

**INVITATION FOR EXPRESSION OF INTEREST
FOR THE PROMOTION OF A FEATURE FILM**

Expression of interests (EOI) are invited from 'marketing communication firms/communication professionals for the promotion of a feature film produced by KSFDC. The Expression of Interest (EOI) is invited under a two-cover bid system: **Technical Bid and Financial Bid**. The Technical Bid shall include the presentation of the creative plan for the release/promotion of the film for which the EOI is invited. The committee will evaluate the Technical Bid, and only the Financial Bids of firms/professionals shortlisted by the committee will be opened. On request, arrangements can be made for interested parties to view the film in Thiruvananthapuram or Ernakulam.

The EOI should reach KSFDC Head office on or before 11 AM, 30th of August 2025. The technical bid and presentation will be done on the same day.

The Technical bid shall consist of

- a) Detailed profile of the company/Professional
- b) Name of the major clients
- c) Details of major campaigns undertaken
- d) Creative plan

The Financial bid shall consist of

- a) The expected fee for marketing/promotion of the film.

Eligibility

Should have done PR work for at least 10 feature films.

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 KSFDC. The firm/professional should be amenable for techno commercial negotiation.

Sd/-
Managing Director