPF Act, 1952.	We are a Startup & MSME organization with a technically strong team; we request relaxation in the manpower strength criteria (50 professionals) under MSME/Startup provisions.	As per tender document

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54	Local Office: The bidder should have at least one office in state of Maharashtra.	1. The bidder shall have GST number allotted in Maharashtra and billing shall be from same office only. 2. If the bidder does not have office in Maharashtra, the bidder shall submit the undertaking stating that office will open within 3 months from the date of signing of contract/ Purchase Order, failing which 5% penalty shall be deducted on the invoices (Operation & Maintenance Charges) submitted by the bidder till the bidder informs that it has opened office (including address proof) in Maharashtra.	We request relaxation for having a local office in Maharashtra under MSME & Startup India relaxations. We undertake to open an office within 3 months of award of work if required.	As per tender document
55	EMD :	Rs. 32,89,000/- (Rs. Thirty Two Lakhs Eighty Nine Thousand only)	As per Government of India guidelines, MSME and Startup registered bidders are exempted from submission of EMD. Kindly consider exemption for our MSME-registered organization.	As per tender document

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56	Pre-Qualifying Requirements	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	Experience of other business such as Bulk SMS / RCS etc may also be considered.	As per tender document
57	Pre-Qualifying Requirements	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.	Should be Exempted for Govt / PSU Telecom Service Provider	As per tender document
58	Pre-Qualifying Requirements	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.	Should be Exempted for Govt / PSU Telecom Service Provider	As per tender document
59	Pre-Qualifying Requirements	The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta	Should be Exempted for Govt / PSU Telecom Service Provider	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
60	Pre- QualificationCriteria PQ1	Bidder must be a legal entity ie. should be an organisation 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.	Bidder or consortium partner must be a legal entity ie. should be an organisation 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 is allowed.	As per tender document
61	Pre- QualificationCriteria PQ4	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.	The Bidder or consortium partner must have successfully implemented at least one project involving AI-powered digital communication or service delivery platform (such as Chatbot, WhatsApp, Mobile App, or Web Portal) with integration of backend systems and payment or service workflow automation, in any Government, Semi-Government, PSU, or Banking/Financial/Private Institution in India during the last 5 years.	As per tender document
62	Pre- QualificationCriteria PQ5	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 Bidder or consortium partner should have experience in implementing last-mile digital service delivery solutions integrating secure payment features and user interaction journeys through API integrations, AI-powered chat interfaces, mobile applications, or web platforms, for at least one Government, PSU, or Banking/Financial/Private Institution project in India during the last three financial years.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
63	Pre- QualificationCriteria PQ6	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 or consortium partner must have successfully implemented at least one large-scale digital service delivery platform handling a minimum of 1 lakh payment or service transactions per month, integrated with secure digital payment gateways and automated backend systems, in any Government, Semi-Government, PSU, Autonomous Body, or Banking/Financial/Private Institution in India.	As per tender document
64	Pre- QualificationCriteria PQ7	The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta.	The bidder should be recognized partner of the WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited by Meta.	As per tender document
65	Bid Security/ Earnest Money Deposit (EMD)	Rs. 32,89,000/- (Rs. Thirty Two Lakhs Eighty Nine Thousand only) The EMD shall be paid online on the MSEDCL e-Tender portal or offline in the form of a Bank Guarantee from a Nationalised / Scheduled Bank in favor of Maharashtra State Electricity Distribution Company Ltd., payable in Mumbai. Bids without EMD shall be rejected and will not be evaluated further. MSEDCL Bank details (for preparation of Bank Guarantee) are as under: NAME : M S E D C L BANK : BANK OF MAHARASHTRA BRANCH : FORT - MUMBAI 400001 ACCOUNT NO : 20045003931 IFSC CODE: MAHB0000002 Please do not deposit the EMD amount directly into the above account. EMD shall be in the form of BG only.	Request to allow exemption of EMD payment for the Micro and Small Enterprise bidders, as per the provisions of the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, and in accordance with the Government of India's Public Procurement Policy for MSEs, Micro and Small Enterprises (MSEs) registered with Udyam / NSIC.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
66	TECHNICAL EVALUATIONCRITERI A 3	Bidders Experience and Technical Capability: Projects 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.	The Bidder or consortium partner must have successfully implemented at least one project involving AI-powered digital communication or service delivery platform (such as Chatbot, WhatsApp, Mobile App, or Web Portal) with integration of backend systems and payment or service workflow automation, in any Government, Semi-Government, PSU, or Banking/Financial/Private Institution in India during the last 5 years.	As per tender document
67	TECHNICAL EVALUATIONCRITERI A 3	Bidders Experience : The Bidding Entity must have at least one installation with monthly WhatsApp embedded payment transactions exceeding monthly 1 lakh in any Govt /Semi-Govt / PSU / Financial Institutions.	The Bidder or consortium partner must have successfully implemented at least one large-scale digital service delivery platform handling a minimum of 1 lakh payment or service transactions per month, integrated with secure digital payment gateways and automated backend systems, in any Government, Semi-Government, PSU, Autonomous Body, or Banking/Financial/Private Institution in India.	As per tender document
68	TECHNICAL EVALUATIONCRITERI A DEMO 4.2	Discom Project Demo Live demonstration of at least 1 electricity distribution client deployment for what's app embedded payment services	The Bidder or consortium partner should be capable of providing a live demonstration of at least one implemented digital service delivery platform deployed for a Government, PSU, or Banking/Financial/Private Institution, showcasing AI-driven citizen engagement, backend system integration, and embedded payment functionalities through WhatsApp, Chatbot, Mobile App, or Web Portal. The demonstration should clearly reflect the Bidder's ability to handle secure transactions, real-time service requests, and digital engagement workflows similar to those required in an electricity distribution or citizen service environment.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
69	Method of Selection	Lowest Cost Bidding method (L1).	Request to allow QCBS method for the selection of the bidder. The selection of the successful bidder shall be based on the Quality and Cost-Based Selection (QCBS) method. The final evaluation shall consider both the Technical Score (TS) and the Financial Score (FS) in the following ratio: Technical: 70% Financial: 30% This approach ensures balanced evaluation of both technical merit and commercial competitiveness for selection of the most advantageous bid.	As per tender document
70	A. Pre-Qualification Criteria	Financial Turnover In addition, the bidder must have reported a positive net worth in the most recent audited financial years (recent audited financial year shall be amongst FY 2023-24 or FY 2024-25).	Request MSEDCL to consider EBIDTA Positive instead of Net worth Positive	As per tender document
71	3.1.a Omnichannel Customer Engagement	Unified support across WhatsApp, SMS, voice, email, mobile apps, and web portals. G10	Requesting MSEDCL to confirm if the other mentioned channels need to be fulfilled by the vendor, or if we will receive the API from MSEDCL.	Bidder has to ensure integration with other mentioned channels , for which required APIs will be provided by MSEDCL
72	3.1.b Multilingual and Indian Dialect Support	b. Multilingual and Indian Dialect Support	Requesting MSEDCL to provide a complete list of languages needed for chatbot development.	As per tender document
73	3.1.b Multichannel Platform (MP) Support & API Gateway	b. MP integration to orchestrate communication flows.	Requesting MSEDCL to share details of Multichannel Platform that requires the integrations	Bidder may visit MSEDCL office for additional information

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
74	3.4. AI-Enabled WhatsApp Conversational & Voice Solution	c) Integrated Telephony Dialler Provisioning – In addition to WhatsApp-native voice, the solution shall incorporate a telephony-grade dialler framework enabling integration with PSTN/VoIP systems for standard call flows, thereby ensuring continuity of customer engagement across both digital and conventional call environments.	Requesting MSEDCL to share your existing voice gateway architecture that supports the public API integrating the webhooks for the WhatsApp voice bot.	It will be shared with successful bidder
75	3.7. Automated Document Processing	a) Facilitating document upload and verification through WhatsApp.	Requesting MSEDCL to provide a list of document types needed to process through the chatbot. Additionally, will we receive all APIs for managing those documents via API.	Details will be provided with successful bidder. It is bidders responsibility for managing documents through APIs
76	QUALIFYING REQUIREMENTS	A. Pre-Qualification Criteria, Point No. 4	Provide relaxation to MSMEs/Startups in experience and turnover criteria as per Government of India guidelines (full or partial relaxation) & allowing relaxations for Start-ups that are Micro & Small Entities in character and need support of government for competing with bigger enterprises.	As per tender document
77	QUALIFYING REQUIREMENTS	A. Pre-Qualification Criteria, Point No. 5	Mandating DISCOM experience restricts many bidders particularly start-ups which have no or very limited experience and expertise in DISCOM. It is not possible for all technology companies to have DISCOM experience. It is the quality of the solution that is important here. Hence this clause should not be made mandatory.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
78	QUALIFYING REQUIREMENTS	A. Pre-Qualification Criteria, Point No. 6 - Experience of WhatsApp embedded payments must be with at least one Discom in India.	WhatsApp embedded Payment Experience - This criteria should be completely relaxed for private companies particularly in the Start-up and Micro / small entities. If the above is not possible, please allow consortiums/JVs of up to two or three companies to participate jointly.	As per tender document
79	General / WhatsApp Data Requirements	No explicit details on volume/data of WhatsApp messages.	Clarify monthly expected message volume (transactional/conversational), retention, and reporting requirements.	As per tender document
80	Multilingual and Indian Dialect Support	Tender - Scope of Work - Para 3B (3.1(b))	Please clarify as to how many languages need to be supported.	As per tender document
81	Notification and Engagement Suite	Tender - Scope of Work - Para 3B (3.1(e))	Notification enrolment for various updates - Request to provide comparable current statistics on updates, communication messages, etc., to analyse the volume and work on appropriate solution.	As per tender document
82	Analytics Requirements	Monitor interaction trends and sentiment – vague.	Define metrics/standards for sentiment analysis and specify if real-time or periodic analytics are required.	As per tender document
83	Experience Requirements	Monthly WhatsApp payment transactions >1 lakh must be only for Govt/Semi-Govt/PSU/Autonomous/Financial Institutions.	Request MSEDCL to allow installations meeting this volume with private sector clients also. Not all Tech companies have government or PSU experience. Relaxation in this regard is required for Private Sector companies particularly Start-ups and MSMEs.	As per tender document
84	Technical Evaluation (QCBS)	Evaluation heavily favors Govt/Discom experience; 70% technical score difficult for others.	Request MSEDCL to allow marks for equivalent private sector deployments and introduce 'related experience' marks for broader participation.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
85	Point 4 of Pre-qualifying Requirements	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	The Bidder must have undertaken at least one project of providing WhatsApp messaging API services in India with an order value of minimum Rs. 1 Crore during last 3 years in any in any Govt / Semi-Govt / PSU / Financial Institutions in India	As per tender document
86	Point 5 of Pre-qualifying Requirements	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 bidder should have executed or be executing WhatsApp API services for at least three utilities in India during the last three years.	As per tender document
87	Pre-Qualifying Req 1	Consortiums or Joint Ventures are not allowed.	will you be allowing Consortiums or joint ventures as the estimated value of tender is to the tune of 32cr approx?	As per tender document
88	Pre-Qualifying Req 5	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.	can this clause either removed or relaxed ? Cos only Single discom in the entire country has implemented this feature through a platform provider	As per tender document
89	Pre-Qualifying Req 6	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.	can this clause either removed or relaxed ? Will MahaDiscom consider private implementation?	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
90	Detail Scope of Work 3.1. System Core Capabilities	a. Omnichannel Customer Engagement - Deployable on the MSEDCL's websites, mobile app, and WhatsApp. - Unified support across WhatsApp, SMS, voice, email, mobile apps, and web portals. - Consistent and synchronized interactions across all channels - Integrated customer history and context awareness regardless of entry point	Will MSEDCL provide source codes of their existing channels viz website, mobile app(mahavitrans) to incorporate this new facility of embedding WhatsApp messaging or by using API calls to initiate and interact with this new requirement independently?	bidder to integrate MSEDCLs system through API
91		b. Multilingual and Indian Dialect Support - Supports multiple Indian languages and regional dialects. - Seamless language switching based on customer preference	Mahadiscom currently serves only two language Marathi and English. Does msedcl intend to have additional Indic language support ? If yes who initiate addition of these Indic language for your already developed multi channel customer support interfaces?	As per tender document
92	Detail Scope of Work 3.2. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform:	Designing, Building and integrating an advanced Conversational WhatsApp-based AI chatbot with Natural Language Processing (NLP) capabilities for seamless Each Discom-Consumer interaction.	As stated it's for Discom- consumer interaction need detailed requirement and on which all channels this facility will be made available?	As per tender document
93	Detail Scope of Work 3.2. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform:	Supporting intelligent auto-response mechanisms for commonly asked queries.	has msedcl thoroughly identified and documented all consumer related common queries with auto responses	auto response to consumer related to common queries is to be built up jointly during the contract period

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
94	Detail Scope of Work 3.2. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform:	Utilizing context-aware AI models that interpret free-text inputs and direct consumers to the right services.	for MCP servers has msedcl created predefined context based services relation >	It is bidders responsibility as per tender document
95	Detail Scope of Work 3.2. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform:	Ensuring compliance with state government data security regulations and maintaining	Do we need to consider DPDP 2003 act for consumer privacy and consent ?	As per tender document
96	Detail Scope of Work 3.2. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform:	Multilingual support	Marathi, Hindi and English or any other Indic language?	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
97	3.4. AI-Enabled WhatsApp Conversational & Voice Solution	Integrated Telephony Dialler Provisioning – In addition to WhatsApp-native voice, the solution shall incorporate a telephony-grade dialler framework enabling integration with PSTN/VoIP systems for standard call flows, thereby ensuring continuity of customer engagement across both digital and conventional call environments.	call initiation from whatsapp to PSTN? Does TRAI allow this ?	Clause deleted
98	Pre-Qualifying Requirements	Clause stating “Consortiums or Joint Ventures are not allowed.”	The RFP mentions that consortiums or joint ventures are not permitted. Kindly clarify whether subcontracting of specific modules (e.g., AI engine, payment gateway integration, or analytics layer) is allowed under the bidder’s overall responsibility. If subcontracting is currently not permitted, we request MSEDCL to consider allowing limited subcontracting for specialized components while keeping the prime bidder accountable for overall delivery and performance.	As per tender document
99	Scope of Work	(i) AI-Powered Omnichannel Customer Support using WhatsApp	Kindly clarify whether MSEDCL will provide a centralized official WhatsApp number for all customer interactions or if the bidder is expected to provision and manage its own verified WhatsApp Business number under MSEDCL’s brand. If bidder-provided number is allowed, please specify branding and verification expectations.	whatsapp no. will be provided by the MSEDCL. Bidder has to facilitate branding and verification.
100	Scope of Work	(i)	Please confirm that the bidder’s role will be limited to embedding MSEDCL’s official payment link/API in WhatsApp messages and that the bidder will not handle or process any customer payments directly.	MSEDCL's existing Payment gateway have to be integrated
101	Scope of Work	(iv)	Please clarify who will be responsible for Meta template approval and message whitelisting — MSEDCL (as entity owner) or bidder (as BSP/TSP).	It is bidders responsibility asper tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
102	Scope of Work	(iv)	Please confirm on whose letterhead official notices or messages (e.g., legal or payment-related) will be issued — MSEDCL's, the concerned department's, or an empaneled legal partner's. This clarification will help define the process for message formatting, sender identity, and document upload workflows.	Details will be provided to successful bidder.
103	Scope of Work	Overall	The summary in the Bid Notice lists 14 broad activities. Kindly confirm whether a detailed Functional Requirement Specification (FRS) or Technical Annexure describing workflows, integration points, and data sources will be shared.	Details will be provided to successful bidder.
104	Scope of Work	Overall	Please confirm which customer communication channels are expected to be part of this project apart from WhatsApp — for example, SMS, IVR calls, website chat, or mobile app chat. If only WhatsApp is included in the scope, please share the expected number of users or messages per month so that we can plan the required system capacity.	As per tender document
105	Scope of Work	(ii)	Please confirm the number of employees expected to use the chatbot, and key use cases (e.g., HR queries, IT support, leave tracking, service requests) for proper sizing of NLP models.	As per tender document
106	Scope of Work	(i), (iv), (viii)	Please share a list of core backend systems expected to be integrated (e.g., SAP-ISU, billing engine, CRM, payment gateway, consumer app). API documentation or sample data flow would help bidders assess effort.	Details will be provided to successful bidder.
107	Scope of Work	(vi)	Please specify document types expected for automation (e.g., bill copies, ID proof, meter reading images, employee forms).	Details will be provided to successful bidder.

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
108	Scope of Work	(vii)	Please specify whether reconciliation will be limited to payment gateway settlements or also include integration with MSEDCL's SAP/ERP financial modules.	reconciliation limited to payment gateway settlements
109	Scope of Work	(v), (vii)	Should the bidder generate and send the WhatsApp payment confirmation message directly, or should the bidder use MSEDCL's existing API to get the confirmation and display it to the user?	As per tender document
110	Pre-Qualifying Requirements	The bidder should be recognized WhatsApp Business Solution Providers (BSPs) or Technical Solution Providers (TSPs) accredited directly by Meta.	We request MSEDCL to kindly allow bidders to engage an accredited BSP/TSP as a sub-contractor or authorized implementation partner for the purpose of this RFP. The bidder will remain fully responsible for delivery, integration, and compliance, while leveraging the Meta-accredited partner's technical license for WhatsApp API access and template management. Allowing such an arrangement will enable wider participation without compromising technical or compliance standards.	As per tender document
111	Pre-Qualifying Requirements	Clause on Experience — "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 Govt / Semi-Govt / PSU / Financial Institutions in India."	We request MSEDCL to kindly consider extending this eligibility to include projects executed for regulated private sector financial institutions or NBFCs as these entities operate under RBI compliance frameworks and have similar governance, security, and integration standards as PSUs and banks. This relaxation will allow qualified bidders with proven large-scale implementations in BFSI to participate and bring relevant expertise to MSEDCL. Additionally we request you to please rel	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
112	Pre-Qualifying Requirements	Clause on Experience — “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 Govt / Semi-Govt / PSU / Financial Institutions in India.”	We request MSEDCL to kindly reduce the minimum eligible order value requirement from ₹2 Crore to ₹75 Lakhs. The bidder has executed WhatsApp-based digital engagement and payment-integrated platforms of comparable technical complexity and scale within this value range. Considering that the maturity of omnichannel WhatsApp solutions in India is still evolving, relaxing this value threshold will allow participation of competent and experienced solution providers while maintaining technical quality and innovation.	As per tender document
113	Pre-Qualifying Requirements	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.	We request MSEDCL to kindly consider relaxing the requirement of having executed such implementation specifically for a Discom. The bidder has experience in delivering WhatsApp-based native embedded payment journeys for large-scale, regulated financial and service-sector organizations, involving end-to-end consumer interactions, payment collection, and real-time reconciliation. The technical complexity, security, and compliance standards of these projects are equivalent to those required for Discoms. Allowing equivalent experience from other regulated sectors will broaden competition and ensure participation of capable bidders with proven expertise in implementing AI-driven payment-integrated WhatsApp platforms.	As per tender document
114	Pre-Qualifying Requirements	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.	We request MSEDCL to kindly relax the minimum transaction volume requirement from 1,00,000 to 15,000 transactions per month. Relaxing this requirement will enable participation of qualified bidders with live, production-scale experience in managing regulated WhatsApp payment solutions.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
115	Detail Scope of Work 3.1	System Core Capabilities - Omnichannel Customer Engagement -Multilingual and Indian Dialect Support	Please confirm which Indian languages are to be required?	As per tender document
116	Bidders Experience and Technical Capability 5A 4.0	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	Please confirm that if one customer has given multiple POs for the same project, then it is acceptable to add their PO values to meet this requirement?	Multiple PO/work orders from the same client will be treated as a single project
117	Service-Level Agreement & Penalties 10.7 (2)	The Supplier will be exempted from any delays or slippages on SLA parameters arising out of the following reasons:- 2. The network links will be provided by a third party and the Supplier will monitor and report any problems on behalf of third party. If Supplier notifies and Purchaser approves that the delay or fault was due to the third party link services then such loss will not be considered for tracking Supplier's SLA parameters (Also reduced from total service time). However, it is the responsibility of the Supplier to maintain the uptime of the links.	Kindly note that third party suppliers in this project would be Meta (For WhatsApp APIs), Payment Gateways (Under the control of MSEDCL), Cloud Infrastructure and LLM OEM (like GPT). As bidder's solution will be dependent on services of these third parties, we request you to exclude them from the bidder's SLA parameters.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
118	Detail Scope of Work 3.1 e	Notification and Engagement Suite	As the pricing model for WhatsApp Business Messaging varies based on the category (Utility / Marketing) and message volume, we request the tendering authority to define or specify a cap on the expected transaction volume for each category. We request clarification on the expected maximum number for target transaction volume for each message category. This will ensure uniformity in commercial evaluation and prevent cost variation arising from assumptions on message traffic volumes. Kindly specify or cap the maximum number of Utility Template messages and Marketing Template messages expected per month (or per year) for pricing and evaluation purposes.	As per tender document
119	5. QUALIFYING REQUIREMENTS A. Pre-Qualification Criteria	The bidder should have at least one office in state of Maharashtra. 1. The bidder shall have GST number allotted in Maharashtra and billing shall be from same office only.	Please note, as we have office in Mumbai and we will share its address proof. We follow centralised billing from Corporate office located at Telangana State and Charge IGST for the invoices generated to the state of Maharashtra. Kindly allow us to bill from our corporate location. Please allow deviation to the GST of Maharashtra requirement.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
120	15. PRICE BASIS & PAYMENTS	1. The Bidders shall quote, in their proposal, the price for the entire scope of the works as required in the Bid Proposal Sheets on a firm price basis. A bid submitted with price variation shall be summarily rejected. Bidders quoting a system of pricing other than that so specified run the risk of rejection.	Please allow mutual discussion to arrive at revised price in case of changes which are outside the purview of vendor like Regulatory / Meta etc.	As per tender document
121	X. BIDDER'S PERSONNEL	i. All Bidders personnel entering the MSEDCL's premises shall be properly identified by badges of a type acceptable to the MSEDCL which must be worn at all times on the MSEDCL's premises.	We understand that personnel is not to be deployed in MSEDCL's office and can work from vendor's office. If dedicated personnel are required, please share key responsibilities, working hours and count of resources.	Bidder may submit list of key personnel engaged in project along with their details For maintenance and support activity, bidder may provide onsite staff.
122	10. SERVICE LEVEL AGREEMENT & PENALTIES	System Downtime % Penalty	SLA clauses are very stringent, please allow deviation due to uncontrollable factors which are outside vendor's purview. Ex. User related / Regulatory / Meta related etc.	As per tender document
123	11.4. ANNEXURE 4 - SCHEDULE OF PRICE BID	3. WhatsApp communication charges for transactional messages per message	Please share Quantity split of Marketing, Utility & Service Message Categories as per latest Meta Pricing format. Please add rows to quote for these categories separately.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
124	General Query	General Query	If hardware/cloud/AWS of Vendor to be used or if MSEDCL will provide hardware/AWS/Cloud	Whatsapp solution will be deployed on bidders cloud . The provided infrastructure should be on MeitY empanelled cloud.Monthly support cost shall be inclusive of cloud deployment.
125	General Query	General Query	As this it big project, L2 should be allowed in equivalent proportion of Contract value.	As per tender document
126	4.2	In case of a delay in any of the above deliverables within the period stipulated in the agreement, the Bidder shall be liable to pay, at the discretion of the competent authority of MSEDCL, the liquidated damages (LD) to MSEDCL up to 0.5 % of respective module cost per week or part of week on the price, subject to a maximum ceiling of 10% reckoned on the total contract value	LD amount is excessive. Kindly allow the bidder a curing period of 30 days to ensure performance of the obligations to the satisfaction of the customer	As per tender document
127	7-II-D	SUSPENSION	No exit route for the bidder provided, Kindly consider the clause to be mutual . Additionally, Kindly pls consider to provide 30 days notice in case of such suspension	As per tender document
128	7-II-E-A	TERMINATION BY OWNER	Kindly pls consider to provide 90 days notice in case of such termination	As per tender document
129	7-IV	CONFIDENTIALITY	Unilateral- Kindly pls make this clause mutual as we will also be sharing confidential information during the bidding process.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
130	7-VI	INDEMNITY	Indemnity is unilateral. kindly please restrict the indemnity to third party claims only.	As per tender document
131	7-VII	LIABILITY OF THE VENDOR	Liability too high, kindly pls consider to limit the same to 12 months contract value. Also, please consider that Vendor shall not be responsible for any consequential & indirect damages	As per tender document
132	7-XVII	FORCE MAJEURE	Please include Pandemics in the clause. Kindly mention that the payments for the services rendered shall also be paid with immediate effect if this clause is invoked.	As per tender document
133	10	SERVICE LEVEL AGREEMENT & PENALTIES	Penalty is too high, kindly agree for a lower rate and exclude uncontrollable factors from any delay.	As per tender document
134	10.5	PENALTY	Penalty is too high, kindly agree for a lower rate and exclude uncontrollable factors from any delay.	As per tender document
135	10.6	Breach of SLA	Kindly pls consider to provide 30 days notice in case of such termination.	As per tender document
136	3. TENDER SCOPE OF WORK/ B. Detail Scope of Work/3.1. System Core Capabilities c. AI and RAG-Based Intelligence	1. Integration of Retrieval-Augmented Generation (RAG) models. 2. AI trained on enterprise knowledge bases and dynamic learning from interactions.	Kindly clarify whether MSEDCL will provide access to its internal databases and knowledge sources so that the AI bot can retrieve relevant information and generate contextually accurate responses. Which technology or interface will be used for this integration?	As per tender document
137	3. TENDER SCOPE OF WORK/ B. Detail Scope of Work/3.1. System Core Capabilities d. End-to-End Support Workflows	AI-led complaint and service ticket registration.	Kindly confirm whether access to MSEDCL's ticketing system APIs will be provided to enable the AI solution to register, track, and update complaints and service tickets.	Yes

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
138	3. TENDER SCOPE OF WORK/ B. Detail Scope of Work/3.1. System Core Capabilities d. End-to-End Support Workflows	Digital billing services with history and trend queries.	Kindly clarify whether MSEDCL will provide access to the billing database or relevant APIs, so that the AI bot can query historical and trend data and present accurate information to users.	As per tender document
139	3. TENDER SCOPE OF WORK/ B. Detail Scope of Work/3.1. System Core Capabilities e. Notification and Engagement Suite	e. Notification and Engagement Suite	Kindly revise the clause to reflect that PDF will be generated and provided by MSEDCL, vendor will be responsible to deliver the PDF attachment with message also PDF must be provided either as Base 64 object or publicly accessible URL with .PDF extension	As per tender document
140	3. TENDER SCOPE OF WORK/ B. Detail Scope of Work 1. System Core Capabilities. Generative AI Capabilities	Context Memory: Retain conversation history across sessions to enable personalized interactions.	Kindly clarify whether MSEDCL will provide access to its internal databases and knowledge sources so that the AI bot can retrieve relevant information and generate contextually accurate responses.	As per tender document
141	3.2. AI-Powered Omnichannel Customer Support & Digital Engagement using WhatsApp Native Digital Payments Platform:	p) Seamless integration with verified WhatsApp Business API.	Kindly confirm whether the RFP scope also includes onboarding a WhatsApp Business Solution Provider (BSP) in addition to the other mentioned capabilities, or if the bidder is expected to integrate with an existing BSP.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
142	3.3. AI-Powered interactive Chatbot for MSEDCL Employees/ b) AI-Powered Knowledge Base	Retrieval-Augmented Generation (RAG)-based responses for accurate, context-rich answers.	Kindly confirm whether access to MSEDCL's databases or relevant APIs will be provided so that the AI system can retrieve accurate information and generate context-rich responses.	Bidder has to provide APIs for integration as per scope of work. The necessary APIs for the MSEDCLs systems will be provided by MSEDCL
143	3.3. AI-Powered interactive Chatbot for MSEDCL Employees/ c) Operational Support	1. Quick access to consumer account details, billing status, and complaint history (rolebased access). 2. Guided workflows for service restoration, outage handling, and meter reading updates.	Kindly confirm whether access to MSEDCL's databases or relevant APIs will be provided so that the AI system can retrieve accurate information and generate context-rich responses.	Bidder has to provide APIs for integration as per scope of work. The necessary APIs for the MSEDCLs systems will be provided by MSEDCL
144	3.15 Deployment & O&M Support	3.15 Deployment & O&M Support 3.15.1 Timeline: The contract period shall be for 36 months from the date of letter of Award. The implementation of the solution as per scope of work of tender must be completed within 60 days from the date of Letter of Award (LoA).	Kindly clarify whether the 60-day implementation timeline can be adjusted. While standard WABA onboarding, end-to-end WABA API testing, and integration can be completed within 60 days, chatbot development will commence only after finalization of the initial scope. We propose that the deployment timeline be defined based on agreed-upon scope and milestones to ensure realistic and feasible delivery.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
145	5. QUALIFYING REQUIREMENTS 4. Bidders Experience and Technical Capability	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 Documents required" Related work orders/ Agreements/ contracts/ Purchase Order from end Client for such work and Work Completion Certificate from Client. (email communication/ testimonials etc. would not be considered). Note: 1. At least any one of the above document should clearly define the value of the order. 2. The ongoing projects can be considered if the bidder has received minimum payment of at least 50% for providing services of Omni Channel Platform (WhatsApp Business API integration, Mobile App and AI driven Chatbot Solution in India), which should be clearly substantiated by Duly sealed signed certificate from end Client for such work.	a. Please note, clients do not mention Order Value on the Work Order, and do not mention details on certificates as they follow their own formats as per guidelines from their legal teams, please allow us to share client certificate in their formats, and invoice copies to justify the Order value. b. We understand that multiple Purchase Orders from same client with sum of their order values would be acceptable to justify the expected Order Value (INR 2 Cr), please confirm.	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
146	B. TECHNICAL EVALUATION CRITERIA	4. Solution Demonstration 4.1 Technical Solution presentation to the evaluation committee	We understand that we do not have to submit Technical Presentation in bid set, qualified vendors will be invited for presentation round, please confirm.	As per tender document
147	11.1. ANNEXURE 1 - CHECK LIST	5. Proforma for Contract Performance Security as per Annexure 6 6. Proforma for Contract as per Annexure 7	We understand that these Performa are to be submitted by bidder on letterhead only, actual will be signed by selected vendor. Please confirm.	As per tender document
148	11.10. ANNEXURE 10: INTEGRITY PACT (IP)	11.10. ANNEXURE 10: INTEGRITY PACT (IP)	We understand that Integrity Pact is to be submitted by bidder on letterhead only, please confirm.	As per tender document
149	Point 4 of Pre- qualifying Requirements	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	The Bidder must have undertaken at least one project of providing WhatsApp messaging API services in India with an order value of minimum Rs. 1 Crore during last 3 years in any in any Govt / Semi-Govt / PSU / Financial Institutions in India	As per tender document
150	Point 5 of Pre- qualifying Requirements	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 bidder should have executed or be executing WhatsApp API services for at least three utilities in India during the last three years.	As per tender document
151	3.1 & 3.2 – System Core & Integration		Please confirm whether MSEDCL's existing systems (Billing, CRM, Financial Accounting, etc.) provide open APIs for integration. If yes, kindly share details on API specifications and authentication mechanisms (REST/SOAP, key-based, etc.).	Details will be shared successful bidder.

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
152	3.4 – AI-Enabled WhatsApp Conversational & Voice Solution		Will integration with MSEDCL's existing IVR/telephony system be required? If yes, please specify the current telephony platform (e.g., Avaya, Cisco, Asterisk, etc.).	Bidder may visit MSEDCL office for additional information
153	3.13 – Hosting & Compliance		The RFP mentions hosting within the State Data Centre (SDC) or a government-approved cloud. Please confirm the list of approved cloud service providers eligible for this project.	Whatsapp solution will be deployed on bidders cloud . The provided infrastructure should be on MeitY empanelled cloud.Monthly support cost shall be inclusive of cloud deployment.
154	3.2 – Omnichannel Engagement		Should the proposed WhatsApp chatbot support both text and voice-based interactions within WhatsApp, or only text-based initially?	As per tender document
155	3.1 & 3.2 – AI Capabilities		Please clarify if MSEDCL expects the AI models (RAG / Generative AI) to be deployed on-premise or if cloud-based LLMs are acceptable within data governance norms.	Whatsapp solution will be deployed on bidders cloud . The provided infrastructure should be on MeitY empanelled cloud.Monthly support cost shall be inclusive of cloud deployment.

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
156	3.6 – Payment Gateway Router		Kindly confirm the existing payment gateways integrated with MSEDCL (e.g., BillDesk, PayU, Razorpay, SBlePay, etc.) and whether integration with all of them is required.	MSEDCL's existing Payment gateway have to be integrated
157	3.6 & 3.8 – PG Router & Reconciliation		Should the AI-led Payment Gateway Router perform real-time routing and fallback, or is periodic (non-real-time) routing acceptable?	As per tender document
158	3.8 – Financial Reconciliation		Please confirm whether reconciliation will include billing system, payment gateways, and banks, and what the expected reconciliation frequency is (real-time / daily batch).	Bidder may visit MSEDCL office for additional information
159	3.13 – Security Requirements		Who will appoint the CERT-In auditor for security audit — MSEDCL or the selected bidder? If bidder, please confirm if any empaneled auditor list exists.	Refer revised tender clause
160	3.1 – Multilingual Support		For Marathi, Hindi, and English support — should translation be dynamic (machine translation) or manually curated for accuracy and compliance?	As per tender
161	3.10 – Dashboard & Analytics		Should the bidder integrate the analytics dashboard with MSEDCL's existing BI tools (Power BI/Tableau), or provide a standalone reporting dashboard?	Bidder to integrate analytics dashboard with MSEDCL system.
162	3.4 – Voice & CRM Integration		Please clarify whether all WhatsApp voice and chat interactions need to be stored in the CRM system in real time for audit and reporting purposes.	Yes
163	3.15 – Implementation Timeline		The RFP specifies a 60-day implementation window. Does this include UAT, security audit, and approval, or only development and deployment?	As per tender document

S.No	Section (Name & No.)	Statement as per RFP	Query by Bidder	MSEDCL's Response
164	3.15.2 – Operation & Maintenance		Will the bidder be responsible for WhatsApp BSP account provisioning and verification, or will MSEDCL provide its own verified WhatsApp Business number?	whatsapp no. will be provided by the MSEDCL. Bidder has to facilitate branding and verification.
165	3.19 – Training & Documentation		Please confirm the expected number of training sessions and user groups (admin, IT, field staff, etc.) and whether online training videos will be acceptable in lieu of physical sessions.	Refer revised tender clause
166	Inclusion of L2 Bidder:		Requesting consideration for inclusion of the L2 bidder to ensure smooth functioning and continuity of services in case of any operational contingencies.	As per tender document
167	Exemption from Payment Embedding Feature:		We request exemption from the payment embedding feature requirement, as the same functionality is already integrated within WhatsApp's existing infrastructure.	As per tender document
168	Experience Criteria – Inclusion of Private Sector Work:		We request that work experience with private companies also be considered valid. Additionally, invoices may kindly be accepted as proof of work execution, since private companies typically do not issue Work Orders or Purchase Orders.	As per tender document
169	Exemption from EMD:		Requesting EMD exemption for MSME-registered entities and recognized startups, in line with Government of India procurement policies.	As per tender document
170	Exemption from Manpower Requirement:		We also request relaxation of manpower criteria for MSME and startup bidders to encourage wider participation and innovation-driven solutions.	As per tender document