

Kerala State Film Development Corporation Ltd

No: 8623/T3/23/KSFDC

06.08.2025

Expression of Interest Invited for Website Redesign

Expression of Interest (EoI) is invited from competent individuals or organisations with annual turnover not less than 50lakhs and with experience not less than ten years in the relevant field having professionals with experience in communication, design and visual arts for the futuristic redesign and implementation of KSFDC website observing Government of India Guidelines which is available at <http://www.ksfdc.in> The EoI should reach the Managing Director, KSFDC, Trivandrum -14 on or before 20.08.2025, 3:30 pm. For details, please visit www.ksfdc.in

Managing Director



Kerala State Film Development Corporation Limited (KSFDCL)

(Chalachithra Kalabhavan, Vazhuthacaud Thiruvananthapuram, Kerala 695014)

www.ksfdc.in 0471-2325325 [Email: ksfdcltd@gmail.com](mailto:ksfdcltd@gmail.com)

WEBSITE REDISIGN

This project involves the design and development of a new website for Kerala State Film Development Corporation (KSFDCL) Ltd. KSFDCL was established in 1975 with the objective of promoting Malayalam cinema and Industry. In 50 years of its existence, KSFDCL, a public sector undertaking, fully owned by GOVT. of Kerala, has crossed several 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. KSFDCL also owns an exhibition network with seventeen screens spread all over the major cities of Kerala. KSFDCL also operates C Space, the only Government owned OTT platform in the country. With the imminent completion of the Chitranjali Studio Modernization Project Chitranjali will transform into a filmmaking hub of SAARC countries.

About The project

KSFDCL website <https://www.ksfdc.in> was created two decades back. It lacks several features that a modern website should have and therefore the site needs to be redesigned in tune with the most sophisticated artistic/design values, employing ergonomic design principles and utilizing state of the art technology employed in website designing. The website through its look and feel and user experience should represent KSFDCL as a pioneer in promoting the art, business and technology of not just filmmaking but the entire spectrum of AVGC-XR.

The firms submitting the EOI for redesigning KSFDC website should also have the capability to offer web hosting and maintenance and operational support. Preference will be given to firms that employ designers who received training from leading design/art schools of the country like National Institute of Designs.

Procedure of Selection

- Interested firms may submit the EOI on or before 20/08/2025 to Managing Director, Kerala State Film Development Corporation (KSFDC) Ltd.

The EoI Should Contain the following documents.

- Company Profile, Registration certificate and authentication certificate
 - GST Registration Details, PAN Details
 - Details of Previous work with work order and customer satisfaction certificate
 - Work Plan Proposal
- The EoI submitted will be evaluated by the Evaluation Committee/IT Committee constituted by KSFDC. Selected Candidates will be invited for meeting and presentation of the Plan Proposal.
- Based on the meeting quotations will be received in 2 cover system (Technical Bid and Financial bid).

Short Listing Criteria

KSFDC will shortlist bidders who meet the Prequalification Criteria, experience in execution of similar projects and evaluation of demo to be given by the eligible bidder before the Evaluation Committee of KSFDC. The shortlisted bidder will be intimated to submit their technical proposal along their financial bid.

Evaluation Criteria

The Evaluation Committee constituted by KSFDC shall evaluate the EoI and all supporting documents and documentary evidences. Inability to submit requisite supporting documents or documentary evidence may lead by rejection of the EoI proposal. The committee may seek additional documents as it deems necessary.

The bidder will be required to make a presentation before the Proposal Evaluation Committee on technical and operational aspects including the demonstration of their previous work experience.

The technical Bid proposal has a weightage of 70% and the financial bid proposal has a weightage of 30%. The technical bid weightage will be calculated on the basis of marks scored in the technical presentation and the assessment based on the technical proposal submitted along with this BOQ.

Financial evaluation Criteria

The lowest evaluated financial proposal (FM) is given the maximum financial score (SF) of 100. The formula for determining the financial score (SF) of all other proposals is calculated as follows.

$$SF = 100 * FM / F$$

F- Price of the proposal under consideration

Technical evaluation Criteria

The highest evaluated technical proposal is given the maximum Technical score (St) of 100 and lesser evaluated technical proposals are given lower Technical score accordingly.

Consolidated Evaluation

The weights given to the Technical (T) and Financial Proposals (P) are

$$T = 0.70 \text{ and } P = 0.30$$

Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights as follows

$$S = St * T\% + Sf * P\%$$

The firm achieving the highest combined technical and financial score will be invited for negotiations.

Interested firms may submit the EOI on or before 20.08.2025; 3.30 pm to **Managing Director, Kerala State Film Development Corporation (KSFDC) Ltd, Chalachitra Kalabhavan, Vazhuthacaud, Trivandrum - 695004.**

www.ksfdc.in

0471-2325325

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