



**KERALA STATE  
FILM DEVELOPMENT CORPORATION LTD.**

No. 7314/D1/23/KSFDC

11.10.2023

**INVITATION FOR EXPRESSION OF INTEREST  
FOR THE PROMOTION OF FEATURE FILMS**

Sealed EOIs (Expression of Interest) are invited from 'marketing communication firms/communication professional for the promotion of the 2 upcoming feature films produced by KSFDCL. The EOI should reach KSFDCL Head office on or before 3pm 25<sup>th</sup> of October 2023.

The bid shall consist of

- a) Detailed profile of the company/Professional
- b) Name of the major clients
- c) Details of major campaigns undertaken
- d) Expected fee for marketing/promotion for each film.

The marketing communication firm/communication professional is expected to perform the following tasks

- a) Formulating strategy for the promotion/marketing of the film
- b) Identify possible concept driven campaigns based on the placement/positioning of the film
- c) Identifying and monitoring the activities of vendors hired for the promotion activity of the film
- d) Giving leads for selling overseas rights/satellite rights/remake rights/dubbing rights etc

All expenses incurred in connection with the promotion of the film shall be borne by KSFDCL. The firm/professional should be amenable for techno commercial negotiation. KSFDCL reserves the right to reject or cancel partly or fully the EOI without assigning any reason whatsoever.

Sd/-  
**Managing Director**