



## Proposal for the Development of Marico Approval Platform (MAP) with FnF

12 August 2021



By  
Bloom Consulting Services Pte. Ltd.

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# 1 Management Summary

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Dear Krishn,

We would like to personally express our enthusiasm through our response to the development of the Marico Approval Platform (MAP) with FnF for Marico Limited, India.

Bloom provides world-class technology integration capabilities for Microsoft Technologies like D365, SharePoint, PowerApps and .NET stack solutions in the enterprise. This combination will provide Marico with the global scale and experience for success. Our experienced team of Microsoft Consultants have collectively more than 50 man years of experience in creating bespoke solutions on PowerApps.

We hope you will seriously consider the powerful combination of Bloom and Microsoft Services. We thank you for your consideration and are committed to make this project a great success.

Sincerely,  
**Manish Gidwani and Manish Kungwani**

## 2 Company Profile

GENERAL INFORMATION	
Vendor name	Bloom Consulting Services Pte. Ltd.
Company/Business Registration No.	201714908K
Registered Office Address:	60 Paya Lebar Road #06-32 Paya Lebar Square, Singapore 409051
Contact Information	Name: Manish Gidwani
	Mobile: +65 9163 0654; +91 70280 18244
	Email: <a href="mailto:manish.gidwani@bloomcs.com">manish.gidwani@bloomcs.com</a>
	Name: Manish Kungwani
	Mobile: +91 94218 16066
	Email: <a href="mailto:manish.kungwani@bloomcs.com">manish.kungwani@bloomcs.com</a>
Country of incorporation	Singapore (Incorporated in 2017)
Headquarter	India (Incorporated in 2015)
Type of Company	Private Limited Company
Number of Years in Business	5 (Earlier operating under different type of company)
Areas of specialization	<b>Application Migration&amp;Services:</b> Web and Mobile Application Maintenance and Support, Application Development, Business Intelligence, Transformation and Modernization, Products and Solutions

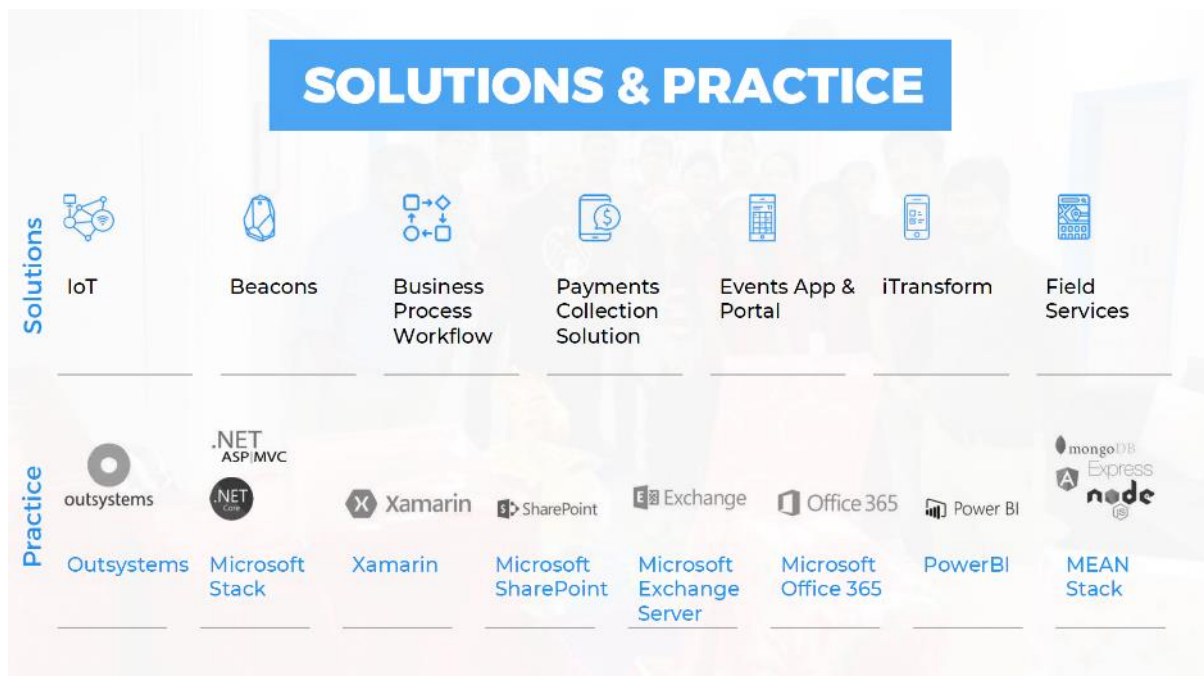
### Bloom – An Overview

We are a Singapore and India based software development company, specialised in developing web applications and mobile apps for Enterprises on iOS, Android and Windows Phone, as well as being experts in social applications and API integrations. We are a team of 30 in-house developers, designers and advisors all passionate about applications with specialization in Microsoft Technology Stack.

We believe that developing amazing, reliable software, would be the first step for standing out. This goes for the design and UX, as well as how the software solves a problem for the user e.g. being entertaining, useful or providing relevant content. As the user's expertise in software grows, they also expect more from the software they use and compare them to existing, well-established ones. Enterprise apps will also benefit from being awesome in order to stand out and make a strong connection with the user.

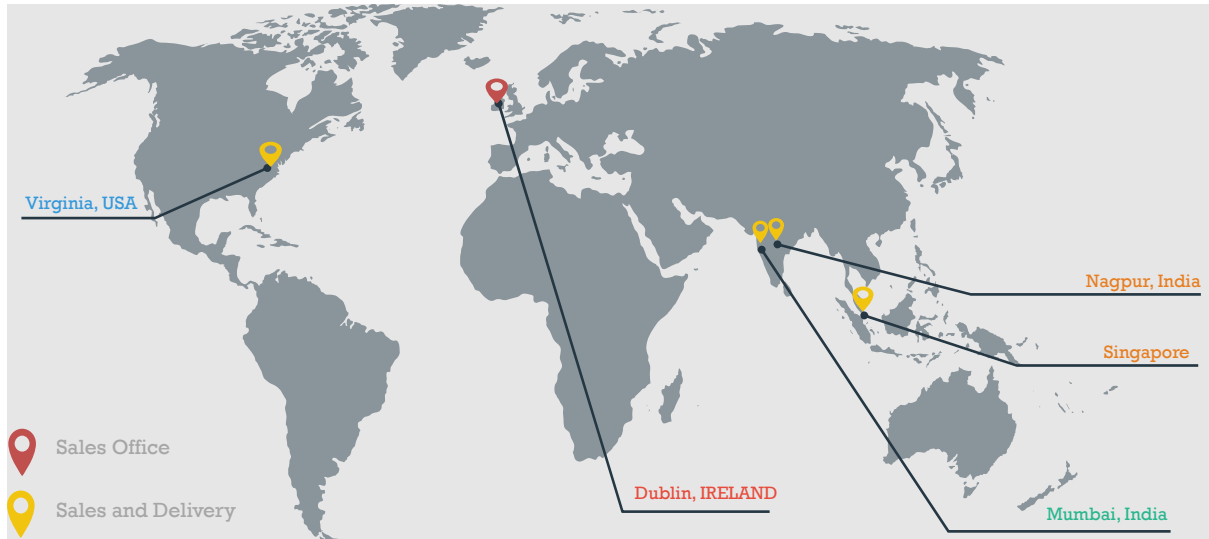
### Diverse and deep IT services portfolio

To strive and succeed in this dynamic market place, enterprises need to contemplate and evolve to the changing business needs. It is critical for the organizations to develop and manage their mission-critical business applications with security, performance and reliability in mind. We complement your abilities with our strengths. Our services portfolio includes:





## Bloom's Global Footprint

Bloom serves its clients globally from India (Nagpur) and Singapore as key delivery centers; while Shanghai, Virginia, USA, India (Mumbai) operates as Sales & Delivery office.

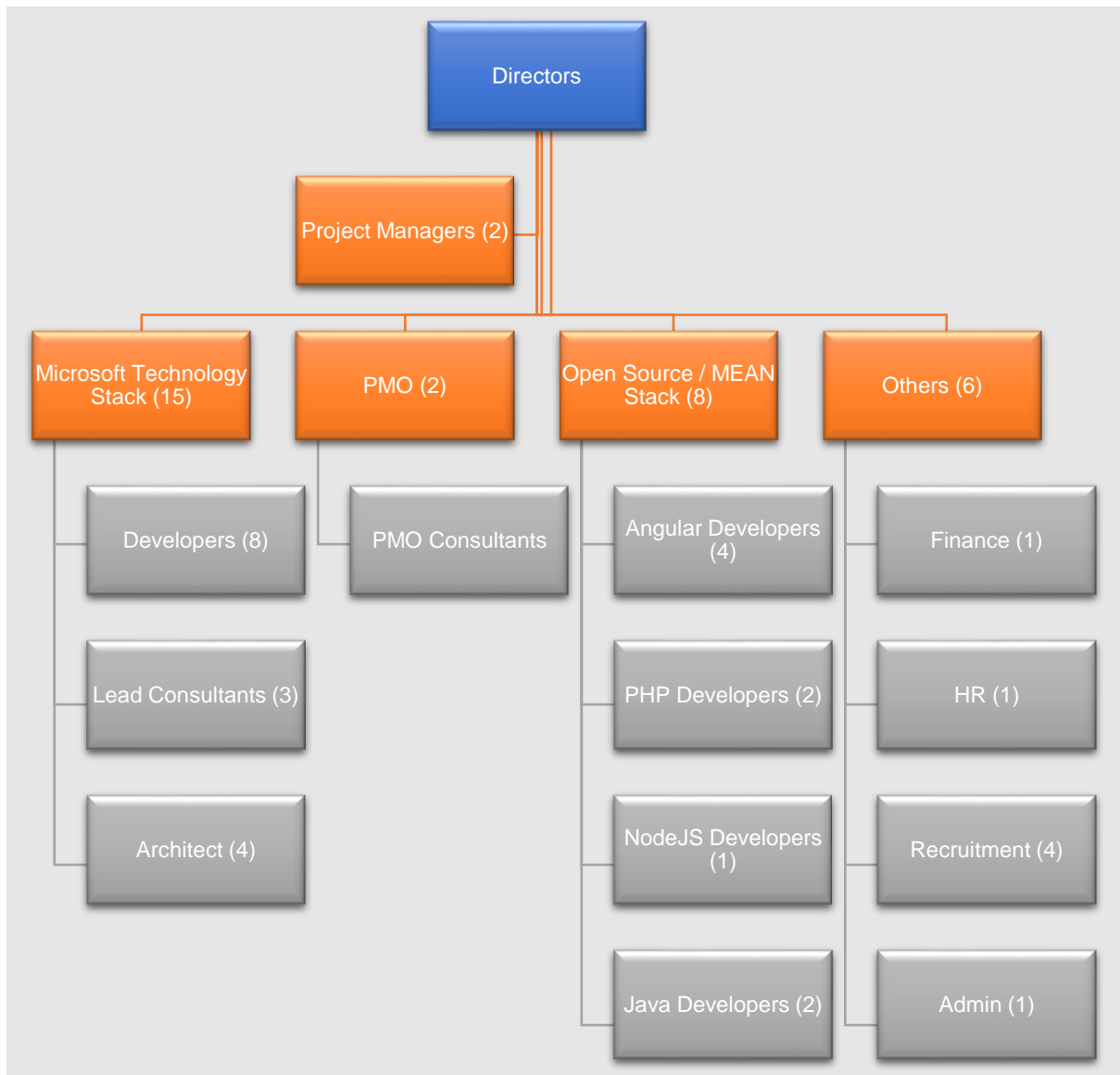


## Team Bloom

Our founders have successfully delivered strategy and implementation projects related to Analytics, Web & Mobile Application Development, Mobile Apps, SharePoint / Web Portals and multiple application support projects. Team have been involved in Manufacturing, Government, Telecommunication, Health Insurance, Mortgage, Student Aid / Loan, Logistics, Retail, Media and Banking Industries, CPG, Hi-Tech, Media and Entertainment, CPG, Logistics and Transportation to Electoral Analysis.

	
<h3>Manish Gidwani</h3> <ul style="list-style-type: none"> <li>• Co-Founder &amp; Sales Director</li> <li>• BE in Electronics &amp; Communications (Nagpur University)</li> <li>• MS in Engineering Management (University of Florida)</li> <li>• 10 Years of experience in IT Consulting – Sales, Marketing, Account Management in Singapore and ASEAN countries.</li> </ul>	<h3>Manish Kungwani</h3> <ul style="list-style-type: none"> <li>• Co-Founder &amp; Delivery Director</li> <li>• BE in Computer Engineering (University of Pune)</li> <li>• MS in Computer Engineering (University of Zagreb, Croatia)</li> <li>• 8+ Years of experience in IT Consulting – Project Management, Technical Delivery, Client Management across all continents.</li> </ul>

Current company-wide Resource distribution:



## 3 Proposal for System and Services

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### Approach

The use of an established project management methodology is critical to the success of this project and the realization of the benefits that Marico expects from the system. The methodology needs to leverage proven experience in the delivery of organizational change and transformation while maintaining strict project disciplines. The project management methodology must also enable the ability of Marico and Bloom to apply innovative approaches to the delivery of the system.

Agile methodology includes delivering the system in sprints and keeping all the stack holders updated with the progress which also includes any issues or bottlenecks encountered and resolved. Teams will have regular stand up calls to keep every stack holder up-to-date. This includes, demos of the developed modules to client's team, so that everyone will be sure that solution developed is aligned with the requirements. BCSPL proposes agile methodology approach for development and implementation for Marico includes the following key phases:

- Project Initiation
- Project Planning
- Project execution
- Progress Monitoring
- Project Closure

### Solution components

- Following is the tech stack system will be developed with
  - Power Apps (Canvas)
  - DataVerse
  - Logic Apps
  - Azure Functions



## 4 Scope of Work

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### Scope of Project

Following are the modules to be developed as part of Marico Approval Platform with FnF and Admin Panel:

1. PowerApps compliant UI / UX design for web app and admin panel
2. System design and development in Microsoft Power Apps (Canvas)
3. Custom Azure Functions will be created to fetch the data and insert into the Approval Apps Database.
4. Notifications for Power Apps mobile will be created by using the Power Apps Notification connector. The notifications will be sent to the Power Apps Mobile App.
5. The mobile apps will be compatible to Android 7 and above, and iOS 12 and above (Based on the support provided by Microsoft).
6. Supported browsers – Google Chrome, MS Edge, Mozilla Firefox (latest three releases of all these three browsers) and Apple Safari 13 and above (Based on the support provided by Microsoft).
7. For mobile screen resolution, the app support the Small, Medium, Large, xLarge resolutions.

### Approval Flows:

Following are the approval flows covered in the scope.

- a. Credit Extension Approval
- b. Credit Limit Approval
- c. Minimum Cheque Approval
- d. CRV Technical Approval
- e. Bank Guarantee Approval
- f. Depot Movement Approval (Quoted separately. Please see commercials section)
- g. L&D Approval (Quoted separately. Please see commercials section)
- h. FnF Approval

### Admin Panel:

1. Admin login will be using Azure AD.
2. There will be no sign up for new admins, whoever is added in the relevant security group on Azure AD portal will be an admin.
3. Admin panel will be mainly to provide the different configuration options for the approval flows.

### Out of Scope:

1. Integration with any existing system / database / third party app or system.
2. Any API development to access any existing system / portal.
3. Dynamic user addition or introduction of any new role not mentioned above.
4. Consuming data from any BAPIs.

## 5 Project Timeline

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Title	Start date	End date
Kick off, Requirements Gathering, Dependencies from client provided	Week 1 – Week 4	
UI & UX Design, Prototyping & Approval		
System Analysis and Design, Planning		
Development	Week 5	Week 12
System Integration Testing	Week 13	
UAT (client end)	Week 14	
Production Environment Set up	Week 15	
Production Deployment		
Go-Live	Week 16	
Documentation	Post Go-Live	

Note:

1. The progression between phases will be dependent upon signoff.
2. Any changes identified during the requirements phase will be marked as Change requests and decided upon, before start of development.
3. Signoff on Wireframes and Requirement specs will be required to start development.

## 6 Information on Documentation

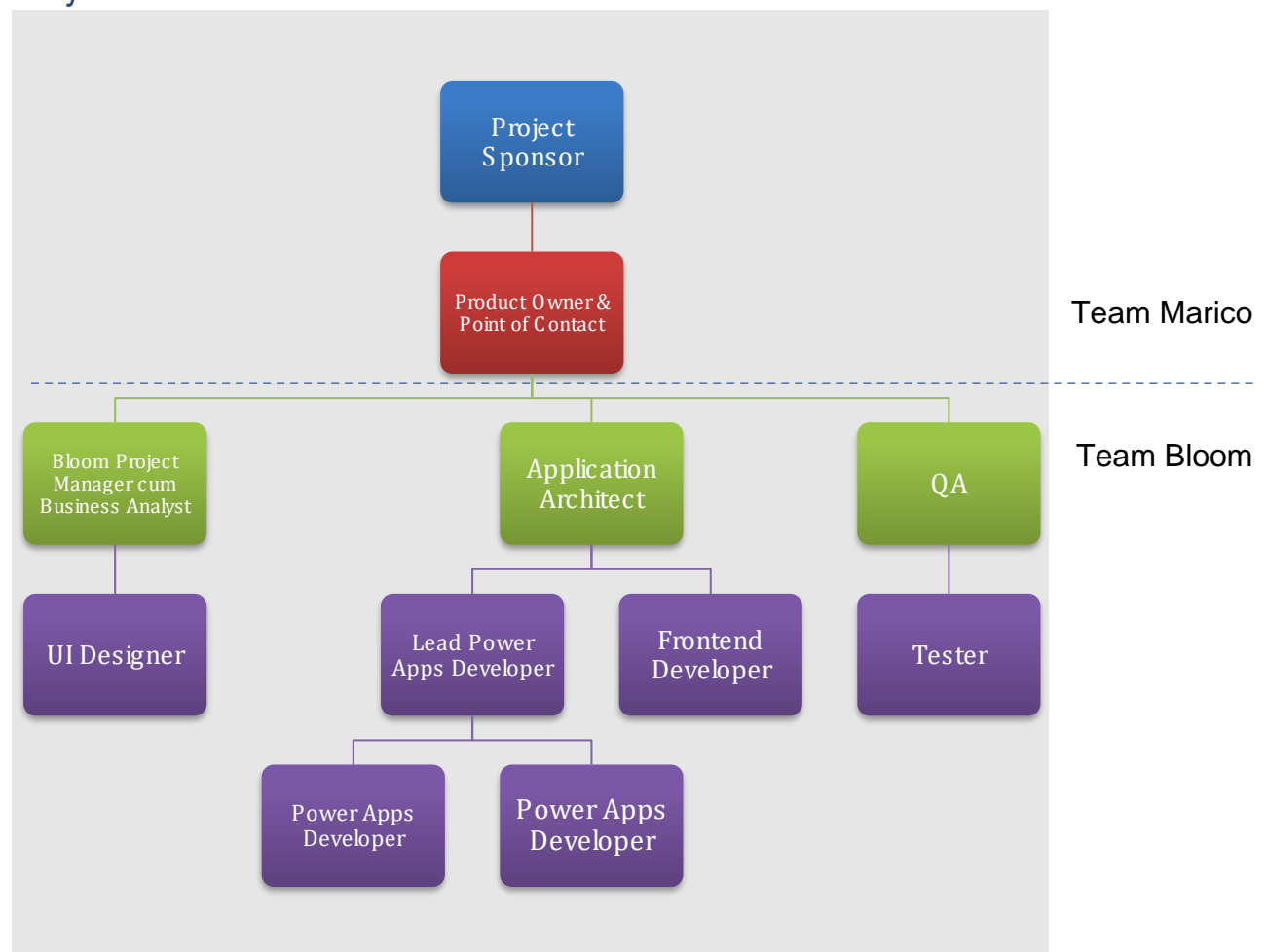
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Below documents will be provided for the system

1. Technical Design Specifications
2. Project execution and delivery plan (the timeline)
3. Test case document

## 7 Project Organization

### Project Structure



Profile	Dedication	Skills & Tasks
Project Manager cum Business Analyst	Full	<ul style="list-style-type: none"><li>Project Head</li><li>Responsible for achieving the project goals</li><li>Project planning and organization in coordination with the Bloom / Marico Project Manager</li><li>Risk analysis and mitigation Planning</li><li>Project Tracking and Monitoring</li><li>Single point of contact for project</li><li>Review Meetings</li><li>Resources management</li><li>Quality assurance</li><li>Escalate risks and issues to the PMO if necessary</li><li>Member of Change Control Board [CCB]</li></ul>

Profile	Dedication	Skills & Tasks
		<ul style="list-style-type: none"> <li>• Recommending Best practices</li> <li>• Preparation of Functional specification document.</li> <li>• Users training</li> <li>• Prototype demonstration</li> </ul>
Application Architect	Partial	<ul style="list-style-type: none"> <li>• Knowledge of Bespoke applications using web and mobile technologies</li> <li>• Business Requirements gathering</li> <li>• Process review and functional design</li> <li>• Participation in design and system testing</li> <li>• Documentation</li> <li>• Technical expertise in Android, iOS and Web Applications Development</li> <li>• Work jointly with functional team to build the Prototype</li> <li>• Detail Technical Design</li> <li>• Tracking and monitoring of the activities during construction and Testing</li> <li>• Participation in the Implementation and issue resolution</li> </ul>
Lead Power Apps Develop	Partial	<ul style="list-style-type: none"> <li>• Thorough knowledge and understanding of the PowerApps platform</li> <li>• Expert in Power Apps development</li> <li>• Experienced enough to lead a team</li> <li>• Experienced in preparing project plan, reviewing the deliveries by team, able to coordinate with stakeholders</li> </ul>
Power Apps developers	Full	<ul style="list-style-type: none"> <li>• Thorough Knowledge of Power Apps (Canvas) app development</li> <li>• Working knowledge of Dot Net tech stack</li> <li>• Integrations and Upload programs development</li> <li>• Testing</li> <li>• Support to Roll-Out</li> <li>• Participate in implementation</li> <li>• Migration Plan definition</li> </ul>
Frontend Developer	Partial	<ul style="list-style-type: none"> <li>• Expert in frontend techs Angular, HTML / JS</li> <li>• Working in collaboration with Dot Net team</li> <li>• Proper unit testing of UI across different browsers</li> </ul>

## MaricoTeam

We will jointly do the project execution along with Maricoproject manager. The implementation resources will drive the project in coordination under the guidance of project manager, with Maricostaff. The project team member from Maricowill actively participate in gathering the requirements from business users and during the rest of the phases of the project life cycle. The table defines the structure of the Maricoproject team, which can be, refined with the Maricoproject manager during the planning phase.

Profile	Dedication	Tasks
Executive Sponsor	Partial	<ul style="list-style-type: none"><li>• Executive owner of the project</li><li>• Final Decision-making authority for the project</li><li>• Clear Vision of the project objectives</li><li>• Adequate Seniority within Marico</li><li>• Steering Committee reporting</li><li>• Member of change control board [CCB]</li></ul>
Process Owner	Partial	<ul style="list-style-type: none"><li>• Owner for a specific feature set such as access control, notifications, research subjects, student module, etc.</li><li>• Experience in his/her domain and ability to define clear objectives and requirements for process responsible for</li><li>• Manage and allocate team of users participating in the requirements gathering and user validations</li><li>• Attend periodic project status review meetings</li></ul>
Project Manager	Partial	<ul style="list-style-type: none"><li>• Project Manager from Maricowith experience in managing such enterprise Scale projects</li><li>• Project organization and planning</li><li>• Project Tracking and monitoring</li><li>• Scope definition and Change management</li><li>• Maricoresources management</li><li>• Training</li><li>• Quality Assurance</li><li>• Member of change control board [CCB]</li></ul>
User	Partial	<ul style="list-style-type: none"><li>• Mix of users from different Processes (departments)</li><li>• Spell the requirements</li><li>• Review the requirement documents</li></ul>

Profile	Dedication	Tasks
		<ul style="list-style-type: none"> <li>• Validate the prototype</li> <li>• Define business rules for the data migration from a business perspective</li> <li>• Define, jointly with Bloom team, the acceptance criteria for the data migration</li> </ul>
Infrastructure Team	Partial	<ul style="list-style-type: none"> <li>• Provide the Infrastructure as necessary and on time.</li> </ul>
Technical team (As desired)	Partial	<ul style="list-style-type: none"> <li>• Technical team members with adequate Web technology and data migration knowledge</li> <li>• Data extraction from legacy systems</li> <li>• Data cleansing if necessary</li> <li>• Integrations Construction and Testing</li> </ul>
Trainers (As desired)	Partial	<ul style="list-style-type: none"> <li>• Awareness about and Windows and DotNet tech stack applications</li> <li>• Functional knowledge in the relevant areas</li> <li>• Train the users of the application</li> </ul>
IT Administrators (As desired)	Partial	<ul style="list-style-type: none"> <li>• Experience or Knowledge in Web applications, Batch Integrations and administration</li> <li>• Knowledge in relational databases and tools (SQL, backups, Loading data utilities)</li> <li>• Skills required in the software upgrades installation, as well as procedures and distribution tools</li> <li>• Understanding of the Network Environment and the System Architecture</li> <li>• Understanding of the needed Windows and DotNet tech Stack environment, configuration Technical Requirements (software, hardware, networks)</li> </ul>

### Project Governance

The MaricoProject Manager, in cooperation with our Project Manager, is responsible for management of day-to-day project activities, aligned with the project plan, to satisfy a successful and timely implementation of all project tasks. The MaricoProject Manager is responsible for Maricoresource allocation and management. The activities and responsibilities of the MaricoProject Manager will include:

- Working with our Project Manager to develop the project plan and schedule
- Monitoring and driving project progress and results
- Conducting Project Kick-Off & Status Meetings with our Project Manager

- Allocating and Scheduling Marico project resources
- Ensuring project issues are dealt with promptly and escalated when necessary
- Actively participating throughout all phases of the project
- Ensuring Marico "Key Users" are available for design workshops, system set-up, training and testing
- Ensuring all data files are available for migration to the new system
- Ensuring that the required infrastructure is available as required
- Reviewing and signing off on Service Documents
- Providing support for training activities

Our Project Manager will be responsible for management of day-to-day project activities defined in the project plan to satisfy a successful and timely implementation of all project tasks. Our Project Manager is responsible for consulting resource allocation and management, working side by side with the Marico Project Manager, and reporting directly to the Delivery Manager on all project-related matters.

### **Communication Plan**

We will employ a formal process to facilitate communication during the project. There will be two key vehicles for providing this communication: A Weekly Project Status report and a Monthly Project Status Review (PSR) meeting wherein:

- The Project Manager, working in conjunction with the Marico Project Manager, will compile status reports with the frequency defined above for distribution to both Customer and our management.
- We will hold monthly Project Status Review Meetings to review overall status, the project schedule and open issues noted in the status report.
- Additionally, we will conduct a Steering Committee Status Report and Meeting. Project participants will determine the frequency of this meeting within the first 30 days after project start.
- We will use the following general procedures to manage project issues and risks:
  - ✓ Identify and document
  - ✓ Monitor and report progress
  - ✓ Assess impact and prioritize
  - ✓ Communicate issue resolution
  - ✓ Assign responsibility
- Project participants will define a mutually agreed upon issue escalation process at the outset of the project.

### **Change Management Process**

During the project, either party may request in writing additions, deletions, or modifications ("change") to the services described in the agreed upon statement of work. We shall have no obligation to commence work in connection with any change until the estimated fee and schedule



impact of the change is agreed upon in a written Change Request Form and Contractual Amendment signed by duly authorized customer officials and by Bloom.

Upon a request for a change, we shall submit the change on our standard change Request Form describing the change, including the estimated impact of the change on the project schedule, fees and expenses. Both parties agree to follow this process and to use the Change Request Form. The Change Management Process that we will employ is defined below:

- ✓ Identify and document
- ✓ Assess impact and prioritize
- ✓ Estimate required effort
- ✓ Approve / disapprove
- ✓ Assign responsibility
- ✓ Monitor and report progress
- ✓ Communicate change resolution

Within three consecutive business days of receipt of the proposed Change Request Form, Marico shall either indicate acceptance of the proposed change by signing the Change Request Form or advise us not to perform the change. If Marico advises us not to perform the change, then we shall proceed only with the original services. In the absence of Marico acceptance or rejection, we will not perform the proposed change.

## 8 Commercials

Item	Cost (INR)
<b>System Design, Development, Testing and Deployment</b>	19,20,000
<b>MAP with FnF Power Apps (Canvas):</b>	
<b>Final Price</b>	19,20,000

Item (Without LnD & Depot Movement Flows)	Cost (INR)
<b>System Design, Development, Testing and Deployment</b>	16,74,375
<b>MAP with FnF Power Apps (Canvas):</b>	
<b>Final Price</b>	16,74,375

### Payment Terms:

1. 30% upon Project award  
20% upon completion of Discovery Phase Sign off  
40% upon completion of Marico UAT Sign off  
10% upon Go-live or 3 weeks from Marico UAT Sign off  
Payment to be issued 30 days upon job completion and invoice received
2. Any other services not a part of this proposal will follow a change management process.
3. Hosting of app/backend will be charged extra on actuals, depending upon Azure or AWS.
4. All change requests/maintenance will be scoped and charged separately at INR 1000 per hour.
5. The services as per this proposal response will be provided from Nagpur, India.
6. The above price is exclusive of all government taxes and levies.
7. Hyper care will be of one month.

### Other terms:

- Payment to be issued 30 days upon milestone completion and invoice received.

## 9 Assumptions and Limitations

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The following assumptions have been made while submitting the proposal:

- Implementation effort may be impacted after performing the due diligence as part of the requirement gathering phase
- Marico will provide an active license for canvas app. If the licenses provided are based on the number of apps, Marico needs to confirm if they have sufficient user licenses.
- Marico will provide a Dataverse license.
- We need DataVerse as backend, as other database has filter limitations for CanvasApp.
- Data import into DataVerse considered through out of the box import option using Excel by the Administrator, no custom implementation in scope. No BAPI integration in scope.
- Server environment including database at Marico to be made available in advance before any deployment / changes by Bloom development team.
- Assuming no database level changes needs to be done by Bloom team for the in-scope development modules.
- Provide content and clarification on a timely manner as needed during requirements and design, implementation and testing phases.
- Extend all necessary communications and policy documents (if any) in a timely manner
- Sign off all deliverables from vendor as per the timeline agreed
- Provide access to production systems and other environments during Warranty Phase
- Ensure the readiness of the UAT environment by:
  - Loading the UAT environment with predefined production data to ensure sufficient quality data available
- Allocate sufficient SME time /resources to carry out the UAT during the planned timelines
- Setup, installation management and operations of any external application including Active Directory, is not in scope

# 10 Acknowledgement

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Please sign and acknowledge that you agreed with the contents of specification.

Name of vendor representative	Signature	Date