

Request for Proposal (RFP)
Selection of Agency for Production of Promotional Video for
International Conference & Exposition on Coconut - 2019



12th July 2019

**KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT
CORPORATION**

(A Statutory Body of Government of Kerala)

KINFRA Corporate Head Office, KINFRA House, TC 31/2312, Sasthamangalam P.O,

Thiruvananthapuram, Kerala, India - 695 010

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1. DISCLAIMER

- a. This RFP is not an agreement and is neither an offer nor invitation by Client (KINFRA) to the prospective applicant (Bidder) or any other person. The purpose of this RFP is to provide interested applicants with information that may be useful in the formulation of proposal pursuant to this RFP. The information is not intended to be exhaustive. Bidders are required to make their own inquiries and satisfy themselves regarding the completeness and reliability of the information and not to rely solely on the information in this document.
- b. Neither KINFRA nor their employees, consultants, advisors or agencies make any representation or warranty as to the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP. Each prospective applicant should conduct its own investigations and analysis and check the accuracy, adequacy, correctness, completeness or reliability of the information in this RFP document and obtain independent advice from appropriate source before submission of the proposal against this RFP.
- c. KINFRA may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.
- d. Neither KINFRA nor their employees, consultants, advisors or agencies will have any liability to any prospective bidder or any other person under the law of contract, for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document.
- e. KINFRA reserves the right to reject any or all of the proposals submitted in response to this RFP document at any stage without assigning any reason whatsoever. KINFRA also reserves the right to hold, withdraw or cancel the process at any stage under intimation to the applicants who submit the

Proposal against this RFP.

- f. KINFRA reserves the right to modify or amend or add to any or all of the provisions of this RFP document or cancel the present invitation and call for fresh invitations.
- g. Neither KINFRA nor their employees, consultants, advisors or agencies will have any liability in case of non-receipt of any correspondence from them to the applicants due to postal delays.
- h. The applicable laws for the purpose are the laws of INDIA. Courts of Kerala will have the jurisdiction concerning or arising out of this RFP document.
- i. **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 the 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. PROJECT DETAILS

Government of Kerala is organizing the International Conference and Exposition on Coconut on 17th & 18th of August 2019, at Hotel Taj Gateway, Kozhikode, Kerala. The event is being coordinated by Industries Department, KSIDC & State Planning Board. The conference & Exposition envisage the development of a Strategy for creating a sustainable growth of the coconut sector with regard to production, productivity & value addition of coconut, and also its allied products.

The conference is intended to be a platform for farmers in coconut sector to gather inputs on latest technical advancements, and also for processors, manufacturers, suppliers, fabricators and entrepreneurs in the sector to showcase their products and services. The conference is envisaged to have presentations, plenary sessions, breakout sessions, panel discussions etc. The exposition is also envisaged to be the centre stage for business houses to showcase the latest technologies and innovations in the sector.

4. OBJECTIVE

To select a prospective Agency for the production of a Promotional Film for International Conference and Exposition on Coconut 2019 highlighting the Coconut Sector of Kerala. The conference & Exposition envisage the development of a Strategy for creating a sustainable growth of the coconut sector with regard to production, productivity & value addition of coconut, and also its allied products.

5. SCOPE OF WORK

The Promotional Film is to be produced in High Definition Format with International Standards with direct shooting on the major activities of Coconut Sectors in the State with a script approved by a Competent Authority. The Film is to be produced in duration of 3 minutes. The promotional video will highlight the sustainable growth of the coconut sector with regard to production, productivity & value addition of coconut, and also

its allied products.

The detailed scope of the assignment is outlined as follows:

- Collection & Compilation of information and material from various 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 as per the decided content highlighting the following
 - Growth of Coconut sector and its profiling
 - Profiling of Coconut Products & product related activities
 - Value addition of coconut/ value added products (Like 'Neera', Coconut Flour, Coconut Vinegar, Coconut Syrup and Non food by-products such as handicrafts, furniture, activated carbon etc)
 - Unique advantages of Kerala
 - Showcasing potential of coconut sector to attract investments to Kerala
 - Coconut based Industrial Units
 - Linkage of coconut plantation/cultivation with responsible tourism
- Composition/ Editing of the captured videos, audios, still photographs to develop the Promotional Video
- Production of Promotional Video
- in desired format (of about 3 minutes with voice over and music in HD digital format) on 10 Flash Drives

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

- (i) Master DVC pro -50 - two copies
- (ii) Master HD format at two copies
- (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 both in Malayalam and English

Final promotional video should be delivered within 14 days from the date of issue of work order.

6. DIRECTIVES TO BIDDERS FOR RFP SUBMISSION

6.1.1 ENQUIRIES CONCERNING THE RFP

All enquiries should be submitted on the following address in writing, by letter or e-mail:

**ADDRESS: Managing Director, KINFRA
 KINFRA house, 31/2312,
 Sasthamangalam,
 Thiruvananthapuram- 695010,
 Kerala
 Tel: 0471 2726585
 Email: mail@kinfra.org**

Note: All the communication from KINFRA will be through email only. Any corrigendum/addendum/Clarification to the RFP will be published in the website of KINFRA only.

6.1.2 VALIDITY OF BID

Each bid shall indicate that it will remain valid for a period not less than 180 days from the due date of the submission of the bid (Bid due date). KINFRA reserves the right to reject any bid, which does not meet this bid validity requirement.

6.2 TENTATIVE SCHEDULE FOR BIDDING PROCEDURE

The tentative schedule of the bidding procedure is as follows. The schedule is subjected to change at the discretion of KINFRA

SL.No	Milestone	Date
1	Release of RFP	12 th July, 2019
2	Submission of Bid	20 th July 2019, 3.00 PM
3	Technical Bid opening	20 th July 2019, 3.30 PM
4	Concept Presentation	23 rd July 2019, 11.00 AM
5	Opening of financial bid	23 rd July 2019, 3.00 PM
6	Issue of Work Order	24 th July 2019
7	Rough Cut	7 th August 2019
8	Final Submission of Video	12 th August 2019

6.3 SUBMISSION OF BID

The Technical Bid and Financial Bid should be submitted by the bidders, along with supporting documents and EMD to Managing Director, KINFRA on or before the due date, at the address provided in the RFP document. Bids submitted through E-Mail will not be accepted.

6.4 EARNEST MONEY DEPOSIT

- The bidder must submit an interest free Earnest Money Deposit (EMD) of **Rs. 5,000.00/- (Rupees Five Thousand only inclusive of GST)** by way of Demand Draft (DD) drawn in favour of Managing Director, KINFRA payable at Trivandrum along with the Technical bid in a cover super scribed “Earnest Money Deposit”. **The bids not accompanied by EMD will be summarily rejected.**
- The EMD of all unsuccessful bidders will be refunded within a period of thirty (30) days from the date of awarding work to the successful bidder. The EMD of any bidder, whose bid is rejected on account of being non-responsive or non-

reasonable in accordance with the RFP, will be refunded within a period of thirty (30) days from the date of intimating the rejection of bid by KINFRA to the bidder.

6.5 FORMAT AND SIGNING OF BIDS

- The Technical Bids and Financial Bids are to be submitted as per the prescribed formats in **Annexure 1**. The proposal shall be typed and printed in indelible ink and shall be signed by the Bidder or a person duly authorized to bind the applicant organization to the contract. All pages of the proposal including all copies shall be attested by the person signing the proposal. Any interlineations, erasures or overwriting shall be valid only if it is attested by the person signing the proposal.
- The intending firms shall also submit a list of such projects, where, due to any disputes litigation/arbitration was invoked and/or the consultancy services were abandoned/suspended by the Consultant(s). Suppression of any information in this regard may lead to disqualification of the Applicant(s) concerned, if such information comes to the notice of KINFRA. Incomplete applications will be summarily rejected. Applicants should give an undertaking certifying that the firm has not been blacklisted or debarred by any Central/State Governments/Govt Departments/ Govt Bodies/PSU's. (Refer Annexure 2)
- The cost of preparation of bids and related expenses has to be borne by the Bidder. The bidders will not be eligible for reimbursement of any travel expenses for attending meetings for making presentation or any other purposes.
- Any addendum/corrigendum/clarification to this RFP document shall only be uploaded on the website of KINFRA and may not be communicated otherwise. Prospective bidders are therefore advised to visit KINFRA website and get updated on the latest status.

6.6 SEALING AND MARKING OF BIDS

- The bidder would provide all the information as per this RFP, and KINFRA would evaluate only the bids received in the required format. The Technical Bid and Financial Bid should be separately submitted in sealed envelopes, super scribed “Technical Bid” and “Financial Bid” respectively in separate envelopes. In the envelope super scribed ‘Technical Bid’ should contain Pre-qualification Criteria and Technical Evaluation Criteria, and the Bidder should also enclose the envelope containing the EMD in this envelope. Both these envelopes (envelope super scribed ‘Technical Bid’ and envelope super scribed ‘Financial Bid’) should be enclosed in another sealed envelope super scribed “RFP for selection of agency for Production of a Promotional Film for International Conference and Exposition on Coconut 2019”.
- The envelope shall be addressed to:

ADDRESS: **The Managing Director,
KINFRA, KINFRA House, 31/2312
Sasthamangalam,
Thiruvananthapuram-695010
Kerala, India.
Tel No: 0471 2726585**

- KINFRA assumes no responsibility for the misplacement or premature opening of the bids submitted, if the Sealing and Marking is not as per the requirement. KINFRA will not be responsible for any postal delays or delay in transit for submitting the Bids.

6.7 RIGHT TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS

Notwithstanding anything contained in this RFP, KINFRA reserves the right to accept or reject any Bid/ all Bids and to annul the bidding process and reject all bids, at any time prior to the signing of the agreement without assigning any reason and without incurring any liability to the rejected Bidder/ Bidders or any obligation to inform the affected Bidder/ Bidders of the grounds for rejection.

6.8 SUCCESSFUL BIDDER

- The successful bidder shall be selected based on the evaluation and scoring of the bid and concept presentation and the work will be awarded to the successful bidder

6.9 DEFAULT AND FORFEITURE OF EMD

- The EMD will be forfeited under the following circumstances:
 - If the successful bidder fails to execute the agreement in prescribed time.
 - If the bidder withdraws his offer during the Bid validity period
 - If the successful bidder fails to furnish the Bank guarantee / performance guarantee with in time stipulated in work order / letter of intent.

6.10 DEFINITION OF TERMS & PAYMENT TERMS

- Definition of “Completion of work”: It is defined as completion of the work as mentioned in the Scope of Work and approval of the Final video submitted by the agency by KINFRA

The payment schedule will be as follows -

100% of the payment will be made after the final submission of the 3 minutes promotional video and acceptance by KINFRA.

6.11 CONFLICT OF INTEREST

KINFRA requires that consultants should provide professional, objective and impartial advice and at all times hold the client’s interest paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work. The consultant and any of their affiliates shall be considered to have a conflict of interest and shall not be hired under any of the circumstances given below: (a) Conflicting activities or assignment i.e. providing goods or works or assignment other than consulting assignment (b) Conflicting relationship i.e. business/relationship with a member of the client's staff involved in the job. (c) The consultants shall be required to

observe the highest standard of ethics during rendering of professional services.

6.12 FRAUD AND CORRUPTION

- KINFRA requires that the bidders against this RFP shall observe the highest standard of ethics and shall not indulge in corrupt, fraudulent and collusive practices which would result in rejection of bids and cancellation of award of contract. In pursuit of this policy, the following are defined:
- Corrupt practice means the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the bidding process or in contract execution.
- Fraudulent practice means a misrepresentation or omission of facts in order to influence the bidding process or the execution of the contract.
- Collusive practice means a scheme or arrangement between two or more bidders, with or without the knowledge of the client/KINFRA, designed to establish bid prices at artificial, non-competitive levels and Coercive practice means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the bidding process or affect the execution of the contract.

6.13 SUB-CONTRACTING & SUB-CONSULTANT

- The Consultant shall not subcontract whole of the work. However they may subcontract any part of the work after duly notifying and obtaining prior approval from KINFRA.
- The Consultant shall indicate the name of sub-consultants if any for any services with their organization details, qualification and experience of the main personnel and shall obtain prior approval of KINFRA before their engagement for the consultancy.

7. EVALUATION OF PROPOSALS AND PROCESS OF SELECTION

The bidder shall submit the Technical Bid and Financial Bid for evaluation. The selection process would be a Quality and Cost Based Selection process spread over three stages. Technical and Financial documents submitted by the Applicant shall be evaluated by a Bid Evaluation Committee (BEC) that shall be constituted by KINFRA. The prequalified bidders will be invited for the presentation of their proposal before the Bid Evaluation Committee.

7.1 PRE-QUALIFICATION CRITERIA

The minimum eligibility criteria will be:

- Applicant Agency / Bidder shall be a registered entity. The copies of Certificate of incorporation / Registration, PAN Card and GST Registration shall be submitted.
- Applicant Agency / Bidder should be in operation for a minimum of 5 years as on 01st April 2019.
- Applicant Agency / Bidder must have a cumulative annual turnover from ICT related services of Rs. 15 Crores or above during the last three financial years (2015-16, 2016-17 & 2017-18). A CA Certificate to this effect should be submitted.
- Applicant Agency / Bidder should have a minimum of five years' experience in similar projects like production of promotional videos, TV commercials, documentaries and corporate films.
- Applicant Agency / Bidder should have successfully undertaken and operating similar projects during the previous three years in India. Applicant Agency that has undertaken similar Projects for Central Government, State Government or Government Entities or any other reputed firm and the proof of same shall be submitted.
- Applicant Agency / Bidder should demonstrate sufficient personnel, organizational and financial strength to carry out this assignment.
- Applicant Agency / Bidder shall have a registered office in India and have a full-fledged establishment with production facility and an office with a dedicated team in Kerala.

- Applicant Agency / Bidder should not have been blacklisted by any Government or Government Entity in the last 3 years (as on date of submission of RFP). A self-declaration to that effect shall be submitted by the authorized person.

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

1. Brief write up about the Company/Promoters/LLP Profile/Firm/ Consortium and its members
2. At least one sample of previous work of similar nature
3. Balance Sheet and Profit & Loss Statement for the Year 2015-16 , 2016-17 and 2017-18
4. Copy of latest GST 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. Please refer **Annexure 2** for the format.
7. Certificate from Chartered Accountant showing the Net worth of preceding three financial years.
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.

7.2 EVALUATION PROCESS

The documents submitted by bidder will be scrutinized and technical bids of those who satisfy the prequalification criteria will be evaluated by an evaluation committee constituted by KINFRA on the basis of evaluation parameters. The committee while evaluating the Technical bid shall have no access to the financial bid until the Technical bid evaluation is concluded and at this stage the financial bid will remain unopened. Based on the technical

evaluation, a list of short-listed applicants will be prepared.

The short listed applicants will be required to make presentation of their proposal before the selection committee. Financial Bid shall be opened on the date & time specified by KINFRA, in the presence of the Bidders' representatives (who have technically qualified / or shortlisted) who choose to attend.

7.3 EVALUATION PARAMETERS FOR TECHNICAL SCORE (TS)

Technical Bid Evaluation will include evaluation of the documents submitted by the bidder followed by a technical presentation. Bidders who qualify the basic eligibility criteria will only be invited for the technical presentation. The Technical Bid documents and Technical presentation of the bidder will be scrutinized on the basis of the Eligibility Criteria and scores will be assigned accordingly.

The scoring scheme is as follows:

Bid Evaluation			
Sl.No	Evaluation Criteria	Maximum Marks	
1	Relevant Experience of the firm in Production of Promotional Videos, TV commercials, documentaries and Corporate Film	4	
	>= 10 Years		4
	>5 Years & <= 10 Years		3
	>= 5 Years		2
2	Cumulative Annual turnover of the firm during the last three financial years (2015-16,2016-17,2017-18)	4	
	>= 20 Crores		4
	>= 15 Crores		3
3	Experience of the firm in Production of Promotional Videos for Central Government, State Government or Government Entities	2	

Presentation		
Sl.No	Evaluation Criteria	Maximum Marks
1	Concept Presentation	10

The credential score will be worked out as above from the details furnished by the bidders in the technical bid document submitted against this RFP. Only those who get a minimum of 7 marks in the Credential score will qualify for the Concept presentation. The EMD will be returned to the unsuccessful bidders within one month of completing the selection process.

7.4 Project Presentation Score

The successful bidders in the credential evaluation will be invited to make their project concept presentation on a specified date. Based on the presentation, evaluation will be made by the BEC and the maximum score allotted for the project concept presentation is **10 marks**. Those who get a **minimum of 7 marks** will qualify for the next stage.

7.5 Technical score (TS)

The total of credential score and project presentation score earned by a bidder is the technical score. Those who get a **minimum of 14 marks** in the technical score only will qualify for opening of the financial bid. The EMD of those who do not qualify at this stage will be returned within one month from the date of finalization of the selection process.

7.6 Financial score (FS)

The financial bids of those who qualify as above will be opened on a date which will be informed to all the eligible bidders. After opening the financial bid the financial score will be arrived at as follows

The lowest bidder (L1) will get the maximum financial score (FS) of 100

The financial score (FS) of other bidders (FB) will be calculated as follows

$$FS = (L1/FB) \times 100$$

7.7 The Final Weighted Score (S)

The final evaluation of combined Technical and Financial bid shall be based on the final weighted score. In order to arrive at the final weighted score, a weightage of 70% will be assigned for the Technical Score (marks/points scored in the Technical Bid Evaluation, TS) and a weightage of 30% will be assigned for Financial Score (FS)

The final weightage score (S) will be

$$S = 0.7 \times TS + 0.3 \times FS$$

7.8 The bidder scoring the highest final Weighted score (S) shall be awarded the project.

7.9 KINFRA however reserves the right to reject any or all bids received,

without assigning any reasons and any liability to KINFRA.

8. AWARD OF CONTRACT

The bidder securing the highest combined score (S) shall be treated as the successful bidder and considered as selected for award of the contract.

9. ARBITRATION

If any dispute, difference, question or disagreement 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 this 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.

10. SUBMISSION OF RFP

The Technical and financial bid envelopes for the project should be enclosed in a sealed envelope superscribed “**RFP for selection of agency for Production of a Promotional Film for International Conference and Exposition on Coconut 2019**” and should reach in the address given below on or before **20th July, 2019 before 3 p.m.** Submission of RFP 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

Annexure

Annexure 1

Technical Bid Format

A. Applicants details

SI No	Details	
1	Name and address of the applicant with Telephone No/Email	
2	a) Year of Establishment b) Date & Year of Commencement	
3	Legal Status of the applicant (attach copies of original document defining legal status) a) A proprietary firm b) A firm in Partnership c) A Limited company or Corporation d) State Owned	
4	Place of Registration and Principal places of business	
5	Name & Title of Directors and Key officers to be concerned with the project, with designation of individuals authorized to act for the organization	
6	Copies of Last Three Years Annual Report	
7	Any other information considered necessary, but not included above	

B. Experience of organization in production of promotional movies TV commercials, documentaries and corporate movies.

• Name of Client(Promoters)	
• Location of Project (also include District/ State)	
• Project Cost	
• Project Details (Descriptions)	
• Project Implementation Status (Descriptions)	
• Date of Work Order issued	
• Date of Completion of Project/Scheduled Date of Completion	
• Documents Submitted <ul style="list-style-type: none">• Work Order• Client Certificate/ Completion Certificate	YES/NO YES/NO YES/NO

[Note: Repeat above data for each project]

C. Assignments undertaken for Government Sectors (If any).

Name of Govt. Department/ Govt. Body	Project Name	Project Description	Period	Copy of Work Order and Client Certificate Enclosed
				YES/NO
				YES/NO
				YES/NO
				YES/NO

D. Financial Details

Year	Annual Turnover	Annual Profit	Copy of Annual Report/Audited Report Enclosed
2015-16			YES/NO
2016-17			YES/NO
2017-18			YES/NO

Name of the organization

Signed by

Seal of the organization

Designation

Date:

Financial Bid format

The Financial Bid shall be submitted in the below mentioned format

SI No.	Details of work	Rate(Inclusive of GST)
1	Selection of Agency for Production of Promotional Video (3 Minute Duration) for International Conference & Exposition on Coconut - 2019	
Total	(In figures)	
	(In words)	

*Signature and seal of
Authorized signatory*

Date:

Annexure 2

DECLARATION

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

Signature

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

UNDERTAKING

Sir,

I/We, the undersigned, offer to undertake the work of production of promotional Video for Coconut Sector in Kerala for KINFRA as per the RFP dated [*Insert Date*] at the quoted rate.

I/We agree that the work will be completed within the specified timeline meeting all the requirements of KINFRA.

I/we have remitted the required amount of Rs...../ vide DD No. as Earnest Money Deposit.

Yours faithfully,
(Signature)

Address:

Date:

(Note: This undertaking to be submitted on the letter head of the bidder along with requisite documents.)