



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

"TENDER FOR MARKETING ACTIVITIES FOR NEFERTITI CRUISE VESSEL"

KSINC is launching a new sea going day cruise vessel "Nefertiti" soon. The vessel will be based at Kochi. The vessel has a banquet hall of 200 person capacity, where we plan to provide variety entertainment to the tourists. Sealed bids are invited from reputed firms who are experienced in handling marketing activities. Details are provided in the tender document. The tender documents are available at the website of the company, www.ksinc.in. Completed tenders will be accepted till 1500 hrs on 28.05.2018. Received tenders will be opened at 15.30 hrs on the same day in the presence of renderers, if any present. The bid cover shall be super-scribed with 'TENDER FOR MARKETING ACTIVITIES FOR NEFERTITI CRUISE VESSEL'.

Kochi

Sd/-

07.05.2018.

Chairman and Managing Director

IMPORTANT DATA

Tender No.	C-727/F/2018 dated 14.05.2018
Last date of submission of offers	28.05.2018 at 1500 hrs
Opening of Prequalification bid	28.05.2018 at 16.30 hrs
Pre-bid meeting	28.05.2018 at 1500 hrs
Cost of tender form	Rs.5000/- (Rupees five thousand rupees only, excluding GST by way of DD or in cash at the cash counter)
EMD	Rs. 50,000/- (Rupees fifty thousand rupees only by way of DD)
Mode of bidding	Two bid system (Technical Bid and Price Bid to be submitted separately).

Signature of the Bidder



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

No.C-727 /F /2018

Dated: 14.05.2018

"TENDER FOR MARKETING ACTIVITIES FOR NEFERTITI CRUISE VESSEL"

A. INTRODUCTION

1. **Kerala Shipping and Inland Navigation Corporation (KSINC)** is a Government of Kerala Undertaking with its Head office at Gandhi Nagar, Kochi-20. KSINC is engaged manufacturing and repairing sea going vessels, ferry services, transportation through backwaters, bunkering and conducting sea cruise operations for public tourists at the backwaters of Kochi.
2. KSINC is launching a new sea going cruise vessel called "Nefertiti" which can accommodate 200 passengers. The vessel is registered under the Merchant Shipping Act as a class VI passenger vessel.
3. The vessel has a banquet hall of 200 seats where variety entertainment can be provided for the enjoyment of tourists. This tender is for empanelment of firms and agencies to provide the variety entertainment.
4. Scope of work is given separately hereunder.

B. GENERAL CONDITIONS OF TENDER

- 1) The bids shall be submitted in the prescribed form. Tender documents are available at the website of the company, www.ksinc.in. Interested bidders are required to download the bid documents and submit their bids as per the documents. The bidders are required to remit the cost of the tender document as a separate DD for Rs.5000.00 (excluding GST).
- 2) Individuals, partnership firms and body corporate can be participated in the tender. The bidder shall have valid GST registration.
- 3) Before the deadline for submission of Bids, the KSINC may modify the specifications or the bidding documents by using addenda. Such modifications will be posted in the website of KSINC.



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

- 4) E.M.D for this tender is Rs.5,00,000 (Rupees fifty thousand rupees only), which is to be submitted along with the tender in form of Demand draft drawn in favour of “Kerala Shipping and Inland Navigation Corporation Ltd” payable at Ernakulam. EMD carries no interest. The EMD also shall be furnished along with the technical bid. No exemption will be granted from furnishing EMD for what so ever reasons.
- 5) The bids shall be submitted under two bid system.
- Part I, The “Technical bid” along with all details of bidders, their experience, their technical and other qualifications etc. **Following documents necessarily to be provided with the technical bid.**
 1. Copies of valid Registration Certificate & Permits/Licenses.
 2. List of works already undertaken
 3. Details of Firm/Parties/Proprietor
 4. No. of workers on roll and equipments in possession/used.
 5. Statement showing Financial capacity of the firm
 6. Proof of ESI/PF registration, Pan Card.
 7. Performance certificate from previous client.
 8. GST Registration Certificate
 9. Copies of Income Tax Returns filed for the last three years.
 10. The tender for cost and EMD.
 11. A brief description of each of the items included in the price bid.
 - Part II - “Financial Bid” shall be in the same format as given in the Price Schedule attached here to as annexure II. A split of costs may be included with the price bid to enable better negotiations.
6. Both the bids shall be placed in separate sealed covers indicating/ super scribing the name of the work and “technical bid / price bid” as the case may be. Both covers thus sealed shall be placed in a third sealed cover, super scribing name of the work.
7. The bidder shall sign all pages of the tender document and the Annexure and attachments in acceptance of the Conditions of tender.



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

8. The bidder is required to quote as per the price schedule. Parties are advised to exercise greatest care in entering the rates. No excuse that mistakes have been made or request for rates to be corrected will be entertained after the quotations are received. All corrections, if any, should be initialled by the person signing the tender form before submission, failing which the rates for such items shall be loaded with the highest rate given by other renderers
9. The Company reserves the right to reject the bid if it is not as per the format, even if the bidder comes as lowest.
10. The rates shall be inclusive of all taxes, levies, cess, octroi or any other local, state or central taxes as applicable/ charged by local, state or Central Governments for the work. It shall also cover increase if any, of prices during the currency of the contract. The company shall not allow any enhancement in rates for any reason during the currency of the contract.
11. Completed tenders will be accepted till 1500 hrs on 28.05.2018 and tenders will be opened at 15.30 hrs on the same day in the presence of renderers, if any.
12. Duly filled and signed tender documents shall be submitted before the last date and time specified in the first page of the tender document at the following address. Name of the work shall be clearly written on the envelope.

The Managing Director,
Kerala Shipping and Inland Navigation Corporation Ltd
38/924-A, Udaya Nagar Road, Gandhi Nagar,
Kochi, Kerala - 682 020
13. Tender(s) received late on account of any reason, whatsoever may be the case and telegraphic tender(s) shall not be entertained.
14. **Validity:** The Offer shall remain valid for a period of two months from the date of opening of the price bid.



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

15. **Signatory to the Offer:** The Tender should be signed only by a duly authorized representative of the Shipbuilder, whose name and designation shall appear in Capital letters below the signature.
16. Received tenders will be opened on the date and time mentioned on the cover/ 1st page of the tender documents. The technical bids will be opened on the same time. The financial bids of the qualified bidders will be opened later. The date and time of the opening will be intimated to the qualified bidders separately.
17. The technical and financial bids will be evaluated broadly on the criteria specified below. The contractor for awarding the work will be selected after giving weightage to both technical and financial evaluation. The decision of the Corporation in the matter arising out of this contract shall be final and binding in regard to all matters relating to the contract.
18. The successful bidder will have to sign a contract agreement with the authorized official of the Corporation.
19. The successful bidder shall be required to furnish a Security Deposit of 10% of total bid value. Security deposit shall be released only after successful completion of the job.
20. All cases/proceedings relating to any dispute or claim arising out of or any case of performance of this contract shall be falling in appropriate court having jurisdiction in Ernakulam, Kerala.
21. Canvassing in any form by the agency directly or by any other agency / person on their behalf may lead to disqualification of their bid.

C. ELIGIBILITY / QUALIFYING CRITERIA:

1. The bidder shall have experience in similar activities. The bidder shall submit relevant experience certificates to prove the experience.
2. The bidder shall be preferably based at Kochi.
3. The party should have the desired infrastructure and staff to achieve this standard in their works.
4. The bidder shall have enough equipments, machinery and staff to carry out the services.



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

5. The bidder shall be financially sound. The bidder shall have an annual turnover of minimum of Rs. 5 Lakhs for the last three financial years. Copies of balance sheet/account statement to be submitted by the bidder.
6. The bidder shouldn't have been blacklisted by any government institution in the past three years nor should the bidder have been pursuing any legal case against a Government Institution on account of catering services. Attach self certificate /declarations.

D. SCOPE OF THE WORK:

1. This tender is to entrust media and marketing activities to a firm or an agency that are experienced in doing similar works.
2. The firm shall be capable of completing work in timely manner. The quality of work shall be satisfying. Draft work shall be submitted in each stage to corporation officials and approval sought prior distribution.
3. The bidders are requested to submit a statement as proof of experience (annexure 1) along with the technical bid.
4. The vessel is currently based in Goa. Initial video shoot of the vessel need to be done in Goa. The rates quoted shall include the travelling expenses etc required to arrive at the location. No travelling allowance or other re-imbusement of expenses will be made by the company.
5. The financial bid is split into four parts. The bidder may enter price for activities for which he/she is experienced. I.e. there is no requirement for bidder to quote for all 4 activities (Part A to D).
6. Television advertisement release, theatre advertisement release and hording will be excluded for deciding the eligible party. These rates are for guidance purpose only.

E. BID EVALUATION.

1. Technical evaluation of the bids shall be conducted taking into account the below mentioned factors. Price bid of those bidders who are eligible as per the technical evaluation shall only be opened.



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

- a. Availability of valid licenses like Firms Registration Certificate, Trade License, Labour registration certificate, Service Tax registration, PF & ESI registration certificates etc
 - b. Previous Experience and existing contracts
 - c. Financial stability of the party.
 - d. Proximity of Contractor location.
 - e. KSINC may choose to inspect the facilities of the bidder before accepting the bids.
2. KSINC is under no obligation to accept the lowest bid or any offer itself and reserves the rights to reject any or all the offers without assigning any reason whatsoever.
 3. KSINC will not be obliged to meet and have discussions with any vendor or to entertain any representations on the results of bid evaluation.



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

No.C-727 /F /2018

Dated: 14.05.2018

"TENDER FOR MARKETING ACTIVITIES FOR NEFERTITI CRUISE VESSEL"

TECHNICAL BID

(To be filled and attached with the Part A - technical bid)

1	Name of firm/individual	
2	Constitution	Individual / Partnership / Company
3	Address for communication	
4	Phone Numbers	
5	Contact person with mobile No.	
6	Registration No. if any	
7	PF Registration No. and Date	
8	ESI Registration No. and Date	
9	PAN No.	
10	GST No.	
11	Total number of technicians on the roll	
12	Details of EMD furnished	

(Add separate sheets wherever necessary).

I/We hereby agree to undertake the work of as per the terms and conditions stated herein and at the rates specified in the price bid.

Place:

Signature:

Signature of the Bidder



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

Date:

Name of the firm:

Annexure 1

Statement as proof of experience

(To be filled and attached with the Part A - technical bid)

Events/programs	Brief description of experience in similar works
Experience in leaflet design	
Video Advertisements	
Hoardings	
Radio advertisement	
Experience in online branding	

Signature of the Bidder



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

No.C-727 /F /2018

Dated: 14.05.2018

TENDER FOR PROVIDING ENTERTAINMENT ON NEFERTITI CRUISE VESSEL

PRICE BID

I hereby agreed to undertake the contract for providing entertainment services at KSINC cruise vessel Nefertiti as per the terms and conditions notified in the Tender Notice

Part A- Print Media

Activities	Amount
Invitation card 200 GSM Card with printing and white envelope with printing, 500 nos	
Leaf Let (2 A4 Pages) 1/4 th Size 100 GSM FAP, with printing (About Nefertiti and story of the vessel), 2000 Nos.	
Design and printing of leaflets to be distributed with major newspapers. (2000 Nos 70 GSM). Distribution cost inclusive	
Total in words	

Part B- Video and Audio

(see clause (6) in scope of the work)

Video ad production 10 sec. duration, compatible with TV and Theatre. Including Shooting (Kochi and Goa), editing, dubbing, mixing, Music, VFX and formatting.	
Television advertisement Release (Television Tariff provided) 10 sec Ads one month Campaign Budget, Major 3 channels 2 times a day (Asianet, Surya TV, Kairali)	

Signature of the Bidder



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

Theatre Advertisement Release All Kerala 40 Theaters, 10 sec Duration Minimum 2 insertions Package for 1 month Kochi 6 Theaters Calicut 6 Theaters Trivandrum 6 Theaters (TVM city 4, Nedumangadu 1, Neyyattinkara1) Kannur 2 (Kannur city 2) Kasargodu 2 (Kanjangadu, Uduma) Waynad 2 (Batheri, Kalpatta) Malappuram 2 (Malappuram city) Palakkad 2 (Palakkad city) Thrissur 2 (Thrissur city) Kottayam 2 (Kottayam city) Kollam 2 (Kollam city) Pathanamthitta 2 (Pathamthitta 1 Ranni 1) Idukki 2 (Kattappana 1 Kumali 1) Alappuzha 2 (Alappuzha city)	
Advertising in Radio AIR, Club FM, Radio Mango, Red FM,1 month, 10 sec campaign. AIR,10 sec, 10 spt , 30 days , Club FM, Radio Mango, Red FM,1 month, 10 sec campaign. Audio advertisement to be prepared by the bidder.	
Total in words	

Part C- Publicity

Hoarding Includes Printing, fixing, location rent and taxes. Average size: 600 sq.ft., Locations: Kochi city, Duration: One month. Locations 1. Kalamassery- Edappally towards Ernakulam Size 30 x 20 2. Kundannur- Vytila 30 x 20 towards vytila 3. South Overbridge 30 x 20 Towards Ernakulam 4. Thoppumpadi to Ernakulam 30 x 20 Towards Ernakulam 5. North Over bridge 30 x20 towards Ernakulam	
Total in words	

Signature of the Bidder



KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD

(A Government of Kerala Undertaking)

38/924 A, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484-2203614/2206232, Fax 2206848 www.ksinc.in, keralashipping@gmail.com

Tender for marketing activities for Nefertiti cruise vessel

Part D- Pure Marketing Activities

Public Relation Press coordination, press release, media management, press conference(will coordinate all print, visual and digital media)	
Online Branding of Cruise Online, digital media and social media campaign, Facebook promotion : Reaches more than 5,00,000 Group Members, Daily 2 posts Ad worth 6000, Page management, Online News promotion: online news promotion	
Total in words	

Date:

Signature of the Tenderer

Name & Address :

Seal.