



UNITED INDIA INSURANCE COMPANY LIMITED

HEAD OFFICE : DIGITAL MARKETING DEPARTMENT

24, Whites Road, Chennai – 600014.

Ref:HO/DIGI.MKTG/RFP/01:2025-26

DATE: 05-08-2025

Limited Tender Enquiry

Request for Proposal

Requirement

Inviting proposal from digital solution providers for Introducing Micro Sites and Online Training Module for all the agents of our Company on a Proof of Concept (POC) Basis for a period of 3 months.

Expected Functionalities

A. Micro site for agents:

1. Personalized Branding & Advisor Identity –

Personalized self-introduction section along with professional photograph of the Agents to introduced.

2. Product Showcase & Digital Sales Enablement –

Through the website for the agents, Product brochures, explainer videos, Generic Educational Videos, Informative content covering insurance basics and Interactive formats for engaging customer education should be made available. Moreover, Official promotional and campaign videos of our company can also be able to send through the website.

3. Multi-Language & Vernacular Content Support –

To Offer the contents along with blogs and any interactive contents in various regional languages, ensuring wider reach across all the markets.

4. Personalized & Automated Customer Engagement –

Agents can be allowed to send Festive Greetings like Birthday & Anniversary Cards to their customers.

B. Product Training Module:

1. Product Training Videos –

To make available product training videos to support the agents. All training videos should be made available in various vernacular. Minimum 5 product videos in at least 3 vernacular languages per month to be introduced.

2. Customer Interaction Video Format –

To offer training videos which simulate realistic sales conversations and customer objections.

3. Product related information-

Information like FAQs, Objection Handling Q&As, Product Features & Advantages, Plan Benefits & Pay-outs should be made available.



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Other Conditions

While submitting the proposal, the below points to be mentioned

1. The proposal is on Proof of Concept (POC) basis for a limited duration of three (3) months only.
2. The proposal must clearly specify the monthly cost for the said requirement.
3. Payment Terms: Payment shall be released after the successful completion of the 3-month period, counted from the date of introduction of the requirement.
4. The proposal shall remain valid for a period of 90 days from the date of receipt of the proposal.
5. The proposal should be submitted in a sealed cover and must reach the following address on or before 11/08/2025, through Speed Post or Courier only:

The Deputy General Manager
Dev & Marketing Department
Head Office
United India Insurance Co. Ltd.
No. 24, Whites Road
Chennai – 600014

6. A Non-Disclosure Agreement (NDA) to be signed before starting the requirement.
7. UIIC will provide base URL for the Microsites and the vendor needs to provide the necessary infrastructure for hosting the content.