

Expression of Interest for the Production of Corporate Film



6th JUNE 2018

KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION

(A Statutory Body of Government of Kerala)

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I) DISCLAIMER

- a) This EOI document is not an agreement and is not an offer or invitation by KINFRA to any party other than the Bidders.
- b) KINFRA may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in the EOI. The information that KINFRA is in a position to furnish is limited to this EOI and the information available at the contact addresses given herein along with any amendments/clarifications thereon.
- c) The information contained in the EOI or subsequently provided to Bidders, whether verbally or in documentary form by or on behalf of KINFRA /Consultants/any of their employees, is provided to the bidders on the terms and conditions set out in the EOI and any other terms and conditions subject to which such information is provided.
- d) The purpose of the EOI is to provide the bidder(s) with information to assist the formulation of their bids. The EOI does not purport to contain all the information each Bidder may require. The EOI document may not be appropriate for all persons, and it is not possible for KINFRA, their employees or Consultants to consider the investment objectives, financial situation and particular needs of each eligible party who reads or uses the EOI document.
- e) Each Bidder should check the accuracy, reliability and completeness of the information in the EOI and wherever necessary obtain independent advice from appropriate sources. KINFRA and its employees make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI. Each Bidder should conduct its own studies and analysis and is advised to collect and obtain any other information that may be necessary for preparing the Bid, at its own responsibility. The Bidder shall be deemed to have satisfied himself before submitting his Bid, as to the risks, contingencies and all other circumstances, which may influence or affect his Bid.
- f) Mere submission of a responsive Bid does not ensure selection of the Bidder. KINFRA reserves the right to select the Bidder meeting the eligibility criteria. The selected bidder will be intimated in due course of time.
- g) Any Addendum, corrigendum will be published in KINFRA website.

II) ABOUT KINFRA

Kerala Industrial Infrastructure Development Corporation (KINFRA) was set up by an Act of the State Legislature in February 1993, aiming at accelerating the industrial development of the State by providing infrastructure facilities to industries. KINFRA's thrust has been to facilitate the development of industrial infrastructure in the State, and as such it has successfully completed more than two decades of excellence in this field. KINFRA has successfully completed over the past 25 years, 24 theme based Industrial Parks in Kerala in areas such as garments, infotainment, marine/seafood, rubber, exports, food processing, Biotechnology etc.

III) ABOUT THE PROJECT

KINFRA invites proposals from reputed production agencies/producers for undertaking the production of corporate film of KINFRA. The storyline could contain brief activities of KINFRA, the functions/mandate, and focus on major projects.

IV) EXPRESSION OF INTEREST (EOI)

KINFRA invites Eoi's from reputed Films Production Agencies (Proprietorship Firm/ Partnership Firm/ a Company incorporated under the Companies Act 1956/2013) for production of high quality film of 3-5 minutes duration each in Malayalam and English on (a) About KINFRA (b) Parks under KINFRA and (c) Mega projects. Agencies having experience in production of films as described in the document only need to apply.

V) SCOPE OF WORK

The detailed scope of the assignment is outlined as follows:

- Collection & Compilation of information and material available with KINFRA (available sources) and other sources
- Preparation of script and receiving the approval from KINFRA
- Development of Audio-visual Content, scene coverage, voice & text input to explain the importance of the topics

- Capturing High Definition (HD) video, still photographs of the Parks and KINFRA facilities as per the decided content
- Composition/ Editing of the captured videos, audios, still photographs to develop the film
- Production of film in desired format (of about 3-5 minutes with voice over and music in HD digital format) on 10 Flash Drive
- Best script will be selected after due approval of the Committee

VI) DELIVERABLES

Deliverables for both in Malayalam and English are

- One mixed master in HD and one Master DVD,
- One unmixed master in HD, at least 4 DVDs for previews and a mixed master on DV tape should be made available in an external hard disk

- Master DVC pro -50 – two copies
- Master HD format at two copies
- Flash Drive – 10 copies
- Hard copy of the final scripts in print form (one copy) and in ms-word or rtf file format in CD format.
- Copies of final scripts both in Malayalam and English

VII) TIMELINE

Sl. No.	Activity	Date
1	Tender Floated	7 th June, 2018
2	Last Date for Submission	21 st June, 2018
3	Evaluation of Bid	22 nd June, 2018
4	Screening (Technical Presentation)	27 th June, 2018
5	Issue of Work Order	1 st July, 2018
6	Dummy Version	21 st July, 2018
7	Final Version	31 st July, 2018

TERMS OF PAYMENT

The Payment shall make on the basis of the delivery milestones as specified in the following table. The payment shall be released within one month of the delivery and subsequent acceptance of the deliverables by KINFRA.

	Work Component	Payment
1	On submission of detailed concept script and storyboard	20%
2	On completion of collection of material from secondary sources and shooting and submission of first cut	30%
3	Submission of Dummy version	30%
4	After completion and delivery	20%

Note: Approval of the Committee is required at every step.

VIII) ELIGIBILITY CRITERIA

The Bidder, essentially a Films Production Agency or a producer/scriptwriter of repute shall have to meet all the below mentioned criteria:

- The bidder needs to have produced a minimum of 5 full-length documentaries/short films/feature films of 3 minutes or more for Government / Corporate entities
- The bidder needs to have professional experience of 10 years or more as a Film / Short film Producer/ Scriptwriter
- Financial Capacity: The bidder needs to have a Cumulative Turnover of a minimum of Rs. 50 Lakhs over the last 3 financial years (2015-16, 2016-17, 2017-18)
- Financial bid of the technically qualified bidders will only be considered
- The bidder should furnish an undertaking that they have the required experience of making corporate films and also state the names and submit actual films created by the organization. At least two actual films should be

submitted with the proposal and the same should be presented during the technical presentation

- The Production Company/Agencies/Producers should have well trained production team and each of following key personnel must fulfill the minimum conditions of eligibility criteria specified below. The Agency team would need to work closely with KINFRA:

SN	Key personnel	Educational Qualifications	Length of Professional Experience	Experience of assignments
1	<i>Director</i>	<i>Film/Video/ Production/ Or Working Experience with TV Channels as Journalist or FTII graduate</i>	10 years	Experience in directing corporate & product promotion films. (equivalent) Should have directed at least 5 films. Media Relations Experience in Govt. Organizations Working experience with TV Channels
2	Script writer	Graduate	10 years	Should have work experience in script writing for corporate & product promotion films
3	Expert	Graduate	10 years	should have exposure in Industrial Infrastructure projects

(In cases if there is any change in the key personnel subsequent to award of the work it would be with the prior approval of KINFRA. KINFRA may terminate the contract if the replacement is without the approval of KINFRA. The decision of KINFRA in this regard will be final and binding). The three key personnel / positions can be a single individual provided he/she fulfills the above mentioned experience.

Eol to be submitted in the following Format duly signed by the authorized representative of the applicant with copy of resolution or power of attorney:

Sl. No.	Description	Details
1	Name of the applicant and address with e mail, phone etc. (If consortium full particulars of all members and proposed share and indicating who is the lead member)	
2	Main area of Business	
3	Proof for Expertise in the concerned sector	
4	Major Products being Manufactured at present or activities/ services.	
5	Location of Corporate Office /registered Office	
6	Turnover in the last 3 years	
7	Net worth of preceding three years	

Following Documents to be submitted along with the Eol (certified copy):

1. Brief write up about the Company/ Promoters/LLP Profile/ Firm
2. Balance Sheet and Profit & Loss Statement for the Year 2014-15, 2015-16 and 2016-17
3. Copy of latest Income Tax Return
4. Copy of latest Tax Return
5. PAN Card Copy
6. Self-Certification stating that the Company/ LLP/Firm or its Subsidiaries / Individual/ Associates are not Debarred / Blacklisted by any Central / State Governments, Government Departments, Government Bodies or PSUs.

7. Certificate from Chartered Accountant showing the Net worth of preceding three years.

Net worth shall be calculated as below:

Net worth = Share Capital + Reserves & Surplus – Miscellaneous expenditure to the extent not written off

OR

Net worth = Total Assets - External Liabilities

8. Copy of MOA and AOA/ Partnership deed and certificate of incorporation/ registration in case of firms.
9. Any other detail which the Applicant Company/ Firms feels relevant in this regard.

X. BIDDING PROCESS:

Bidding process will consist of two separate bids viz. technical bid and financial bid through a two cover system. Two separate covers containing technical and financial bids need to be placed in a single large envelope.

XI . HOW TO APPLY

(i) The proposer must submit its **Technical Proposal and Financial Proposal** in two separate 'sealed envelopes' (duly super-scribed "Technical Proposal" and "Financial Proposal" on the each envelope). Both these sealed covers should be enclosed in an outer cover and submitted to KINFRA. All covers must have the full address of the applicant.

(ii) The proposals should be submitted in the prescribed format. Proposals not in the format will be rejected.

(iii) The technical proposal must be accompanied by all above mentioned documents along with proof of similar work done by the bidder.

(iv) Production Company/Agencies/Producers should have working experience in the field of production of infrastructure development sector and television programmes etc. Documentary proof in support of business done in the field of film production in corporate film and / or specific product promotion communication development related programmes done in the past with departments of the central/state Government, corporate houses and television companies. Enclose copy of the work orders for last three years. (DO NOT enclose the originals).

Enclose company registration certificate, memorandum & articles of association and work orders as evidence.

Registered company/production houses/ should have GST Number, Pan Number etc. Enclose certificates and copy of last three years Income Tax returns, PAN and GST Number.

(iv) The proposer will not vary/modify any aspect of the proposal/budget etc during the validity period or any extension thereof.

(v) Application should be accompanied by an EMD of Rs. 5,000/- (Five thousand rupees) as separate DD drawn in favor of "KINFRA" payable at Trivandrum. The DD will be subsequently adjusted against performance guarantee to be submitted by the successful applicant and in the remaining cases the amount will be returned within 15 days of the finalization of the selection and award of the work.

(vi)The duly signed proposal should reach to: MD, KINFRA on or before 21st June, 2018 before 5 p.m. Tenders received (by post or by hand) after due date

and time will be summarily rejected. KINFRA will not responsible for any postal delay. Tender will be opened on 22nd June 2018 at KINFRA Head Office.

XII EVALUATION PROCESS:

All the received proposals will be scrutinized by the committee appointed by KINFRA for opening the tender. The committee will check all the documents (Application in format/Firm Registration Certificates/experience/previous work orders/last three years IT return/Key personnel profile/application fee/EMD/PAN number/sample CD/scripts/Financial bids etc.) submitted by the proposer. The committee will prepare a list of all eligible companies/firms and will recommend their name for technical evaluation.

KINFRA has adopted a two bid selection process in evaluating the proposals. Firstly technical evaluation will be carried out as specified in evaluation procedure by committees appointed by KINFRA. Based on this technical evaluation, a list of short-listed applicants will be prepared and subsequently the financial evaluation will be carried out.

The technical proposals would be evaluated in two stages. In the **first stage** the written technical proposal would be evaluated and scores would be assigned. Technical Proposals will be evaluated on the basis of proposer's experience in production of films/ experience of key persons, proposed methodology and proposed treatment/script. The Scoring criteria to be used for evaluation will be as follows.

XII.I EVALUATION OF TECHNICAL BID

The Technical Bid document along with the supporting documents submitted by the bidder shall be scrutinized on the basis of the Eligibility Criteria as specified in this document. The Technical bids not satisfying the eligibility criteria shall be

rejected and shall not be considered for further evaluation. The technical Bids satisfying the eligibility criteria shall be considered for Technical Bid Evaluation as per the Technical Evaluation criteria as specified in this document and shall be assigned with the marks. Technical Evaluation shall also involve detailed Technical Presentation by the Bidder. The technical Bid evaluation Criteria is specified in the following table.

The criteria to be used for evaluating all qualifying bids for this project shall be as follows:

Sl.	Evaluation Criteria	Scoring Methodology		Maximum Marks
1	Technical Capacity of the Bidder			40
1.1	No. of Projects undertaken	The marks will be awarded based on the following criteria:		20
		No. of Projects	Marks	
		5 Projects	5	
		5-7 Projects	10	
		7 or more Projects	20	
1.2	Relevant Experience	Year of Experience	Marks	20
		10 Years	5	
		10-12 Years	10	
		12 Years or more	20	

2	Creative/Conceptualization Capacity of the Bidder (Presentation)		60
2.1	Concept	Mark shall be awarded on the creative route and treatment ideas as shared by the bidder in the form of a presentation to the committee	25
2.2	Production Methodology	Mark shall be awarded on the basis of uniqueness, efficacy and practicality of the production technology in line with the emerging trends used by the bidder	10
2.3	Production Team	Mark shall be awarded on the basis of the profile of all key personnel as submitted by the bidder	25

The bidders scoring minimum 75 marks out of 100 in the Technical Evaluation shall be declared as the Technically Qualified bidder. The marks secured by the Technically Qualified bidder shall be considered as the Technical Score (TS).

XII.II EVALUATION OF FINANCIAL BID

The Financial bids shall be opened only for the Technically Qualified bidders. The date, time and venue of the Financial Bid opening shall be intimated to all the technically qualified bidders in advance. The authorized representatives of the technically qualified bidders may be present during the financial bid opening. The financial bids shall be scrutinized for their conformity to the specified formats, seal and authorized signature of the bidder. Financial Bids that are illegible, not conforming to the specified formats or without the seal and signature, with arithmetic errors, with mismatching "figure" and "words" value(s) shall be summarily rejected. The work will be awarded to the lowest bidder. KINFRA reserves the right to accept or reject any or all tender documents without assigning any specific reason.

X.III. SELECTION PROCEDURE:

A committee in KINFRA will carry out a preliminary screening of the applications and will shortlist the vendors fulfilling the prescribed requirements. The short listed applicants will be required to make presentation of their proposal before the selection committee.

XIV. COPYRIGHT:

KINFRA shall hold proprietary rights on the use, marketing contents, and intellectual etc. of the final edited film and all shooting material. This shall be confirmed in writing before the award of work.

XV. ARBITRATION

If any dispute, difference, question or dis-agreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assigns in connection with or arising out of the contract or duties of the said parties hereunder or any matter whatsoever incidental to his contract or otherwise concerning the works of execution or failure to execute the same whether during the progress of work or stipulated/extended periods or before or after the compilation or abandonment thereof, it shall be referred to the sole arbitrator appointed by Managing Director, KINFRA, .

XVI. OTHER TERMS AND CONDITIIONS

The theme and topic of the film should conform to the programme briefs provided by KINFRA from time to time. The production should be of high quality meeting the international standards. Competent and approved talent/voices should be used.

Appropriate use of modern editing techniques including rendering of text/visuals, multi-layering, compositing, chromo key, special effects etc should

be made to make the film visually very rich. The video film should meet the international telecast standards of all public and private channels.

- The Proposal shall be valid for a period of not less than 180 days from the Proposal Due Date (the 'PDD')
- KINFRA reserves the right to accept or reject any or all tender(s) without assigning any reason thereof
- The selected bidder shall submit final deliverables as per the work schedule mentioned in the work order
- Script: 15 days from the date of issue of work order
- Rough cut: 30 days from the approval of the script
- Final Product: 7 days from the approval of the rough cut
- KINFRA may extend the period of job based on genuine reasons if necessary
- **Penalty of 1% of total project cost will be charged per week for delay beyond the agreed date of delivery subject to a ceiling of 10% of Total Project Cost.**
- Successful proposal will have to sign an agreement with KINFRA which will include General Terms & conditions & penalty clause, time frame.
- No TA / DA will be admissible, applicant will have to bear their expenses to attend the presentations

XVII. SUBMISSION OF EOI

The applicant shall submit the EOI for the project mentioned according to their expertise. The EOI for the project should be enclosed in a sealed envelope superscribed "***EOI for the Production of Corporate Film***" should reach in the address given below on or before 21st June 2018 before 5 p.m. Submission of EOI through email will not be accepted.

The Managing Director,

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