

**Government of India
Ministry of Communications & IT
Department of Posts
Mail Business (Development & Operations) Division
Dak Bhawan, Sansad Marg, New Delhi- 110001**

**INVITATION FOR
EXPRESSION OF INTEREST (EOI)**

FOR

**CONSULTANCY ON PARCEL NETWORK OPTIMIZATION
PROJECT**

OF

DEPARTMENT OF POSTS

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DISCLAIMER

This request for Expression of Interest (EOI) is not an offer by the Department of Posts, India, but an invitation to receive responses from eligible interested firms for providing project consultancy on “Parcel Network Optimization” project.

No contractual obligation whatsoever shall arise from the EOI process unless and until a formal contract is signed and executed between Department of Posts, India and the bidder(s) concerned.

Department of Posts, India reserves the right not to proceed with the project.

Schedule for Submission of EOI

Document available on	http://eprocure.gov.in/eprocure/app
Last date and time of submission	07.03.2014 1500 hours
EOI to be submitted	Online on Central Public Procurement Portal http://eprocure.gov.in/eprocure/app
Authority to be contacted for further details	Director (Mail Management) , Mail Business Division, Room No. 313, Dak Bhavan, Sansad Marg, New Delhi -110001 Tel./Fax Number : 011 – 23096100 e-mail: rishikesh@indiapost.gov.in

The EOI document is available on <http://eprocure.gov.in/eprocure/app> and can be downloaded. The application completed in all respect of the EOI, should be uploaded online on the Central Public Procurement Portal <http://eprocure.gov.in/eprocure/app> before 1500 Hrs. 07.03.2014

Any application cannot be uploaded on the portal after the last date and time for submission for the same, i.e. 1500 Hrs on 07.03.2014 and no correspondence in this regard would be considered.

NOTICE INVITING EOI

**Government of India
Ministry of Communications & IT
Department of Posts
Mail Business (Development & Operations) Division
Dak Bhawan, Sansad Marg, New Delhi- 110001**

No. 20-13/2013-D

Dated: 19.02.2014

INVITATION FOR EXPRESSION OF INTEREST (EOI) for CONSULTANCY ON PARCEL NETWORK OPTIMIZATION PROJECT

Department of Posts, India invites online applications for Expression of Interest (EOI) from experienced and reputed firms or a consortium of firms for providing comprehensive consultancy on Parcel Network Optimization Project.

Detailed terms and conditions are prescribed in the EOI document, which is available on the CPP Portal <https://eprocure.gov.in/eprocure/app>. The last date for submission of completed application **electronically on the CPP Portal <https://eprocure.gov.in/eprocure/app> using valid Digital Signature Certificates is 07.03.2014**. More information useful for submitting online bids on the CPP Portal may be obtained at <https://eprocure.gov.in/eprocure/app>.

The applications will be evaluated in accordance with the pre-qualification and evaluation criteria to shortlist applicants as prescribed in the EOI document. Thereafter, the Request for Proposal (RFP) will be sent to the short listed applicants only.

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DEFINITIONS

“Applicant” means a reputed Indian/foreign consultancy firm or a consortium of firms having the requisite experience who has applied for the invitation for EOI.

“Application” means the EOI submitted by an Applicant in the prescribed format.

“DoP” or **“India Post”** means Department of Posts, Government of India.

“EOI” means Expression of Interest.

“RFP” means Request for Proposal.

“Parcels” mean all categories of parcels offered to the customers by India Post such as Express Parcel, Business Parcel, Registered Parcel, Registered Packet, Insured Parcel, Ordinary Parcel etc.

“Parcel Network” denotes the entire chain of operative and administrative offices of the Railway Mail Service (RMS) wing of India Post associated with booking, processing, transmission and delivery of parcels/packets, and includes sorting offices/Parcel Hubs, post offices (to the extent of mail/parcel/packet booking and delivery functions), record offices, transit mail offices, Business Post Centres/BNPL Centres, Office of the Senior Superintendent/ Superintendent of RMS / Post Offices etc.

“Delivery Network” denotes the entire web of operative and administrative offices of India Post associated with delivery of mail (all categories), parcels and Logistics Post. Delivery means delivery through post offices, direct delivery through mail offices/Speed Post Sorting Hubs/Intra Circle Hubs/Parcel Hubs/window delivery etc.

SECTION I

EXPRESSION OF INTEREST (EOI) FOR CONSULTANCY ON PARCEL NETWORK OPTIMIZATION PROJECT

1. Introduction

1.1 India Post offers a variety of parcel products to its customers. They include Speed Post, Express Parcel, Business Parcel, Registered Parcel/packets, Insured Parcel, Ordinary Parcel/packet etc. Express Parcel is currently limited to 20 cities across the country. The existing parcel network for other categories of parcels consists of 327 Parcel Hubs located across the country. Complemented by transit mail offices and record offices, these processing centres are administered by 70 administrative divisions (which, in turn, are part of the Circle/Regional Administration). Transmission of various categories of mail is carried out through a combination of air, rail and road network. 139086 post offices provide the last mile delivery link for parcels (other than Express Parcel) reaching out to the customers at their doorsteps. Speed Post, which is the most popular express offering of India Post, allows articles up to 35 Kgs without any differentiation for documents and parcels as of now.

1.2 The parcel network rides on the existing mail network of the Department, which is the largest in the world. The mail network of the Department (including Speed Post, First Class registered and unregistered mail, and Second Class mail) was optimized recently as part of Mail Network Optimization Project (2010-13). As part of this project, the erstwhile network was restructured, processes followed at mail centres/Speed Post Centres (Hubs) were redesigned, an online monitoring system based on Key Performance Indicators (KPIs) was developed to monitor the performance of mail delivery, features of application software for processing of Speed Post and Registered Post were improvised upon, and delivery process (on a limited scale) was streamlined. Parcels (except Speed Post) have traditionally been offered as a surface product by India Post. However, of late, the parcel product portfolio was redesigned and a new express product called "Express Parcel" has been introduced between 20 cities. Other categories of parcels are economy/surface products which are being handled at a redesigned network consisting of 327 Parcel Hubs (mostly co-located with mail offices). A new in-house application software has been developed for processing of parcels at various stages such as booking, processing, transmission and delivery. Use of barcode, and scan of parcels at various stages in the value chain has been made mandatory and online tracking facility has been introduced for parcels.

1.3 The exponential worldwide growth of e-commerce has opened a new window of opportunity for postal and logistics administrations/operators in the recent years. E-commerce driven transportation and delivery of parcels and packets with online payment or Cash on Delivery (COD) option (or otherwise) has

emerged as the new growth engine for the Courier, Express and Parcel (CEP) market the world over as also in India. As tier II and III cities in India open up more and more to e-tailing, the e-commerce market is likely to grow manifold in near future. India Post wants to exploit this opportunity and become a reliable partner for e-commerce players in terms of their need for transportation and delivery of parcels/packages (also fulfillment services to the extent feasible) with safe, reliable and timely delivery.

2. Project Objectives

2.1 India Post intends to take forward, through this project, its recent parcel redesign efforts in a big way and restructure/re-build its parcel network, operations and delivery set up. The Department has recently rationalized the parcel products and the consultants may be asked to provide inputs on that as well. The Department would seek professional expertise to examine the existing network in terms of its utility/relevance vis-à-vis the new business opportunities and emerging clientele and how to make it more effective. Accordingly, the pan-India as well as intra-city network would be rebuilt/optimized in terms of number and locational logic and network flow among them, process redesign would be undertaken and facility lay-out for various parcel processing hubs and post offices (limited to parcel booking and/or delivery) would be finalized afresh. The new network would require that the Department puts in place a safe, reliable and timely parcel delivery mechanism. An online monitoring system based on Key Performance Indicators (KPIs) would be developed.

2.2 The project involves an exercise in network building/optimization and process re-engineering in tune with requirements of the Department to leverage its network for e-commerce. The project should lead to an all India optimized network, simplified, user-friendly and standardized processes (from booking to delivery). It should address issues related to security of parcels at all stages and especially during transportation or transit. The project outcome would include development of an Operation Manual, end-to-end routing and delivery service standards for parcels.

2.3 While the focus of the project would remain on parcel processes (from booking to delivery), the project consultant is also expected to assist India Post in improving the delivery processes for all categories of mail. Delivery of mail, which constitutes the last mile link in the mail handling value chain, is a critical component in the service quality improvement of mail products and services. The function of mail delivery is performed by delivery post offices. In the recent times, development of suburban areas and new townships across the country in general, and in the metro cities and bigger towns in particular has put strains on mail delivery. The presence of delivery post offices in the fast expanding urban agglomerates is inadequate in some areas, overlaps have occurred in terms of delivery footprints of post offices and in some cases beats covered by postmen pose challenges with respect to doorstep delivery in multi-storeyed apartments and

office complexes. Therefore, there is an added urgency to put in place a robust delivery mechanism for various categories of mail in addition to that for parcels especially in the urban areas. The consultant would be expected to make recommendations on various delivery models including creating exclusive mail and parcel delivery centres/ depots.

2.4 The network building/optimization exercise for parcels should enable India Post to improve quality of service which will be a key enabler to attract more parcel volume and to tap the opportunities offered by e-commerce in the country.

3. Scope of Work

3.1 This project seeks a structural, operational and technical improvement of the entire parcel handling chain. India Post intends to work with a Consultant having adequate experience in assisting postal administrations/operators or comparable CEP players in network building/optimization and migration to a new set up. Primarily, the network building/optimization objectives would include the following:

- **Defining the new network structure for parcels**
 - Inputs on the domestic parcel and e-commerce market and its growth drivers, Setting aspirations for Department of Posts in the domestic parcel market especially in the context of opportunities in e-commerce market, review of customer requirements (through customer survey/interviews),
 - Analysis of the current network structure, products and their performance for parcels (includes defining required data set and data collection)
 - Scenario planning through setting network building/optimization objectives, and evaluating and prioritizing design options
 - Developing a network optimization model, identification and finalization of an optimal network structure (pan-India as well as intra-city), building network blueprint
 - Determining the optimal delivery network and model/mechanism for delivery of parcels

- **Redesigning operational processes**
 - Process redesign and development of new process flow for processing of parcels at different facilities in the parcel network (Parcel Hubs, Bulk parcel handling facilities, booking and delivery post offices etc.) (concurrent pilots may be required in select cities), recommendations on improvement in supporting IT systems of India Post for parcel processing (if required)
 - Designing the optimal layout for various facilities in the parcel network for manual and semi-automatic processes (also for automatic processing if required), inputs on construction of an ideal facility in major cities

- Determining the operational equipments required for efficient and user-friendly processing of parcels at different hubs as well as booking and delivery offices in the parcel network
 - Defining the standard operating procedure, description of tasks and developing an operation/process manual for parcels
 - Assessment of security aspects of parcel processing at various stages in parcel handling such as booking, processing, transportation, transit/storage, delivery, return etc. and assessment of security infrastructure requirements
 - Development of an end-to-end routing for parcels with delivery norms (transit time)
 - Review of existing transportation options of India Post for parcels and recommendations to improve them
- **Developing the performance management system for parcels**
 - Defining key performance indicators (KPIs) to be monitored at various levels and targets to be achieved on these indicators
 - Develop online/electronic measurement systems and monitoring processes for the above key performance indicators
- **Project Implementation**
 - Development of training modules (identification of training needs of officials associated with parcel operations) and organizing workshops)
 - Implementation planning (sequencing of implementation of defined processes, systems and structures, definition of milestones, allocation of responsibilities)
 - Recommendations on organizational structure for parcel business and operations
 - Pilots, Rollout and full implementation
- **Defining the optimal delivery mechanism and network for other categories of mail (Speed Post, Registered & Unregistered mail)**
 - Analysis of the existing mail delivery mechanism and network and recommend measures to improve and rationalize delivery processes
 - Defining the optimal delivery mechanism and suggest measures for delivery process rationalization (need for exclusive delivery centres, beat rationalization etc.)

4. Time Schedule for Consultancy

It is envisaged that the development of the network concept, including the process redesign, definition of appropriate performance management systems and implementation of the redesigned network and processes can be realized within one year of commencement of the engagement of the consultant. The consultancy firm would be required to be involved and stationed in India on a regular basis for one year during the planning and implementation stage.

5. Conflict of Interest:

The selected applicants shall not engage in activities that conflict with the interest of the client (DoP) under the contract and shall be excluded from downstream supply of goods/ equipments/software/hardware relating to the assignment, nor would they engage in any assignment that would be in conflict of interest with their current obligations to the same or other clients. The selected applicants that have a business or family relationship with such members of DoP staff who are directly or indirectly involved in the project will not be awarded the contract.

6. Instructions to Foreign Firms

A foreign firm, which does not have any presence in India, should establish / agree to establish a project office in India (at New Delhi or at a place selected by DoP) before aware of contract and should be willing to accept payment in Indian Rupees only. A declaration in this regard signed by the authorized signatory should be submitted along with the EOI application.

7. Confidentiality

Information relating to the examination, clarification and comparison of the EOI shall not be disclosed to any persons not officially concerned with such process until the process is over. Undue use of confidential information related to the process by any firm may result in rejection of its EOI.

8. Instructions to Bidders

- a. The application for Expression of Interest must be submitted in soft copy electronically on the CPP Portal <https://eprocure.gov.in/eprocure/app>, using valid Digital Signature Certificates. The instructions for online bid submission are given in Section III to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at - <https://eprocure.gov.in/eprocure/app>
- b. The bid shall not contain any financial offer or revenue share percentage etc. Bids containing such information will be summarily rejected.
- c. Expression of Interest complete in all respect must in all cases be uploaded on <https://eprocure.gov.in/eprocure/app> before scheduled date and time.
- d. Department will not be responsible for any technical fault/ problem occurred in CPP portal and leading to non-submission of Expression of Interest.
- e. Bids received through any other mode shall be rejected.

9. Pre-qualification Criteria

9.1 General Criteria

- a) The EOI and all associated correspondence shall be written in English and shall conform to prescribed formats.
- b) All documents submitted by the applicant should be signed on each page by an authorized signatory.
- c) The firms may form a consortium to complement their respective areas of expertise, or for other reasons. The consortium may take the form of a joint venture. In case of a joint venture, all members of the joint venture shall sign the contract and shall be jointly and severally liable for the entire assignment. The Department of Posts would only deal with the lead member in such cases.

9.2 Special Criterion

The firms, which do not have any past experience in providing consultancy (for projects similar to the proposed “Parcel Network Optimization” project of India Post) to the Postal Administrations/Organizations, shall be summarily disqualified.

10. Criteria for Evaluation

The EOIs would be evaluated on the basis of the following criteria:

Serial No.	Criteria	Weightage
1.	Past Experience of the Firm in India	60%
a.	Number of years of experience of operating (Minimum 5 years) – as on 1 st January 2014	10%
i.	Experience between 5 to 10 years	5%
ii.	Experience of 10 or more years	10%
b.	Global Experience in providing Consultancy for Projects of similar nature to Postal Administrations/Organizations	30%
i.	Experience of 1 to 2 projects	15%
ii.	Experience of more than 2 projects	30%
c.	Experience in consultancy for projects of similar nature (network optimization, process redesign and implementation) in Public Sector In India	20%
i.	Experience of 1 to 2 projects	10%
ii.	Experience of more than 2 projects	20%
2.	Experience of Key Personnel	25%
a.	Team Leader- in at least one project of similar nature (network optimization, process redesign and implementation) with Postal Administrations/Organizations	10%
b.	3 Domain Experts- In at least one project of similar nature in related sector	10%
c.	1 IT Professional- In at least one project of similar nature in related sector	5%

3.	Financial Strength of the Firm (or Prime Applicant in case of Consortium)	15%
a.	Turnover Figures for the last Three Financial Years	10%
	Qualifying turnover should be at least Rs. 500 crores	
	Average turn over for 3 years (2010-11, 11-12 & 12-13)	
i.	Between Rs. 500 to 1000 crores	5%
ii.	More than Rs. 1000 crores	10%
b.	Average Net Profit for the last Three Years	5%
i.	Up to Rs. 50 crores	3%
ii.	More than Rs. 50 crores	5%

All applicants obtaining more than 50% score on the basis of evaluation of EOI would be short-listed for issue of the RFP.

11. Amendment of EOI Document

At any time prior to the deadline for submission of Applications, DoP either on its own or on request of the Applicants may amend the EOI Document by issuing addenda. To give the Applicants reasonable time to take an addendum into account in preparing their Applications, DoP may, at its discretion, extend the deadline for the submission of Applications.

12. Clarifications to EOI

The bidders may seek clarifications in writing/e-mail regarding the EOI document within one week of issue of EOI. DoP shall respond in writing/ e-mail to any such request for the clarifications and all such clarifications shall be posted on India Post website (www.indiapost.gov.in).

13. Validity of EOI

The EOI submitted by the applicants shall remain valid for a period of 90 (ninety) days after the date of EOI opening prescribed in this document. An EOI valid for shorter period may be rejected as non-responsive. India Post may solicit applicants' consent to an extension of EOI proposal validity.

14. Issue of Request for Proposal (RFP)

On the basis of evaluation of EOIs, applicants would be short-listed. Only short-listed applicants will be issued a Request for Proposal (RFP) document containing detailed Scope of work/ Terms of Reference, Eligibility cum Evaluation criteria including requirement of key personnel and other project formats etc.

SECTION II

PART I

FORMAT FOR SUBMISSION OF EOI

Notice No. 20-13/2013-D

Project Title: EXPRESSION OF INTEREST (EOI) FOR PROJECT CONSULTANCY ON PARCEL NETWORK OPTIMIZATION

1. Details of the Firm:
 - a. Name:
 - b. Legal Status: Individual/ Association/ Joint Venture/ Consortium
 - c. Registered Address, Tel. No., Fax:
 - d. Contact Person, Designation and Address including Tel. No., Fax, e-mail:
2. Brief Profile of the Firm:
3. Past Experience of the Firm:
 - a. Number of Years in Business in India:
 - b. Global experience in providing consultancy for projects of similar nature to Postal Administrations/Operators/Organizations:
 - c. Experience in consultancy for projects of similar nature (network optimization, process redesign and implementation) in Public Sector in India:
4. Experience of Key Personnel:

Please provide, as an annex to this form, abridged CV(s) of no more than one page (for each individual) in respect of key personnel with relevant experience as indicated in para 10 of this EOI document:
5. Financial Strength of the Firm:
 - a. Average Turnover figures for the last three years:
 - b. Average Net Profit for the last three years:

PART II

Format for Submission of Project Credentials

Please provide details of a **maximum of three (3) projects** meeting the experience criteria supported by client certificate. The project experience statement shall be provided in the prescribed format given below:

Title	Description		
Client Name			
Address of the Client			
Client Reference	Name & Designation	Phone No.	e-mail ID
Project Title			
Type of Project			
Project Scope (in brief)			
Project Location(s)			
Value of the Project (in INR only)			
Status of the Project (completed/on-going)			

SECTION III

1. Instructions for Online Bid Submission

1.1. As per the directives of Department of Expenditure, this document has been published on the Central Public Procurement Portal (URL: <http://eprocure.gov.in/eprocure/app>). The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions from Point 2 given below are meant to assist the bidders in registering on the CPP Portal, prepare their bid in accordance with the requirements and submitting their bid online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at <https://eprocure.gov.in/eprocure/app>.

2. Procedure for Registration by the Bidder

2.1. Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Click here to Enroll" on the CPP Portal.

2.2. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.

2.3. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.

2.4. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.

2.5. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse

2.6. Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token

3. Searching for Tender/EOI Documents

3.1. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of

search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender published on the CPP Portal.

3.2. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

3.3. The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

4. Procedure for preparation and submission of bids

4.1. The documents should be page numbered and contain the list of contents with page numbers. The deficiency in documentation may result in the rejection of the Bid.

4.2. Bidder should take into account any corrigendum published (if any) on the EOI document before submitting their bids.

4.3. Bidders are advised to go through the EOI advertisement and the EOI document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

4.4. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF formats. Bid documents may be scanned with 100 dpi.

4.5. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process

4.6. As part of the bid, bidder should provide all the documents as follows:-

- Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

- The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- The serve time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- All the documents being submitted by the bidders would be encrypted to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done.
- The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings

5. Assistance to Bidders

- Any queries relating to the EOI document and the terms and conditions contained therein should be addressed to the Director (Mail Management), Mail Business Division, Room No. 313, Dak Bhawan, Sansad Marg, New Delhi 110001, Tel./ Fax Number: 011-23096100 or by e-mail at rishikesh@indiapost.gov.in.
- Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 233 7315.
