

REQUEST FOR PROPOSAL (RFP)
FOR
AWARDING ADVERTISEMENT RIGHTS AT KSINC FERRY
TERMINAL



KERALA SHIPPING AND INLAND NAVIGATION
CORPORATION LTD

(A Government of Kerala Undertaking)

63/3466, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484 2203614/2206232, Fax 2206848 www.ksinc.in

INTRODUCTION

KSINC (Kerala Shipping and Inland Navigation Corporation Ltd), a public sector undertaking of Kerala Government, invites proposal for engaging Licensee for advertisement rights at its Ferry Terminal jetty near High Court junction, Marine Drive, Ernakulam. KSINC is interested in associating with advertising agencies looking for a novel approach to engage their target demographics by advertising at KSINC Ferry Terminal jetty. This type of advertisements offers a great chance to advertisers to create awareness about their products offering brand visibility and are one of the most impact means of brand promotion.

KEY DETAILS

1	Tender number and date	KSINC/17-01/ADD/2022 dated 23/03/2022
2	Tender Type	Single Cover
3	Cost of Tender document	Rs.1000/- + 18% GST (Rs. 1180/-)
4	Sale of Bid document	www.ksinc.in (Through KSINC website)
5	EMD	Rs. 12,500/-
6	Last date and time of bid submission	21/04/2022 13:00 Hrs
7	Date and time of bid opening	21/04/2022 15:00 Hrs
8	Period of contract	3 Years
9	Address to which bids to be submitted	Managing director, Kerala Shipping and Inland navigation Corporation Ltd., 63/3466, Udaya Nagar Road, Gandhi Nagar, Kochi - 682020

SCOPE

KSINC has renovated its Ferry Terminal jetty to give a fresh look and in turn attract more tourists. We have identified approximately 110.00 sq m (1184 sq ft) area suitable for advertisements in the terminal and provided with frame works to hold the advertisements. Interested parties can visit the site with prior intimation to the KSINC Office and assess the scope.

PERIOD OF CONTRACT

The period of contract will be 3 years from the date of executing licence agreement.

LOCATION

KSINC operates its sea going tourist vessels Sagararani I and Sagararani II from Ferry Terminal jetty near High Court junction, Marine Drive, Ernakulam. The proposed location for advertisement is this terminal jetty. The fame of Sagararani sea cruise is popular all over Kerala and is one of the best tourist attractions of the area. For the same reason, the location turns a crowd puller. On holidays at least 1000 tourists visit the location. The location offers a spectacular view of the ships entering or leaving the Cochin Port through Vypin - Fort Kochi Sea mouth.

The terminal is so located that it is very near to the High Court junction bus stop. High Court terminal of Kochi Water metro project is also located in the close vicinity of KSINC terminal. The location is always a live one with plenty of visitors to the Marine Drive.

GENERAL CONDITIONS

1. The selected Bidder shall have rights to design, procure/ manufacture, install, manage, operate, maintain market and sell advertising opportunities at the proposed location.
2. The licensee can utilize any format of advertisement with prior written approval from KSINC.
3. Advertisement tax, if any and other taxes as applicable from time to time, shall be borne by the licensee and to be paid directly to respective authorities. All other statutory taxes, statutory dues, local levies, as applicable to be paid by the licensee directly to respective authorities. The Licensee shall indemnify KSINC from any claims that may arise from the statutory authorities in connection with this License.
4. Stamp duty on execution of license agreement, in pursuance of this tender shall be borne fully by the Licensee.
5. No audio advertisement is permitted at any circumstances at any point of time.
6. KSINC brand name or logo shall not be used without approval from KSINC.
7. If any approval is required to be taken from any local authority for display of the advertisement, the same is the sole responsibility of the Licensee.
8. All works, repair, maintenance in the passenger movement area is to be done in non-operational hours, after taking prior approval from KSINC.
9. KSINC reserves the right to take any action under the Public Premises (Eviction of Unauthorized Occupants Act,1971).
10. The ownership of the advertising media will remain with the licensee. On expiry of this license, the displays are to be removed by the licensee at his own cost.
11. The Licensee has no rights in the advertisement sites and is only licensed to advertise on the sites allotted by the licensor.
12. The licensee shall not make, under any circumstances, any alterations/additions to the displays allotted without the prior consent in writing from KSINC.
13. KSINC is not responsible for loss of commercial potential or value of advertising site for any reason after award of bid including without limitation due to any construction or development or other activity carried out by KSINC or other operational restriction. KSINC shall not be liable for and the successful bidder shall not make any claims, seek damages, reduction in license fees or compensation for loss in revenue.

INSTRUCTIONS TO BIDDERS

1. The intending Bidders must read the terms and conditions carefully and should only submit his Bid if he considers himself eligible and he is in possession of all the documents required.
2. Applicants need to download bid document from KSINC website; www.ksinc.in
3. Further, corrigendum/ addendum, if any, issued to the RFP/bid document, shall be made available at KSINC website only.
4. Cost of bid document is Rs. 1,180/- (Rs. 1000/- + 18% GST). The bidder shall remit the tender fee in the form of Demand Draft drawn in favour of KSINC Ltd payable at Ernakulam along with the bid documents. Cost of bid document will not be given back under any circumstances.
5. Bid security/EMD (non-interest bearing) for the tender is Rs. 12,500/-. The bidder shall remit bid security/EMD in the form of Demand Draft drawn in favour of KSINC Ltd payable at Ernakulam along with the bid documents.
6. The Bid Security of unsuccessful Bidders will be discharged / returned after the issue of Letter of Award to the successful bidder.
7. The Bid Security of the Successful Bidder shall be discharged after the successful bidder furnishes the Performance Securities as required.
8. The Bid shall remain valid and open for acceptance for a period of 120 days from the last date for submission of the Bid (“Bid Validity”).
9. Notwithstanding anything contained in the RFP Document, KSINC reserves the right to accept or reject any Bid in its sole discretion or to reject all Bids and annul the bidding process without assigning any reason whatsoever at its sole discretion at any time before issuance of a Letter of Award without incurring any liability.
10. Any Bid received after the deadline for submission of Bids will be liable to be rejected. No further correspondence on this subject shall be entertained by KSINC.
11. Documents to be submitted
 - a) Bid document dully signed and sealed on all pages.
 - b) Bid proposal as per Annexure I
 - c) GST and PAN details of the bidder with self-attested copies.
 - d) Bank details of the bidder.
 - e) DD towards cost of tender document.
 - f) DD towards EMD.
 - g) Financial Quote as per Annexure II in letter head of the bidder duly signed and sealed.
 - h) General details of the bidder as per Annexure III
 - i) Details of experience in advertisement field along with documentary proof.
12. Bid submission
 - a) Interested bidders may download the bid document from KSINC website (www.ksin.in)
 - b) Bids shall be submitted in sealed covers superscribed with “RFP - License for advertisement rights at KSINC Ferry Terminal jetty”
 - c) Bid submitted shall be complete in all respect and any addition or changes in the

bid document after due date and time of bid submission will not be entertained under any circumstances.

- d) All documents listed under clause 11 shall be submitted by the bidder.
 - e) Last date and time for bid submission is 21/04/2022 at 13:00 Hrs
13. Received bids will be opened on 21/04/2022 at 15:00 Hrs in the presence of representatives of Bidders who choose to attend at KSINC head office.
 14. Bid evaluation - The contract will be awarded to those bidders whose Bids are responsive and qualified and who has quoted highest price.
 15. The bidder with highest rate offered will be taken as the successful bidder. In case two or more bids are of the same rates, then the bidders will be given an opportunity to better their rates through separate sealed quotations. The bidder with highest rate offered in such quotations will be taken as the successful bidder.
 16. The successful bidder shall be intimated with Letter of Award by KSINC. On receipt of the same, the bidder shall acknowledge the receipt of LoA and unconditionally accept the same in writing within 7 days from the date of issue of LoA.
 17. The successful bidder shall submit a security deposit equivalent to 1 year lease amount in the form of Bank Guarantee and execute Licence Agreement within 21 days from the issue of LoA.
 18. Three months lease amount shall be paid in advance, by demand draft drawn in favour of KSINC payable at Ernakulam at the time of executing the agreement.
 19. If the successful bidder fails to deposit the required dues as mentioned in LOA, the Letter of Award shall stand cancelled and amount of bid security shall be forfeited by KSINC. The bidder voluntarily and unequivocally agrees not to seek any claim, compensation, damages or any other consideration, whatsoever on this account.
 20. There will be no changes in the License fee quoted by the Licensee even if the Licensee utilizes lesser area for advertising.
 21. Bill for payment will be raised by KSINC on first working day of every month and the payment shall be made on or before 7th of that month.
 22. All other statutory taxes, statutory dues, local levies, Service tax, GST etc. as applicable time to time, shall be charged extra and shall be remitted along with the License Fee for onward remittance to the Government. The Selected Bidder indemnifies KSINC from any claims that may arise from the statutory authorities in connection with this License.
 23. The licensee must initiate discussions with KSINC with regard to any dispute. Only after exhausting all remedies with KSINC must the licensee proceed for litigation. The Licensee shall give sufficient time for redressed of the issue/ grievance before proceeding for litigation.
 24. In case of any disputes or differences arising out of this agreement, then the same shall be settled amicably, by way of mutual discussion or negotiation. The jurisdiction for any legal issues will be the courts in Ernakulam.

Sd/-
Managing Director
KSINC

BID PROPOSAL

To

The Managing Director,
Kerala Shipping and Inland navigation corporation Ltd.,
63/3466 Udaya Nagar Road,
Gandhi Nagar, Kochi - 682020

Sir,

Sub: Bid Submission for awarding advertisement rights at KSINC Ferry Terminal - reg

Ref: RFP for awarding advertisement rights at KSINC Ferry Terminal

We hereby submit our Bid for Awarding Advertisement at KSINC Ferry Terminal.

1. We enclose DD No.....dated.....for Rs. 12,500/- (Rupees Twelve Thousand and Five Hundred only), towards Earnest Money /Bid Security drawn in favour of KSINC. (Enclosed in a separate cover)
2. We have downloaded the bid document from KSINC website and have enclosed DD No.....datedfor Rs. 1,180/- (Rupees One Thousand One Hundred and Eighty only) towards the cost of bid document.
3. We have enclosed bids as per stipulated procedure.
4. We agree to abide by all the conditions mentioned in the RFP (all the pages of which have been signed by us in token of acceptance of the terms mentioned therein).
5. DECLARATION: We have gone through carefully and understood the contents of this RFP Document and the information furnished by us is true to the best of our knowledge and belief and nothing has been concealed there from.

Place:

Signature of bidder with seal

Date:

FINANCIAL QUOTE FORM

(To be submitted by bidder on letter head)

To

The Managing Director,
Kerala Shipping and Inland navigation corporation Ltd.,
63/3466 Udaya Nagar Road,
Gandhi Nagar, Kochi - 682020

Sir,

Sub: Financial quote_ awarding advertisement rights at KSINC Ferry Terminal - reg

Ref: RFP for awarding advertisement rights at KSINC Ferry Terminal

I/ We hereby offer a fixed Monthly License Fee of Rs.....(Rupees.....in words)
for Advertising Rights at KSINC Ferry Terminal.

I/We acknowledge the following;

1. Period of contract is 3 years
2. Applicable GST will be payable extra at actuals.
3. If there is a discrepancy between words and figures, the amount in words shall prevail.
4. Successful Bidder is required to deposit Advance License fee for 3 months lease amount in Demand Draft along with Bank Guarantee equivalent to One year license fee within twenty one days (21) of issue of Letter of Award.
5. Bill for payment will be raised by KSINC on first working day of every month and the payment shall be made on or before 7th of that month.

Place.....

Date.....

Signature of the bidder:.....

Name of bidder:.....

Address of bidder:.....

ANNEXURE III

GENERAL DETAILS OF THE BIDDER

Sl no	Item	Details
1	Name of the bidder	
2	Address of the bidder	
3	Details of registration	
4	e-mail address for communication	
5	Telephone No.	
6	GST Registration details	
7	PAN details	
8	Details of bank	
9	Name and designation of person to contact along with Mob number	
10	Details of turn over for last 3 financial years	
11	Details of experience in advertising field	

I/We confirm that the above given details are true to the best of my/our knowledge and if found wrong at any stage of tendering process, the bid will be cancelled and terminated from tendering process.

Place:

Signature of bidder with Name

Date: