

CDP's - Evaluation Criteria and Requirements - AY 2027-28

Sr. No.	Parameters	Fields to Fill (Vendor Response)
1	Total Number of Verified Leads You Can Deliver	Specify total verified leads you can deliver during the admission cycle. (Please suggest realistic lead volumes based on past performance and capacity.)
2	Expected Paid Applications (Conversion %)	Indicate expected conversion rate from lead to paid application (%) and estimated number of paid applications.
3	Effective CPL (Cost Per Lead)	Mention proposed cost per verified lead (₹) excluding and including GST. (DON'T MENTION HERE)
4	Effective CPA(Cost Per Application)	Mention proposed cost per application (₹) excluding and including GST. (DON'T MENTION HERE)
5	Expected Admissions	Indicate the expected number of final admissions achievable through your platform (with supporting logic, if available).
6	Programmes / Courses You Can Deliver Leads For	List specific programmes you can commit to generating leads for, along with your key strengths or proven expertise in each programme category.
7	Programs / Courses You Are Unable to Commit For	Mention programmes categories where you are unable or not confident in generating leads.
8	Proposed Lead Generation Strategy	Outline your proposed strategy - channels, targeting approach, and projected conversion funnel (Lead → Application → Admission).
9	Technology Integration Capabilities	Describe your integration capabilities with CRM systems (e.g., API, etc)
10	Comprehensive Pricing Structure	Provide complete commercial details
11	Additional Information	Any other relevant details, case studies, client references, or value-added services you wish to highlight.

• Final quotations, addressed to the Registrar, DES Pune University, must be submitted in a sealed hard copy by 11:00 AM on 22nd October 2025, followed by an in-person interaction with the selection committee at DES Pune University, Pune.