**KERALA STATE FILM DEVELOPMENT CORPORATION LTD.**

Chalachitra Kalabhavan, Vazhuthacaud

Thiruvananthapuram – 695 014

Phone: 0471 2321586, 2325325 [www.ksfdc.in](http://www.ksfdc.in)

No.Tender No.4296/T2/2019/KSFDC 03.07.2019

**TENDER NOTICE FOR GRANTING LICENSE FOR ADVERTISEMENT**

Sealed tenders in prescribed form are invited for granting license for advertisement in.

1. Premises of Kairali/Sree/Nila Theatres Complex.
2. Premises of Kalabhavan Theatres at Thiruvananthapuram.

Last date of receipt of tenders: 3pm. on 25. 07.2019

For details logon to [www.ksfdc.in](http://www.ksfdc.in)

Managing Director

**TENDER FORM**

1. **NOTICE**

Tender Notice inviting tender for granting license for advertisements in the premises of Kairali/Sree/Nila and Kalabhavan theatres at Thiruvananthapuram and on the back rest cover of seats in these theatres.

1. Separate tenders shall be furnished for license for advertisements in Kairali/Sree / Nila Theatre Complex and Kalabhavan Theatre at Thiruvananthapuram. These are with the state-of-the art facilities and are attracting huge audiences. These theatres are major destinations of film lovers in the capital city of Thiruvananthapuram. And as such the premises of the theatres will be idle location for displaying advertisements to reach the public.
2. Sealed tenders may be submitted in the tender form to be obtained from this office on all working days till 2.00 pm on 25/7/2019 on payment of Rs.450 +GST @Rs.18% for each tender. Alternatively tender form can be downloaded from our website [www.ksfdc.in](http://www.ksfdc.in), but in such cases the cost of tender form shall be enclosed by way of DD payable to KSFDC Ld., at Thiruvananthapuram without which tenders will be rejected.
3. Tenders shall be accompanied with the prescribed EMD by way of DD payable to KSFDC Ltd at Thiruvananhapuram without which tenders will not be accepted.
4. Tenderer has to submit tender as per the tender schedule and as per the terms and conditions given here in. All the pages of the tender documents shall be duly signed by the tenderer and submitted for compliance with the tender conditions.
5. The tenders will be opened at 4 pm on 25/7/2019 in the presence of available tenderers.
6. Managing Director, KSFDC reserves the right to reject any or all tenders without assigning any reason whatsoever.

Managing Director

Dtd. 03/07/2019

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|  |  |
| --- | --- |
| TENDER No:4296/T2/19/KSFDC | Dated: 03/7/2019 |
| 1. **SCHEDULE OF SUBMISSION OF TENDER** | |
| Tender documents issued to : | ……………………………………………….  ……………………………………………….  Phone:……………………………………… |
| Last date & time for Submission tender: | **3.00 p.m on 25.07.2019** |
| Time and date of tender opening: | **4.00 p.m on 25.07.2019** |
| Earnest money deposit (EMD)  @ 5% of quoted amount by way of DD in favour of KSFDC Ltd. payable at Thiruvananthapuram. | In tender I.................................  In tender II ............................... |
| Cost of tender document :  (Rs.450 + GST @ 18%) | Receipt/DD No: …………………….. …… |
| Sealed Tenders to be addressed to: | The Managing Director  Kerala State Film Development Corporation Ltd, Vazhuthacaud, Thiruvananthapuram -14 |

**3**. **ELIGIBILITY TO TENDER**

Professional agencies in advertisement business, product manufactures and service providers are eligible to participate in the tender.

**4. SCHEDULE OF PREMISES FOR ADVERTISEMENT:**

1. The schedule of premises identified for advertisements in **Kairali/Sree/Nila** are as under as per the sketch attached.

***Kairali/Sree/Nila Complex***

*i)Inside building block size Nos. Total area*

*At ground floor lobby 1.8 mx 1.8 m 8 25.92 m2 34.56m2/372 Sq.ft.*

*1.2m x 1.2m 2 4.32m2*

*.8mx 1.8m 3 4.32m2*

*At balcony lobby 1.8m x 1.8m 11 35.64*

*.8m x 1.8m 2 2.88 38.52m2/415.ft.sq.*

ii) Chair’s back rest cover Kairali - 461

Nila -263 1046 nos.

Sree -322

iii)Outside building Block size Nos. Total Area

7.5 x 3.0 7 157.50m2/1695 Sqft.

**Total area for advertisement as per the schedule in the premises(i +iii) =2482 Sq.ft.**

**Total no. of Chairs for which back rest cover advertisement**

**License to be issued (ii) :1046 Nos.**

Out of the above the advertisements preferred are as follows:

LED walls : 787 sq.ft. (Interior)

Display board : 1695 Sq.ft.(exterior)

**2482. Sq.ft.**

1. The schedule of premises identified for advertisements in **Kalabhavan theatre** is as under as per the sketch attached.

**Kalabhavan Theatre**

1. Inside building: Block size No. Total Area

Ground Floor (a) 1.80m x 1.80 7 22.60 33.18m2 /

(b) 2.10 x 1.00 5 10.50 357 sq.ft.

Basement floor - I (a) 1.80 x 1.80 4 12.96 19.26 m2/

(b) 2.10 x 1.00 3 6.30 207 Sqft

Basement Floor - II (a) 1.80 x 1.80 4 12.96

(b) 1.50 x 1.50 2 4.50 19.26m2/

(c) 1.80 x 1.00 1 1.80 207 sq.ft

(ii) On Chair’s back rest cover Balcony - 147 seats

Reserved - 295 seats

(iii) Outside building Block size No. Total Area

7.50 x 3.00 3 67.50m2 / 726 Sqft

**Total area for advertisement as per the schedule in**

**the premises (i +iii) :1497 sq.ft.**

**Total no. of Chairs for which back rest cover advt. licence**

**to be granted (ii) : 442 nos.**

Out of the above the advertisements preferred are as follows:

Display Board : 726 sq.ft (Exterior)

LED walls :771 sq.ft (Interior)

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**Total :1497 sq.ft.**

**5. INSTRUCTION TO TENDERERS**

1. The dully filled and sealed tenders in the prescribed form shall reach the **Managing Director,Kerala State Film Development Corporation Ltd., Vazhuthacaud, Thiruvananthapuram.14 not later than 3.00 pm on 25.07.2019.**

Tenderer shall deposit a sealed super scribed envelope containing;

* 1. Earnest money deposit as specified,
  2. Letter accompanying the tender with communication if any, other than those stipulated in the tender,
  3. Tender documents duly signed on all pages, and
  4. **Demand Draft for Rs. 531/- as cost of tender form in case of the tender documents down loaded from the web site.**

Any tender received after the due date and time will be rejected.

1. The Tenderers shall quote in the form provided their highest offer both total and per sq.ft/seat per year both in figures and in words for displaying advertisement by providing all frames/structural works and seat back rest covers. This is the bid amount.
2. The period of contract for displaying the advertisement is **two years only.**
3. All the participants shall remit the **Earnest Money Deposit (EMD) of as specified in the tender** by way of Demand Draft in favour of KSFDC Ltd payable at Thiruvananthapuram and submit the same along with their tender. EMD will not be accepted by way of cash / cheque. EMD will not bear any interest what so ever.
4. Before quoting the offer, the tenderer shall satisfy himself as to the locations, space etc earmarked for displaying advertisements in the theatres, through personal physical verification. The area furnished in the tender are approximate and the actual will be determined on actual display done by the allottee.
5. Tenders received will be opened at 4.00pm on **25.07.2019** in the presence of tenderers or their authorized representatives who are present on the occasion.
6. KSFDC will consider for the allotment of the contract for displaying advertisement for those who make the highest offer per sq.ft for one year. However, the KSFDC reserves its right to reject all/any tender without assigning any reason what so ever.
7. EMD of unsuccessful tenderers except the first three will be refunded / returned as soon as the tabulation of received tenders is over and the EMD of the remaining tenderers will be released when the successful tenderer has executed the final agreement. EMD may be forfeited;
   1. If a bidder withdraw his bid during the period of validity specified.
   2. If the successful bidder fails within time specified to execute the lease agreement by furnishing the required deposit.
   3. The successful tenderer has to remit the security deposit (5% of the contract amount) till the period of two years. The EMD can be converted to the security deposit.
8. The tender shall remain valid for 90 days from the date of submission. If any tenderers withdraw his/her tender before the said period or makes any modification in terms and conditions of the tender, then the KSFDC has the liberty to forfeit the said EMD.
9. The allotment of the space and the terms of lease will be subject to the concurrence of the Board of Directors of KSFDC or the Government as the case may be.
10. Any further clarifications can be had from the office of the Managing Director,Kerala State Film Development Corporation Ltd., Chalchithrakalabhavan, Vazhuthacaud, Thiruvananthapuram -14 .

**6.SPECIAL CONDITIONS**

1. Tenderer may offer his rates for giving advertisements on the back rest cover of the above seats.
2. Tenderer may himself provide the back rest covers with advertisements inscribed on it.
3. Tenderer may ensure that the back rest cover are always clean. The back rest cover shall be adequately cleaned/replaced in sufficient intervals.
4. If the back rest covers are left unclean and damaged, the contract for displaying advertisements on back rest covers will be terminated.
5. The back rest cover to be supplied by the tenderer shall match with the colour scheme of the chairs fixed. The material quality and colour scheme are to be approved by the KSFDC before installing the same by the successful tenderer.

MANAGING DIRECTOR

1. **TERMS & CONDITIONS**
2. The period of allotment of for displaying advertisement in the Theatres premises will be only two years from the date of contract agreement.
3. The total area will be arrived based on the actual area where advertisement are displayed by the allottee at the premises by providing structures with both area measured if advertisements are displayed on both sides with the same frame.
4. The successful person shall remit 50% of his offer for the whole period allotted to him for the tentative area furnished in the tender and execute the agreement with the KSFDC within 15 days from the date of confirmation of allotment. If the allottee defaults in payment of the above amount and in execution of the agreement within the time fixed for the same, then the KSFDC reserves the right to cancel the allotment and in such event the EMD will be forfeited and KSFDC will be liberty to take alternate decisions. **T**he allottee shall remit the balance amount as per the actual area of the advertisement displayed by the allottee within 30 days from the date of agreement.
5. If the allottee fails to remit the balance amount within the prescribed time limit, the allotment will be cancelled by forfeiting the EMD and 20% of the amount already remitted to KSFDC and the space will be allotted alternatively, without further notice.
6. In the event of death of allottee during the period of contract, the rights and liability under the contract agreement shall pass on to his/her legal heir on their execution of new agreement for the unexpired period of lease. Such legal heir shall satisfy the KSFDC with respect to his/her claim to continue the lease.
7. The allottee shall not without the KSFDC’s prior permission sell his rights underlet or part with the possession of the allotted area or any part thereof.
8. The contract is subject to the rules, regulation and bylaws of the KSFDC in force from time to time.
9. The allottee shall bear, pay and discharge all taxes, electricity charges, assessments, license fees and any other out going etc. payable in respect of the contract unto him. The KSFDC reserves its rights to recover any defaulted amount with interest under R.R Act.
10. The expenses to power and light connects, light fittings, maintenance & repairing costs etc shall be met by the allottee at his/her own cost. The sketch of the theatres with identified area for advertisements as given in the tender documents details areas for advertisement and LED walls. The advertisements shall be of high production quality and shall match with ambience of the theatres and add to the aesthetics of the theatre premises. Tenderer shall on a separate sheet detail the specifications of materials to be used for advertisements.
11. For lighting up the advertisement board, the allottee have to make Electric power directly from KSEB at their own cost and risk. The agency should do electrification at the areas of inside building in such a way that theatre ambience is not spoiled andthey can advertise the same without electrification also if desired.
12. The allottee shall not make under any circumstances any damages to the built up space allowed to him.
13. The structural stability of the framed structures erected by the allottee for displaying the advertisement shall be ensured by the allottee and allotee has to produce necessary structural certificate of the competent person if required. KSFDC can not be held responsible in any manner and not liable for any damages with the either the advertisement material or the structure provided by the allottee.
14. A specific portion of advertisement space would be earmarked for the Theatre’s use. No display of advertisement shall be made by the allottee in this area.
15. The allottee may inspect and satisfy himself as to the conditions of location for displaying area of the Theatre premises etc., and obtain all information from the office of KSFDC . No claim or contention of any nature whatsoever shall be entertained on the ground of any subsequent complaints on the above.
16. In respect of any matter not covered by the above terms and conditions and in case of all disputes or differences the decision of the KSFDC shall be final and binding on the allottee.
17. The successful tenderer has to execute an agreement with KSFDC covering all the above and additional clauses likely to be made by KSFDC.

I / We agree to all the above terms and conditions without any modification  **Signature of Tenderer**

(Name in block letter & address)

Place

Date

**TENDER -I**

**KERALA STATE FILM DEVELOPMENT CORPORATION LTD**

Chalachitra Kalabhavan, Vazhuthacaud, Thiruvananthapuram 695 014

Rate offer in Tender - I for granting licence for advertisement in the premises of **Kairali/Sree/Nila Complex , Thiruvananthapuram** and fix advertisement on the the back rest cover of the auditorium chairs.

Ref: Tender no:4296/T2/19/KSFDC/ Dt 03/07/2019

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | Name of Tenderer:  (in block letters) | ………………………………………………… | | | |
| 2. | Address in full  a) Permanent: | …………………………………………………………………..  ……………………………………………………………..  …………………………………………………………….  …………………………………………………………  Phone:………………….Mobile:………………………  E-mail:………………………………………………….. | | | |
| 3. | Approx. area in the premises to display : | Outside :1695.00  **Inside : 787.00**    Total :**2482.00 Sq.ft.** (Approx.) | | | |
| 4. | Details of EMD | Rs.......…….../-by DD. No............... ……………….  Dated...................... drawn on........................... | | | |
| 5. | Spaces in the premises to display | Approx.  Area | Max. Rate quoted in | | Total  amount |
| Figures | Words |
| I | Display outside | 1695 sq.t. | Rs.............  Per Sq.ft. |  |  |
| ii | Display on backrest of chair | 1046 nos. | Rs............  Per each seat. |  |  |  | 1695 sq.t. | Rs.............  Per Sq.ft. |  |  |
| iii | Display inside building | 787 sq.ft. | Rs...........  Per sq.ft. |  |  |
|  | Total GST (18%) |  |  |  |  |
|  | **Grand Total** |  |  |  |  |
|  | I / We have read the terms and conditions of the tender.  I / We shall abide fully by the conditions prescribed.  I /We enclosed a copy of the terms and conditions duly signed by me/us on all pages.  I /We hereby solemnly declare that all the above information given by me/us true.  Place:  Date Signature of applicant | | | | |

**TENDER -II**

**KERALA STATE FILM DEVELOPMENT CORPORATION LTD**

Chalachitra Kalabhavan, Vazhuthacaud, Thiruvananthapuram 695 014

Rate offer in Tender - II for granting licence for advertisement in the premises of **Kalabhavan Theare at Vazhuthacaud, Thiruvananthapuram** and fix advertisement on the back rest covers of the auditorium chairs.

Ref: Tender no:4296/T2/19/KSFDC Dt. 03/7/2019

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | Name of Tenderer:  (in block letters) | ………………………………………………… | | | |
| 2. | Address in full  a) Permanent: | …………………………………………………………………..  ……………………………………………………………..  …………………………………………………………….  …………………………………………………………  Phone:………………….Mobile:………………………  E-mail:………………………………………………….. | | | |
| 3. | Approx. area in the premises to display : | Out side :726.00  Inside :771 . 00  Total :**1497.00 Sq.ft.** (Approx.) | | | |
| 4. | Details of EMD | Rs.......…….../-by DD. No............... ……………….  Dated...................... drawn on........................... | | | |
| 5. | Spaces in the premises to display | Approx.  Area | Max. Rate quoted in | | Total  amount |
| Figures | Words |
| i | Display on inside of building LED | 771 sq.ft. | Rs............  Per Sq.ft. |  |  |
| ii | Display outside | 726 sq.t. | Rs.............  Per Sq.ft. |  |  |
| iii | Display on backrest of chair | 442 nos. | Rs............  Per each seat. |  |  |  | 1695 sq.t. | Rs.............  Per Sq.ft. |  |  |
|  | Total GST (18%) |  |  |  |  |
|  | **Grand Total** |  |  |  |  |
|  | I / We have read the terms and conditions of the tender.  I / We shall abide fully by the conditions prescribed.  I /We enclosed a copy of the terms and conditions duly signed by me/us on all pages.  I /We hereby solemnly declare that all the above information given by me/us true.  Place:  Date Signature of applicant | | | | |