



SECURITIES AND EXCHANGE BOARD OF INDIA
SEBI Bhavan, Plot No. C-4A, 'G' Block, Bandra Kurla Complex, Bandra (E),
Mumbai 400 051

EMPANELMENT OF AGENCIES FOR TOLL FREE HELPLINE SERVICES FOR SEBI

SEBI has been providing helpline services to investors from head office and all regional offices. SEBI has proposed to provide the existing helpline services as toll free helpline to investors on a national level in multiple languages. The toll free helpline service shall be provided between 9.30 am to 5.30 pm from Monday to Friday and may be extended after examining the number of calls received during the initial period of three months. Applications are invited in prescribed format for empanelment of agencies for toll free helpline service of SEBI.

The agencies should meet / have the following criteria to be eligible for consideration for empanelment

- (i) The agency should be registered as a company.
- (ii) The agency should have their established office in Mumbai with adequate infrastructure, support staff, supervisors to attend to work as mentioned in the scope of the work (detailed under the said head). The agency must submit necessary documents in support of the above to evaluate their eligibility for prequalification (such as registration certificate, proof of address, staff strength and other infrastructure details),
- (iii) The agency should provide the above service from Mumbai only and also should provide a separate cabin for one SEBI official.
- (iv) The average annual financial turnover of the agency should not be less than Rs. 50 lakh during the last 3 years ending 31.03.2010.
- (v) The agency should have an expertise in the field of call center services and should have provided similar services and should be in the business atleast during the last five years and should have provided similar services to PSUs, PSUs banks, financial institutions, autonomous bodies, listed companies, etc.
- (vi) The agency should have satisfactorily completed at least two similar works out of which at least one similar works costing not less than Rs.40 lacs per annum preferably for Central Government / State Government / Public Sector Undertaking/ Autonomous Bodies, Financial institutions, listed companies, etc during the last 5 years

Similar works means having an expertise in the field of call center services.

- (vii) The agency should not have incurred any loss in more than two years during the last five years ending 31st March 2010.
- (viii) The agency shall be an Indian Company/Firm may be with equity stake of foreign/Indian partner who is submitting bid for Implementation of Call Centre using Voice, IVR, Internet, Email, WAP Enabled Mobile phones, Fax and Paper Media”.
- (ix) The applicant company should have minimum five years experience in the BPO business & working in the CRM field for the last three years. The Tenderer must be a reputed firm/company engaged in providing Call Centre Services for at least last three years also.
- (x) The applicant company Call Centre should be centralized in one location and should have both efficient and effective control mechanism. (Details of call centre and control mechanism use for the same should be submitted with the Technical Bid.)
- (xi) The applicant Company should have the ownership or long term lease agreement for the premises where Call Centre is running. (Copy of lease agreement/ownership to be submitted with the Technical Bid)
- (xii) The applicant Company should have required approval/certification for the building from the local bodies, health and safety officials. (Copy of certificates/permissions to be submitted with the Technical Bid)
- (xiii) The applicant Company should have all necessary certifications for running the Call Centre from the DOT and telecom companies. (Copy of certificates/permissions to be submitted with the Technical Bid)
- (xiv) The applicant company must have at least 1500 seats (three shift) or 500 seats (one shift) operation capacity with the equal numbers of operators/call centre agents working with company on its roll during the last one year in Mumbai/Thane Region. (This will have to be supported by the relevant records.)
- (xiv)(a) It is estimated that the helpline services would require 10 persons initially to provide the nation wide helpline service to SEBI.
- (xv) The applicant company must have at least 50 lines on optic fibre link with multi exchange connectivity so as to handle large volume of inbound call traffic.
- (xvi) The applicant company should furnish its standing and goodwill through customer satisfaction certificates from its clients to whom services have been provided in the past.
- (xvii) The applicant company should be providing references of at least three Companies/organizations, with contact persons, their address and telephone numbers etc., to whom Call Centre Services are provided
- (xviii) The Department reserves the right to carry out the capability assessment of the agency and the Department's decision shall be final in this regard.

Desirable Conditions

- (i) ISO 27001 IT Security Standard for Call Centre Data Centre will be given preference.

- (ii) COPC Standard ver. 4.1 for customer contact centre operations will be given preference.

The applicant company using and giving substantial proof of Six Sigma and its tools usage will be given preference

In additional to the above requirements the agency should have all statutory registrations / certificates like:

- (i) Registration with the labour office and Incorporation Certificate.
- (ii) Registration with the office of Provident Fund
- (iii) Service tax registration
- (iv) Registration with the office of ESIC
- (v) Should have a valid PAN No
- (vi) Profession tax registration
- (vii) Any other statutory registration / requirements required by statutory authority/ies for carrying out the said activity.

Main Scope of work

1. Attending phone calls on -
 - a. How to lodge a complaint
 - b. Against whom to lodge a complaint
 - c. How to open a demat /Client account etc.
 - d. Complaint status
2. Assistance in different procedures viz.
 - a. Transfer
 - b. Transmission of Shares
 - c. IPO etc.
3. Guidance pertaining to –
 - a. Status of companies – whether unlisted, sick, vanished, delisted etc.
 - b. Matters pertaining to other Regulators that are not under SEBI purview.
 - c. Other matters given in SEBI's FAQ on different topics.
4. Reverting to SEBI within 24 hours on status of processing
5. Recording and tracking of calls
6. The toll free helpline does not include –
 - a. legal opinions
 - b. investment advice.

Application forms can be downloaded from the website www.sebi.gov.in or can be obtained from the office of Shri B Rajendran, General Manager, Office of Investor Assistance and Education, from SEBI Bhavan, Plot No. C-4A, 'G' Block, 1st Floor, Bandra Kurla Complex, Bandra (E), Mumbai 400 051. Joint ventures are not accepted.

The period of five years for the purpose of having completed similar work shall be from 01.01.2006 to 31.12.2010, whereas, 3 years for average annual financial turnover / experience, it will be from 01.04.2007 to 31.03.2010.

No other tender notice will be published in the press for the job referred above and issue of tender forms will be restricted among the applicants found suitable for the job.

SEBI reserves the right to reject any or all the applications without assigning any reason whatsoever. SEBI also reserves the right to restrict number of applicants for tendering at its sole discretion. SEBI's decision in this regard shall be binding on all concerned.

SEBI has the right to visit office of the organizations where the agency is providing / provided their services including report of their client as well as all other details it may like to have to satisfy itself before taking final decision in respect of their empanelment. SEBI may also inspect the establishment of the agency to satisfy itself regarding the capability of the agency.

By submitting the application form the agency is agreeable for arranging the requisite permissions for inspection of the works carried out by them and for the inspection of their office premises by the committee of SEBI officials by giving prior intimation (24 hrs).

If any information furnished by the applicant is found to be incorrect at a later stage, the contractor shall be liable to be debarred from being empanelled as agency for SEBI.

Applications not received in the prescribed manner will be summarily rejected.

The last date for obtaining application form is 21 days from the date of publication of the advertisement in the newspapers. The last date for submission of duly filled in application form is 21 days from the date of publication of the advertisement in the newspapers.

For Application form [Click here](#)