



**KERALA STATE
FILM DEVELOPMENT CORPORATION LTD.**

No. 387/D1/20/KSFDC

12.07.2023

**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 feature film produced by KSFDCL which is slated for release in the month of August. The EOI should reach KSFDCL Head office on or before 3pm 15th of July 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 of the 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.

Managing Director

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