

Expression of Interest for the Production of TV Commercials



22nd January 2020

KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION

(A Statutory Body of Government of Kerala)

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1. 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.**

2. ABOUT KINFRA

- Kerala Industrial Infrastructure Development Corporation (KINFRA) is a statutory body formed by the Government of Kerala in 1993, by an Act of State Legislature for facilitating the development of industrial infrastructure in the State. KINFRA has played a pioneer role in developing industrial infrastructure in the State of Kerala.
- KINFRA has a very successful track record in setting up 24 industrial parks across Kerala for facilitating development of the industry in the State.
- KINFRA has taken the initiative of promoting the concept of 'Theme Based Parks' since its inception in 1993. After understanding the needs of a particular industry, KINFRA identifies common needs and accordingly provide common facilities to promote the concept of 'shared infrastructure' as a facilitating measure to attract investors of that particular industry. Theme Based Parks already commissioned by KINFRA include Industrial Parks for Garments, Entertainment, Footwear, Exports based industry, Biotechnology, Food processing and SME industrial sector etc.
- KINFRA promotes a proactive approach to environmental protection and Pollution-free ecosystem in all their parks.
- KINFRA also provides exclusive single window clearance facility for units in its Parks for obtaining regulatory licenses and clearances.

3. ABOUT THE PROJECT

KINFRA intends to produce 5 TV Commercials of 40 seconds duration each in Malayalam showcasing:

- Business parks under KINFRA, Kerala State Industrial Development Corporation Ltd (KSIDC) and Directorate of Industries & Commerce (DIC)
- Ease of Doing Business (EODB) – Highlighting the investment opportunities in Kerala
- E-vehicles- Highlighting E-auto developed by KAL (Kerala Automobiles Limited) and other e-vehicle projects promoted by Government of Kerala
- Departments under Industries department:
 - Handlooms and Textiles

- Kerala State Drugs & Pharmaceuticals Ltd (KSDP)

4. EXPRESSION OF INTEREST (EOI)

KINFRA invites proposals from reputed Film production agencies/producers for undertaking the production of 5 TV Commercials of 40 seconds duration each in Malayalam showcasing:

- Business parks under KINFRA, Kerala State Industrial Development Corporation Ltd (KSIDC) and Directorate of Industries & Commerce (DIC)
- Ease of Doing Business (EODB) – Highlighting the investment opportunities in Kerala
- E-vehicles- Highlighting E-auto developed by KAL and other e-vehicle projects promoted by Government of Kerala
- Departments under Industries department:
 - Handlooms and Textiles
 - Kerala State Drugs & Pharmaceuticals Ltd (KSDP)

Agencies having experience in production of TV Commercials as described in the document only need to apply.

5. SCOPE OF WORK

The detailed scope of the assignment is outlined as follows:

- Collection & Compilation of information and material available with KINFRA, KSIDC, DIC, KSDP, KAL and Industries Department highlighting the activities undertaken to promote investment and to enhance ease of doing business in the state (available sources) and other sources
- Preparation of script and receiving the approval from Industries Department
- Development of Audio-visual Content, scene coverage, voice & text input to explain the importance of the Industrial growth of the state
- Capturing High Definition (HD) video as per the decided content
- Composition/ Editing of the captured videos, audios, still photographs to develop the TV Commercials

- Production of 5 TV Commercials in desired format (of about 40 seconds duration each with voice over and music in HD digital format) on 10 Flash Drives

6. DELIVERABLES

Following are the deliverables required for each of the 5 TV commercials of about 40 seconds duration each in Malayalam:

- One mixed master in HD and one Master DVD
- One unmixed master in HD, at least 4 DVDs for previews and a mixed master should be made available in an external hard disk
 - (i) Master HD format
 - (iii) Flash Drive – 10 copies
 - (iv) Hard copy of the final scripts in print form (one copy) and in ms-word or rtf file format in CD format.
 - (v) Copies of final scripts in Malayalam to be submitted to Industries Department

7. TIMELINE

Sl. No.	Activity	Date
1	Release of EOI	22/01/2020
2	Last Date for Submission	01/02/2020
3	Evaluation of Bid	03/02/2020
4	Issue of Work Order	05/02/2020
5	Dummy Version	20/02/2020
6	Final Version	28/02/2020

8. TERMS OF PAYMENT

The Payment shall be made 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.

SI No:	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 KINFRA is required at every step.

9. ELIGIBILITY CRITERIA

The Bidder, essentially a Film 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/ TV Commercials of 40 seconds duration or more for Government / Corporate entities
- The bidder needs to have professional experience of 5 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. 1 Crore over the last 3 financial years (2016-17, 2017-18, 2018-19)
- Financial bid of the technically qualified bidders will only be considered
- Film Production Company/Agencies/Producers shall furnish an undertaking that they have the required experience of making corporate films and also state the names and submit actual films/commercials created by the organization.
- Film 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:

SI No:	Key personnel	Educational Qualifications	Length of Professional Experience	Experience of assignments
1	Director	Film/Video/ Production/ Or Working Experience with TV Channels	5 years	<ul style="list-style-type: none"> ▪ Experience in directing corporate & product promotion films/ TV commercials (equivalent) ▪ Should have directed at least 5 films/ TV commercials. ▪ Media Relations Experience in Govt. Organizations ▪ Working experience with TV Channels
2	Script writer	Graduate	5 years	Should have work experience in script writing for corporate & product promotion films
3	Expert	Graduate	5 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 Industries Department. Industries Department may terminate the contract if the replacement is without the approval of Industries Department. The decision of Industries Department 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. EOI 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.	
2	Main area of Business	
3	Proof for Expertise in the concerned sector	
4	Major activities/ services.	
5	Location of Corporate Office /registered Office	
6	Turnover in the last 3 years	

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

1. Brief write up about the Company/ Promoters/LLP Profile/ Firm
2. Balance Sheet and Profit & Loss Statement for the Year 2016-17, 2017-18 and 2018-19
3. Copy of latest GST Return
4. PAN Card Copy
5. 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.
6. Copy of MOA and AOA/ Partnership deed and certificate of incorporation/ registration in case of firms.
7. Any other detail which the Applicant Company/ Firms feels relevant in this regard.

10. 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.

10.1. HOW TO APPLY

- (i) The bidder must submit the **Technical Proposal and Financial Proposal** in two separate 'sealed envelopes' (duly super-scribed "Technical Proposal" and "Financial Proposal" on each envelope). Both of these sealed covers should be enclosed in an outer cover super-scribed "EOI for Production of TV Commercials "and shall be 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 prescribed format will be rejected.
- (iii) The technical proposal must be accompanied by all above mentioned documents along with proof of similar works done by the bidder.
- (iv) Film Production Company/Agencies/Producers should have experience in the field of production of films/ commercials for infrastructure development projects.
 - Proof in support of business done in the field of film production /TV Commercials in past with departments of the central/state Government,

corporate houses and television companies should be submitted with the Technical Proposal. 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.

(v) The bidder shall not vary/modify any aspect of the proposal/budget etc during the validity period or any extension thereof.

(vi) The duly signed proposal should reach to: MD, KINFRA on or before 1/2/2020 before 5 p.m. Proposals received (by post or by hand) after due date and time will be summarily rejected. KINFRA will not responsible for any postal delay.

11. EVALUATION PROCESS:

All the received proposals will be scrutinized by the committee appointed by KINFRA for opening the EOI. 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/PAN number/sample CD/scripts/Financial bids etc.) submitted by the bidder. 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 committee 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.

Technical Proposals will be evaluated on the basis of bidder's experience in production of films/ TV Commercials, experience of key persons, proposed methodology and proposed treatment/script. The Scoring criteria to be used for evaluation will be as follows.

11.1. 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. 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.no.	Evaluation Criteria	Scoring Methodology		Maximum Marks
1	Technical Capacity of the Bidder			50
1.1	No. of Projects undertaken	The marks will be awarded based on the following criteria:		25
		No. of Projects	Marks	
		5 Projects	15	
		> 5 Projects	20	
		> 8 Projects	25	
1.2	Relevant Experience	Year of Experience	Marks	25
		5 Years	15	
		> 5 Years	20	
		> 8 Years	25	

The bidders scoring minimum 35 marks out of 50 marks in the Technical Evaluation shall be declared as the Technically Qualified bidder.

11.2. 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 (refer annexure) or without the seal and signature, with arithmetic errors, with mismatching “figure” and “words” value(s) shall be summarily rejected.

The bidder who quotes the lowest rate in Financial Proposal will be awarded the work. KINFRA reserves the right to accept or reject any or all bid documents without assigning any specific reason.

12. SELECTION PROCEDURE:

A committee in KINFRA will carry out a preliminary screening of the applications and will shortlist the bidders fulfilling the prescribed requirements. The bidder who quotes the lowest rate in Financial Proposal will be awarded the work.

13. COPYRIGHT:

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

14. 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 completion or abandonment thereof, it shall be referred to the sole arbitrator appointed by Managing Director, KINFRA. Disputes if any shall be subject to Thiruvananthapuram jurisdiction only.

15. OTHER TERMS AND CONDITIONS

The theme and topic of the commercials 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 TV Commercials visually very rich. The TV commercials 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
- KINFRA reserves the right to accept or reject any or all bid(s) without assigning any reason thereof
- The selected bidder shall submit final deliverables as per the work schedule mentioned in the work order
- KINFRA may extend the period of job based on genuine reasons if necessary
- No TA / DA will be admissible, applicant will have to bear their expenses

16. SUBMISSION OF EOI

The Technical and financial bid envelopes for the project should be enclosed in a sealed envelope super scribed "***EOI for the Production of TV Commercials***" and should reach in the address given below on or before 01/02/ 2020 before 5 p.m. Submission of EOI through email will not be accepted.

The Managing Director,
Kerala Industrial Infrastructure Development Corporation (KINFRA),
KINFRA House, 31/2312,
Sasthamangalam,
Trivandrum – 695010
Kerala, India
Telephone:- +91 471 2727281 / 2727282
Fax:- +91 471 2727241
E mail: mail@kinfra.org

ANNEXURES

DECLARATION

I/We hereby declare that the details furnished are true and correct to the best of my knowledge and belief and I undertake to inform you of any changes therein, immediately. In case any of the information is found to be false or untrue or misleading or misrepresenting, I am aware that I may be held liable for the same.

Signature

DECLARATION

I/we hereby declare that I/we have not been Blacklisted by any Central/State Govt Depts/Central/State Govt PSUs, Autonomous and statutory bodies under State/Central Governments.

Signature

Financial Bid format

The bidder shall submit financial bid for each of the five commercial separately as per the below mentioned format.

Sl No.	Details of work	Total Rate in Rs.(Inclusive of GST)
1	<u>Name of work:</u> <u>Cost breakup</u> a) Production : b) Manpower: c) Post production:	
Total	(In figures)	
	(In words)	

***Signature and
Seal of the authorized signatory***