Request For Proposal for

Enabling bill payment service on Unified Mobile App for New Age Governance (UMANG) through Bharat Bill Payment System (BBPS)

National e-Governance Division (NeGD) invites proposals for **enabling bill payment service on Unified Mobile App for New Age Governance (UMANG) through Bharat Bill Payment System (BBPS)**. Unified Mobile Application for New-Age Governance (UMANG) is a unified platform with a single mobile app (on Android, iOS and KaiOS) and web at the front-end. It provides a single point access to major government services of Centre, State and Local bodies through mobile.

The potential bidders shall be

- Companies authorised by RBI as BBPOU (Bharat Bill Payment Operating Unit) under the Bharat Bill Payment System (BBPS).
- Such BBPOUs shall be operational on or before January 1, 2021.

For overview of the scope of work, pre-qualification criteria, other terms and conditions, please refer the websites link https://negd.gov.in/active-tender, https://digitalindia.gov.in/rfps-eois, https://meity.gov.in/tenders

For any further information/ clarification, the interested parties may reach to

Mr. Amit Kumar, Sr. Consultant,

Tel: 011-30481621

Email: amitkr@digitalindia.gov.in with a copy marked to umang@digitalindia.gov.in

Bids to be submitted to

Director (Project Appraisal and Finance), National e-Governance Division, Ministry of Electronics and information Technology, Electronics Niketan, 4th Floor 6 CGO Complex, Lodhi Road, New Delhi- 110003

Before 1500 Hrs on August 23, 2021





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4th Floor, Electronics Niketan,6 CGO Complex, New Delhi 110003

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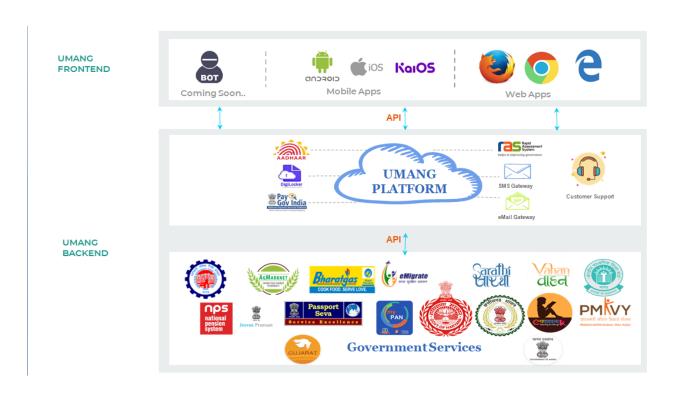
1. Introduction

Unified Mobile Application for New-Age Governance (UMANG) is a unified platform with a single mobile app (on Android, iOS and KaiOS) and web at the front-end. It provides a single point access to major government services of Centre, State and Local bodies through mobile. It is integrated with 250+ government applications to provide around 20,000+ high impact services of Governments and Bill Payments.

1.1. Technical Overview

UMANG front-end (Mobile Apps and Web) are powered by a robust back-end hosted in NIC Cloud with capabilities of API Management, messaging etc. The platform in turn has API based connectivity to various government department applications to make the services available through the mobile app and web. The diagrammatic view of UMANG platform is given below:

Figure 1



1.2. Current Status

Currently, around 20000+ services from ~250 departments and ~32 States are live on the app on Android, iOS and KaiOS. App features and functionalities can be seen by going through the UMANG application which can be accessed at:

Google Play Store:

https://play.google.com/store/apps/details?id=in.gov.umang.negd.g2c&hl=en_IN&gl=US

Apple iOS App Store: https://apps.apple.com/in/app/umang/id1236448857

Website:

https://umang.gov.in

A missed call can be given on 97183-97183 to get the app download link on mobile phone.

latest statistics:

UMANG statistics are mentioned as per UMANG website home page.

- a. Total Monthly transactions, all services for June, 2021 ~ 167 Crore
- b. Successful Payment Transactions till June 2021 ~2.5 Lac Transactions, amounting to Rs. ~34 Crore
- c. Successful Payment Transactions (Last 90 days) ~7700 Transactions, amounting to Rs.
 ~35 Lakh
- d. Currently BBPS services are being provided through PayU.

2. Objective

To find a new partner to provide BBPS services to the UMANG users.

BBPS is an integrated bill payment system in the country that offers interoperable and accessible bill payment services to customers through a network of agents, enabling multiple payment modes, and providing instant confirmation of receipt of payment. BBPS implementation facilitates a single point integration with the system to enable bill pay services. This obviates the requirement of

UMANG to be integrated with several billers separately and related challenges, which BBPS has addressed and solved.

Accordingly, the place of UMANG amongst systems of various stakeholders is shown in the Fig. below. UMANG is placed in the overall BBPS ecosystem as an agent and will be the customer touch point and service point for transactions through online mode only. UMANG itself does not envisage having its branch offices, collection centres and outlets. UMANG may or may not onboard sub-agents. This depends on the requirements of UMANG going forward.

However, the BBPS services shall be enabled to International users through UMANG International version and also through assisted modes of UMANG.

3. Scope of Work

The bidder as BBPOU shall primarily follow the BBPS guidelines of NPCI (BBPCU) with respect to functions, responsibilities and overall compliance. In addition, following salient points regarding scope of work are listed below which may or may not be covered in the guidelines.

3.1 Adherence to Standards

The Bidder, which is a BBPOU in the BBPS ecosystem, is required to function in adherence to the standards set by the BBPCU, which in present case is NPCI. Such adherence has to be for the latest guidelines issued from time to time.

3.2 Onboarding of UMANG

On-board UMANG as an Agent as per guidelines issued by BBPCU (NPCI) and accordingly providing support to ensure smooth operations.

- 3.2.1 Provide APIs and SDKs for mobile platforms Android, iOS and for all the versions of the OS on which UMANG will be available on these platforms and Web.
- 3.2.2 BBPS services shall be enabled to the citizens through Assisted mode of UMANG.

- 3.2.3 BBPS services shall be enabled to international users through UMANG international version.
- 3.2.4 Bidder shall provide all types of billiers which includes government and non-government such as Core Utility Bills like Electricity, Telecom, and Mobile, DTH etc., School / Institutional Fees, Insurance premium collection, Mutual funds SIP and government (Central and States) payments and taxes etc. SLA as per section 11.4 will be applicable for new billers for UMANG transactions.
- 3.2.5 Bidder shall provide mechanism to view Bill Payment History, Raise and track complaints (including previous history) and facility to download the e-receipt post payment. Biller shall provide the bill fetch features as per NPCI guidelines.
- 3.2.6. Communication between the different entities of the ecosystem must be secured and encrypted.
- 3.2.7. Bidder shall provide single Integration to fulfill the requirement of BBPS as well as payment gateway.
- 3.2.8. Bidder shall provide the web interface for NeGD or NeGD nominated partner to raise/track grievances (including past grievances), tickets to BBPOU or PG, Reports corresponding to track progress (Hits, transactions, financial data) and corresponding to SLAs. The web interface must generate/ assign a unique ticket id to track the same.

3.3. Transaction Management

- 3.3.1. The biller, as BBPOU, shall enable all the features and functionalities such as biller search, bill presentment, bill payments, transactions history etc. currently covered under BBPS. The presentment must be as per UMANG guidance and standards. Also, all the payment channels, modes etc. (as per NPCI guidelines) must be enabled for end users through UMANG or UMANG associated channels such as assisted modes, KaiOS etc.
- 3.3.2. The biller, as BBPOU, shall also make a provision to charge Customer Convenience Fees (CCF) from the end-user. NeGD may or may not charge the end-user as per requirement from time to time.

3.3.3. The bidder, as BBPOU, shall provide services of bill payment through a payment gateway integrated with such bidder for payment services. No cost for such payment gateway shall be borne by NeGD.

3.4. Settlement and Refund

The bidder, as BBPOU, shall own and comply with all processes and timelines as laid out by BBPCU (NPCI) for payment settlements. The bidder, as BBPOU, shall perform the daily reconciliation of the reports for payments settlements and share the reports with UMANG or UMANG nominated partner on a daily basis.

The bidder, as BBPOU must initiate the refund of failed transactions and inform/confirm back to UMANG. SLA corresponding to settlement and refund will be applicable as mentioned in section 11.4.

3.5. Support

- 3.5.1. The bidder, as BBPOU, should provide support for resolution of technical as well as non technical issues. All issues which make the unavailability of any Payment channel, Payment modes or Bill Payment categories/services must be resolved within defined SLA (refer section 11).
- 3.5.2. The bidder, as BBPOU, shall also provide all support as mandated by NPCI for a BBPOU Agent relationship.
- 3.5.3 The bidder shall have to provide the escalation matrix for smooth operations. Also, dedicated resource(s) will be assigned for UMANG integration. Resolution of the tickets and grievances will be applicable as per section 11.
- 3.5.4. The Bidder must comply with all regulatory and audit guidelines which comes from time to time.
- 3.5.5. The bidder should protect the privacy of the data as per Indian regulations from time to time. Also, the bidder should ensure proper fraud and velocity monitoring.

3.6. Grievance and Dispute handling

- 3.6.1. The bidder (as BBPOU) shall provide a mechanism(web interface) to raise and track grievances at UMANG end with complete history and pass on to the BBPOU or PG for redressal.
- 3.6.2. The bidder shall be responsible to provide the end to end resolution of the issues/concerns. Bidder will coordinate with all entities such as COU, NPCI, PG etc. to provide the solution.
- 3.6.3. SLAs for all grievance handling and dispute resolution will be applicable as mentioned in section 11.4.

3.7. Updates and Upgrades

The bidder shall implement all required updates and upgrades as necessary to provide the bill pay and related services through UMANG so as to keep services and features at par with competition and without any additional cost to NeGD. The bidder will also not hold back any feature from UMANG/NeGD which it will provide to any similar agent/sub agent. SLA of such updates and upgrades will be applicable as per section 11.4.

3.8 MIS / Reports

The bidder, as BBPOU shall provide the web interface to download reports (daily, monthly or as per requirement of NeGD) to NeGD or NeGD nominated partners. The report format shall be formalised based on the discussion /requirement from NeGD. Web Interface should have the mechanism to extract reports (daily, monthly or custom) for transaction level as well as for management decisions such as progress dashboard, transactions level, success or failed transaction bifurcations and summary, SLA reports including availability of channel, modes, resolution of tickets etc. SLA of such reports will be applicable as per section 11.4.

3.9 Promotion

The bidder will coordinate with NeGD or NeGD nominated partners for all promotional activities and the bidder nominated resource will publish the strategy and update it to NeGD on a weekly

basis. The monthly strategy should be inline with the proposal submitted by the bidder as per this RFP.

4. Commercial Structure

- 4.1. BOU-->COU interchange fees (as mandated by NPCI from time to time), which is collected by the BBPOU as a Customer OU from the Biller OU, per transaction, may be kept by the bidder (Agent of the bidder (BBPOU).
- 4.2. NeGD as an Agent, shall as per need, may or may not charge a Customer Convenience Fees (CCF). CCF, if any, charged by NeGD separately shall not be shared with the bidder. The bidder has to make provision to accommodate the CCF (Customer Convenience Fees) in the ecosystem.
- 4.3. No other charges such as one time, annual viz. initial integration fee or O&M fee or transaction fee shall be payable to the bidder by NeGD or its technical partners. All such charges shall be factored in while submitting the bid to NeGD.

4.4 Commercials Details:

4.4.1 Bidder shall provide the final quoted value against payment methods in the below mentioned table structure.

Table 1

Sr .N o.	Payment Method	Values for calculation	Maximum Capping	Quote (To be quoted) in financial bid	Final Calculation
		(A)	(B)	(C)	(A*C or A*C%)
1	Debit Card (<=2000)	NIL (As per RBI rates)	0.45% for the transaction amount	Not to be quoted as fixed charges/rates as per RBI	NA; as per RBI rates
2	Debit Card (>2000)	NIL (As per RBI rates)	0.90% for the transaction amount	Not to be quoted as fixed charges/rates as per RBI	NA; as per RBI rates
3	Debit Card -	NIL (As per RBI	NIL	Not to be quoted as Not be	NA; as per

	RuPay	rates)		charges as per RBI	RBI rates
4	BHIM/UPI/QR Codes	NIL (As per RBI rates)	NIL	Not to be quoted as fixed charges/rates as per RBI	NA; as per RBI rates
5	Net Banking	~4,00,000 transactions or ~65,00,000 transaction amount	Rs 10/- Per transaction		
6	Credit Card	Transactions ~20,00,000 or ~30,000,000 transaction amount	1% of the transaction amount		
7	International Credit Cards (Amex/Dinner s)	~2,50,000 Transactions or ~40,00,000 transaction amount	2.65% of the transaction amount		
Accumulated Total/ Total Payout (D)					

5. Bidding Process

The bid process shall be done as per the steps mentioned below and in the same order

- 5.1. Submission of bids
- 5.2. Evaluation of Eligibility Criteria as per section 6
- 5.3. Technical evaluation and award of points based on the demo of SDK and Technical presentations as per section 7
- 5.4. Selection will be done based on Technical scores as well as Financial quotes provided by the bidders (refer section 9).
- 5.5. Submission of bids shall be in accordance to the instructions given in the Table below:

Table 2

Envelope	Instructions		
Envelope 1:	 The only envelope shall contain: Bid Security Eligibility Supporting Documents The Technical Proposal prepared in accordance with the requirements specified in this RFP. The envelope shall be sealed and superscribed "Eligibility - Technical Proposal – Unified Mobile Application for New-age Governance (UMANG) - BBPS" on the top right hand corner and addressed to NeGD, at the address specified in this volume. 		
Envelop 2:	Bidder has to submit the financial values in column Quoted Value by bidder (Flat or %age) (C) basis that Accumulated Total/ Total Payout value shall be calculated. The envelope shall be sealed and superscribed "Commercial/Financial Proposal – Unified Mobile Application for New-age Governance (UMANG) - BBPS" on the top right hand corner and addressed to NeGD, at the address specified in this volume.		

6. Eligibility Criteria

Following entities/companies shall be eligible to bid:

Table 3

Sr. No.	Parameter	Criteria	Evidence to be submitted
1	Legal Entity	1. A company/LLP incorporated in India	Certified by Authorized Signatory:

		under the relevant Companies Act, 1956 or 2013 and subsequent amendments thereto 2. Registered with the GST Authorities in India with active status	Copy of Certificate of Incorporation Copy of Registration Certificates with GST
2	NPCI/RBI Authorization	Bidder shall have authorization from NPCI/RBI and shall be operational as BBPOU on or before 01.04.2021	Certificate by Chartered Accountant or Authorization Letter from NPCI/RBI
3	Turnover	Bidder company or 'consortium as a whole' shall either a). have a Turnover of INR 1 Crore during last financial years(FY) i.e. year 2018-19 or b). Current FY (2019-20) till 31st March 2020 c). Startups registered with Government of India are exempted from Turnover requirement	Audited Balance Sheet for the year 2018-19 Or Certificate by Chartered Accountant Or Startup registration certificate issued by Government of India
4	Transaction Handling	Bidder shall submit the evidence to manage 5 Lac Transactions (BBPS) in the cumulative of the last 3 months (April to June 2021).	Certificate by Chartered Accountant
5	Resources	Bidder shall have at least 15 (Fifteen) technical resources on its payroll as on 30th June 2021	Certificate by Chartered Accountant
6	Experience	Bidder shall have experience of: a). The bidder must have a minimum of 3 agents onboarded on or before 31st March 2021. b). Such bidders must be	For requirements a), b) & c), please submit: Copy of work order + Completion Certificates from the client; OR Self Certificate of Completion (Certified by CA);

		active agents. c). Transactions from such agents must be more than 5 lac in two consecutive quarters in FY(2019-20)	
7	Blacklisting	Bidder shall not have been blacklisted or debarred from tendering for corrupt or fraudulent practices or non-delivery, nonperformance by Govt. of India and/or any State Government and/or any Central/State PSU at the time of bid submission date.	Self-certificate and/or Letter of Undertaking to this effect on company's letter head signed by company's authorized signatory
8	Dispute/Litigation	Past/present litigations, disputes, if any (Adverse litigations could result in disqualification, at the sole discretion of the Bank)	Brief details of litigations, disputes, if any are to be given on Company's letter head.
9	Reconciliation and Settlement	Bidder should have experience of minimum 2 years in handling reconciliation and settlement in payment aggregation/Merchant onboarding/BBPS System as on 31 March, 2021.	Copy of work order + Completion Certificates from the client;
10	Complaints	Bidder should have experience of minimum 2 year in handling Merchant/Biller/Custo mer complaints with a good track record as on	Copy of work order + Completion Certificates from the client;

	31 March, 2021	

^{**}Consortiums and agent institutions are not allowed to bid.

To facilitate evaluation of bids, NeGD, at its sole discretion, may seek clarification in writing from any bidder regarding the bid. The technical bids of all the bidders who have qualified as per the eligibility criteria will be considered for further evaluation.

7. Technical Evaluation Criteria

The technical evaluation will be based on the submitted bid and facts presented during the presentation. The marks will be allotted against parameters as given below:

Table 4

Sr.No	Category	Marks	Marking Procedure	Evidence to be submit
1	Presentation Detailed technical and functional documents.	25	Overall presentation covering onboarding aspects, dispute resolution time and methodologies, support, settlement time and process, API scalability, SDK Integration mechanism etc.	 a. Documen t must include screenshots of live applications, solution architect/design etc. b. Demon stration of live application from your onboarded agents
2	No. of payment modes to be made available for bill payment for UMANG	10	Cards Category/Types: *Credit Cards - 2 Marks *Debit Cards - 2 Marks NetBanking - 2 Marks UPI/BHIM - 2 Marks *International Cards - 2 Marks	Demonstration of live application from your onboarded agents

			*All cards (Visa, Mastercard, Amex, Rupay, Diner) must be applicable in order to get marks in the same category/type. In the absence of a single card category no point (zero) will be awarded.	
3.	Success rate(Payments) No. of successful payments vs. total attempted payments in existing deployments	20	Successful Payments: • 90 – 95% - 12points • >95 - 99 % - 15 points • >99 – 100% - 20 points	Bidder shall submit the agent signed report. (as part of eligible documents point 6)
4	Success rate (Bill Fetch) No. of successful transactions vs total attempted in existing deployments	20	Successful Transactions: • 90 – 95% - 12points • >95 - 99 % - 15 points • >99 – 100% - 20 points	Bidder shall submit the agent signed report. (as part of eligible documents point 6).
5	Promotional Strategy	25	Overall document covering promotional strategy to increase the traffic/transactions *The document must cover the strategy for the complete project tenure(refer section 10 - Duration & Extension)	Detailed documents include milestones, improvement areas, promotional strategies etc.
	Total	100		

Technical score will be allotted as per the technical evaluation criteria. However, The bidder has to get minimum **75** marks to qualify the technical evaluation criterion

8. Financial Evaluation Criteria

The Bidder, as BBPOU shall charge the transaction charges/fees from the customer. Such transaction charges shall be submitted by the bidder (refer Table 1 above as commercial structure) at the time of Bid submission as par Bid submission format (refer Table 2 above)

9. Selection Criteria

- 9.1. The financial bids of only the bidders who have secured required scores in the technical evaluation will be considered and opened. The financial proposal evaluation will be based on **Techno-Commercial** where 60% weightage will be given to technical evaluation(refer section 7) and 40% weightage will be given to financial proposal(refer section 4).
- 9.2. A contract will be awarded to the responsible, responsive bidder whose proposal conforms to the RFP and is, in the opinion of NeGD, the most advantageous and represents the best value to the proposed project, SDK and other features considered. Evaluations will be based on the proposal submitted while responding to the bid, and any additional information requested by the Tender evaluation Committee while evaluating.

10. Duration & Extension

The successful bidder is bound to provide services for Two year from the date of services 'Going Live' in English and becoming operational. Beyond Two year from 'Go Live' the duration may be extended by Two year at a time with mutual agreement.

11. Service Level Agreement

Deviations from the agreed upon performance would need to be consistently measured and severity level for non-compliance need to be assigned. Below table describes the various severity levels.

11.1 Severity Level

Table 5

Severity Level	Description
1	Minimum loss of service and minimum loss in quality of service delivered.
2	Delay or denial of service or services observed / reported. Lack of availability of a feature results into non enablement of service
3	Delay or denial of services observed, lack of effective and timely communication results into customer support and citizen perception issues
4	Complete loss of service for a period of time resulting into significant inconvenience to the users or multiple instances of complete loss of service resulting into users losing confidence in the system and hence directly affects the ability of the platform to on-board additional services, get buy-in, popularize the service.

11.2 Penalty

The penalty for not meeting the SLA is linked to the severity level of the breach of the SLA. The penalty is applicable if the services are down entirely due to the platform and within the bounds of the platform. Following are the penalties assigned for not meeting the expected service levels:

Table 6

Severity Level	Penalty as % of monthly Payout Amount

4	100%
3	50%
2	20%
1	5%

- PBG deposited by the bidder will be used/encashed to accommodate the penalty amount. Penalty will be applicable based on the above table.
- The bidder must ensure that SLA should not breach for 3 months in any calendar year.
- After a PBG encashed or insufficient PBG amount exists, the bidder has to resubmit the PBG of the same amount.

11.3 Availability of Services SLA

Table 7

Descriptions	Baseline	Severity Level 1 Breach	Severity Level 2 Breach	Severity Level 3 Breach	Severity Level 4 Breach

Availability of the services/modes/channels(an y failure due to external factors, are not part of the SLA but the Partner Agency is required to document the external failures to provide documentary evidence if asked for)	99.90%	Up to 99.5%	< 99.5 % &>=98%	< 98% &>= 96%	< 96%
Success Rate (Payment, Bill Fetch etc.) Number of requests to be successfully processed by the platform (Processed includes – successful completion or failure due to business logic enforced by the platform)	99.90%	Up to 99.5%	< 99.5 % &>=98%	< 98% &>= 96%	< 96%

Scheduled downtime(if required) for system maintenance shall be for 3 hours from 1 am to 4 am on Sundays and shall have to be notified 7 days in advance. This has to be documented and managed by the PM. NeGD approval and appropriate communications to stakeholders are mandatory.

11.4 Delay in Services

Delay in services includes for dispute resolution, grievance resolution, reconciliation and reporting, settlement and refunds, updates and upgrades in SDK/Channels/Modes, posting of transactions/tickets into system etc. Delays in services are directly linked with SLA levels (as mentioned below) and corresponding penalty clauses.

In the cases of delay in services, a ticket will be initiated either by NeGD, NeGD nominated partner or by the bidder through web interface, a unique ticket number will be generated and priority (as mentioned below) will be assigned for appropriate solution (within defined SLA) by the bidder.

Bidders will ensure that the reconciliation and refund must be initiated on a daily basis and corresponding reports will be shared with NeGD or NeGD nominated partners.

Table 8

Descriptio ns	Baseline	Level 1 Breach	Severity Level Applicabl e	Level 2 Breach	Severity Level Applicabl e	Level 3 Breach	Severity Level Applicabl e
The number of P1 reported in a Month	25	26- 50	3	>50	4	N/A	N/A
The number of P2 reported in a Month	100	100-125	2	>125	3	>150	4
Time taken to fix a P1 once reported	16 Hours	>16 and <24 Hours	2	> 24 and <= 32 Hours	3	>=32 Hours	4
Time taken to fix a P2 once reported	48 Hours	>48 and < 72 Hrs	1	>72 and <96 Hours	2	>=96 Hours	3

- **P1** The bug which results in the user (NeGD, NeGD nominated partner, end user etc.) not being able to complete the transaction /activity.
- **P2** The delay in service resolution which impacts the functionality, the business process is delivered at a sub-optimal level or workaround for the identified issue is possible without significant inconvenience to the user (NeGD, NeGD nominated partner, end user etc.) or loss of required functionality.

12. EMD/PBG

EMD of Rs 5 lakhs/- shall be deposited by the bidder along with its bid, which shall be released after the successful bidder accepts the work order from NeGD and submits a PBG of the same amount. For all other bidders the EMD shall be returned after completion of the bid process. The EMD has to be submitted in the form of a Demand Draft/ Bank Guarantee/Banker's cheque issued by any Commercial bank in India in favour of 'Digital India Corporation –NeGD payable at Delhi and should be valid for 90 days beyond the bid submission date.

13. Timelines of RFP

Table - 9

1.	Release of RFP	02-08-2021
2.	Last date for Submission of Written Questions by Bidders	12.08.2021 (12.00 hrs)
4.	Response to bidder Questions	16.08.2021

5.	Last Date for Submission of bid Proposals (T1)	23.08.2021 (12.00 hrs)
6.	Eligibility Decision	26.08.2021
7.	SDK Demo & Technical Presentations	30.08.2021
8.	Issue of Work Order to successful Bidder	10.09.2021

^{*}These are tentative dates and subject to all approvals from competent authority

14. Exit

- 14.1. Exit of the bidder as a BBPOU shall be in compliance to the guidelines and rules laid out by RBI, NPCI (BBPCU) or any other regulatory or governing body from time to time.
- 14.2. NeGD reserves the right to enter into similar arrangements with other entities if performance of the bidder is not as per the agreement, consistently for 3 months and in such cases the contract may also be considered for termination with one month notice by NeGD.