



Kerala State Film Development Corporation Ltd

Chalachitra Kalabhavan, Vazhuthacaud,
Thiruvananthapuram, Email ID – ksfcdltd@gmail.com

EOI No: 4987/T2/21/KSFDC

Date:21.07.2023

REQUEST FOR EXPRESSION OF INTEREST (EOI)



**Expression of Interest for the legal advice cum Business operations
support of Over The Top (OTT) platform
by KSFDC**

DISCLAIMER

This request for EOI is not an offer by KSFDC, but an invitation to receive EOIs from bidders. No contractual obligation whatsoever shall arise from the EOI process until and unless a formal contract is signed and executed by duly authorized Officer of KSFDC with the bidder.



1. INTRODUCTION

Kerala State Film Development Corporation was established in 1975 with the prime objective of facilitating the promotion of Malayalam cinema. In 48 years of its existence, KSFDC, the first public sector undertaking in India, for the development of the film industry has crossed many milestones. The Chitranjali Studio Complex, inaugurated in 1980, is truly a pioneer in introducing the latest film technology in South India. A large number of films made here have earned national and international accolades. KSFDC also owns an exhibition network with 17 screens spread all over Kerala.

Chitranjali studio has all the advanced facilities for film production and post-production like dubbing, Foley recording, sound editing, sound mixing, Sync sound recording, Film Editing, DIGITAL INTERMEDIATE (DI), Shooting floors, Green matte, Film museum, permanent shooting sets, shooting locations, landscape, apartments, etc and with the completion of ongoing 150 crore modernisation project, Chitranjali studio is all set to become film factory of SAARC countries.

An OTT platform showcasing curated contents is the latest project of KSFDC. The proposed OTT Platform will be the first Government owned OTT Platform in India.

2. EXPRESSION OF INTEREST

Kerala State Film Development Corporation (KSFDC) is a public sector undertaking under the ministry of Cultural Affairs, where is engaged in the facilitation and promotion of Malayalam cinema. KSFDC is going to launch an OTT platform that will showcase curated content with cultural and aesthetical value. As part of this project KSFDC is inviting Expression of Interest (EOI) from firms/consultants who can offer legal advice and business operation consultancy. The firm/consultant shall have minimum 10 years experience in the media and entertainment industry, of this 5 years experience shall be in the field of OTT Platform/Video Streaming.

Interested & Eligible firms/consultant may submit Expression of Interest (EOI) in a sealed cover clearly marked **“Expression of Interest (EOI) for OTT platform by KSFDC”** (EOI No:4987/T2/21/KSFDC and Date: 21.07.2023) addressed to the Managing Director, Kerala State Film Development Corporation Ltd, Chalachitra Kalabhavan, Vazhuthacaud, Trivandrum, Kerala 695014.

Expression of Interest completed in all respects should reach to the Managing Director, KSFDC on or before 3.00 pm on 31.07.2023

KSFDC will not be responsible for any postal/ courier delay. For any further queries and clarifications, the bidders may contact Administrative Officer through telephone (0471-2325325) or by e-mail ksfdcltd@gmail.com.

3. OBJECTIVE OF THE INVITATION FOR EOI

KSFDC is looking for firms/consultants who can offer legal advice and Business Operations support for the upcoming OTT platform.

Scope of work :

The selected firm/consultant shall be responsible for

- 1) Drafting/vetting of contracts.
- 2) Conduct desk study of relevant policy documents, guidelines and plans at national, regional and continental levels on regulatory interventions on OTTs and the related consumer protection laws and frameworks.
- 3) Review the existing documents (policies & strategies, rules) related to OTTs regulatory environment, taxation regimes and privacy concerns.
- 4) Undertake cost/benefit analysis and consultations with regional organisations and relevant stakeholders.
- 5) Provide extensive support for customization and branding of the OTT platform.
- 6) Developing Business strategies and monitoring operation planning.

4. REQUIRED QUALIFICATIONS AND SKILLS

- 1) The firm/consultants should have professionals on board having a Degree in law from a recognized university and specialization in IPR.
- 2) Broad knowledge of existing regulations in connection to streaming
- 3) Experience in producing films, web series and content for television
- 4) Work experience in executing capacity in leading OTT platforms/media houses



5. IMPORTANT INFORMATION

- a) The selected firm/Consultant has to execute a non-disclosure agreement with KSFDC.
- b) Applicants are advised to study this EOI document carefully before submitting their proposals in response to the EOI Notice. Submission of a proposal in response to this EOI shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.
- c) If required, the potential participants may request for a Prebid meeting on or before 27/07/2023.

SI No	Information	Details
1	EOI No and date	4987/T2/21/KSFDC dtd: 21.07.2023
2	Last date for submission of written queries for clarification	27.07.2023
3	Date of online pre-proposal meeting	Will inform later
5	Last date and time for submission of EOI proposal	31.07.2023 3.00pm
6	Addressee and Address at which proposal in response to EOI notice is to be submitted	Managing Director Kerala State Film Development Corporation Ltd ChalachitraKalabhavan, Vazhuthacaud, Trivandrum 695014, Kerala , India
7	EOI opening date and time	01.08.2023 11.00 AM

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6. INSTRUCTION TO THE BIDDERS

a) 2 cover system

Technical and financial details are to be submitted in 2 separate covers, duly sealed and enclosed. Bids of only those who are technically qualified will be taken up for the financial bid evaluation.

b) Completeness of response

Bidders are advised to study all instructions, requirements and other information in the EOI documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.

The response to this EOI should be full and complete in all respects. Failure to furnish all information required by the EOI documents or submission of a proposal not substantially responsive to this document will be at the Bidder's risk and may result in rejection of its Proposal.

c) EOI Proposal Preparation Cost & related issues

The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by KSFDC to facilitate the evaluation process.

KSFDC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

d) Other Terms & conditions

This EOI does not commit KSFDC to award a contract or to engage in negotiations.

This EOI will be reviewed by an evaluation committee of KSFDC.

7. PRE- PROPOSAL MEETING

Date and time of online pre proposal meeting if any, will be communicated to the bidders later.

Those who wish to participate in the pre-proposal meeting may inform the details of the participant with phone number through mail (ksfdcltd@gmail.com) before on 27.07.2023 and the link of the meeting will be sent to respective participant by email.

The Bidders will have to ensure that their queries for Pre-proposal meeting should reach to the Administrative officer, KSFDC by email on or before 27.07.2023 (e-mail: ksfdcltd@gmail.com).

All queries to be raised will relate to the EOI alone and no queries related to detailed analysis of Scope of work, payment terms and mode of selection will be entertained.

The preferred mode of delivering written questions to the aforementioned contact person would be through e-mail. Telephone calls will not be accepted. In no event will the KSFDC be responsible for ensuring that Applicants' enquiries have been received by KSFDC.

8. EOI's must include the following:

- 1) The detailed profile of the company.
- 2) Details of similar assignments undertaken.
- 3) The remuneration for which the firm/consultants who willing to take up the assignment
- 4) Testimonial of major clients (optional)

9. RIGHT TO TERMINATE THE PROCESS

KSFDC may terminate the EOI process at any time without assigning any reason. KSFDC makes no commitments, express or implied, that this process will result in a business transaction with anyone. This EOI does not constitute an offer by KSFDC.