

**EXPRESSION OF INTEREST (EOI) FOR THE PRODUCTION OF
ADVERTISEMENT FILMS FOR
AAVIN MILK AND MILK PRODUCTS**

FOR

**Tamilnadu Cooperative Milk Producers' Federation Ltd
(TCMPF LTD)**

Sep. – Oct. 2018

TCMPF Ltd

No.2, Pasumpon Muthuramalingam Salai

Nandanam, Chennai 600 035

1. TEXT OF ADVERTISEMENT

TCMPF LTD
NO.2, PASUMPON MUTHURAMALINGAM SALAI
NANDANAM, CHENNAI 600 035
INVITATION FOR EXPRESSION OF INTEREST

Tamilnadu Cooperative Milk Producers' Federation Limited (TCMPF Ltd) invites sealed Expression of Interest (EOI) from reputed advt. film making firms / companies to produce advertisement films for aavin milk and milk products.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the websites www.aavinmilk.com, www.tenders.tn.gov.in The bidders are expected to examine all instructions, forms, terms, project requirements and other details in the EOI documents. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI document in every respect will be at bidder's risk and may result in rejection of the Proposal.

The bidders who have downloaded the EOI documents from website must visit the website and ensure that such addendum(s)/corrigendum(s) (if any) is also downloaded by them. This shall be the responsibility of the prospective registered bidders to check the web site for any such corrigendum/addendum till the time of closing of tender and ensure that bid submitted by them are in accordance with all the corrigendum/addendum..

Further details, if any, may be obtained from General Manager (Mkg), TCMPF Ltd, No.2, Pasumpon Muthuramalingam Salai, Nandanam, Chennai 600 035 during working hours.

Last date for submission of EOI is 22 Oct. 2018 upto 15.00 hours Sealed envelope marked to the captioned address, containing EOI and non-refundable fee of Rs.5000.00 by way of DD/Pay order in favour of "TCMPF Ltd, payable at Chennai may be submitted mentioning "EOI for the production of advt.film for aavin milk and milk products on the top cover.

Managing Director,
TCMPF Ltd
No.2, Pasumpon Muthuramalingam Salai,
Nandanam, Chennai 600 035.

Note: Managing Director, TCMPF Ltd reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and MD, TCMPF Ltd reserves the right to amend/add further details in the EOI

2. LETTER OF INVITATION

No.

Dated

Dear Sir/Madam,

The objective of this EOI is to solicit proposals from the interested bidders for participation in a bidding process for selection of advt.film company / concepts / story board for producing advertisement films to popularize aavin milk and milk products as per the scope of work. The EOI brings out the details with respect to scope of services that are deemed necessary to share with the interested bidders

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The EOI document is also available on the TCMPF Ltd www.aavinmilk.com, www.tenders.tn.gov.in websites.

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by 22.10.2018 15.00 hrs.

The Managing Director
Tamilnadu Cooperative Milk Producers' Federation Ltd
No.2, Pasumpon Muthuramalingam Salai
Nandanam, Chennai 600 035

Queries if any may be referred in writing to the General Manager (Mkg), Marketing Division, TCMPF Ltd, Chennai 600 035 at the above mentioned address or Telephone No. 23464561 or e-mail : gmmkgaavin@gmail.com,

S. No.	Critical Dates	Date	Time
1	Publishing Date	26.9.18	
2	Document Download start Date	26.9.18	12.00 hrs.
3	Pre bid meeting	10.10.18	16.00 hrs.
4	Document Download End Date	22.10.18	12.00 hrs.
5	Bid Submission End Date	22.10.18	15.00 hrs.
6	Bid Opening Date	22.10.18	15.30 hrs.

Yours faithfully,

Encl : EOI Document

General Manager (Mkg)
for & on behalf of Managing Director

3.0 Instructions to Companies

The Expression of Interest is to be submitted in the manner prescribed below:

All information as detailed below is to be submitted in one hard copy in separate sealed envelope and one soft copy in CD.

- a. Applicant's Expression of Interest as per Format 1
- b. Applicants Details as per Format 2
- c. Applicants pre qualification as per Format 3
- d. Financial strength of applicants as per Format 4
- e. Declaration as per Format 5

The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

4.0 BACKGROUND:

Tamil Nadu Cooperative Milk Producers' Federation Ltd. Ltd. popularly known by its brand name aavin, offers quality milk and milk products to the consumers across the state of Tamilnadu over the past 4 decades.

TCMPF Ltd is the apex body for District level Cooperative Milk Producers' Unions having headquarters at Chennai. Its combined annual turnover is around 5000 crores.

5.0 OBJECTIVES:

The objective of the EOI, is to engage professional advt. film company to produce advertisement films for aavin milk and milk products.

6.0 Theme for aavin film:

The brand name aavin has been well positioned among households in the last 3 decades. Aavin has an excellent brand image which has an unique pre paid system of milk cards for the sale of milk to households in the state. Aavin further offers hygienic Dairy products like butter, ghee, khoa, flavoured milk, curd, ice cream etc.

It has been decided to produce two advertisement films as below:

1. Corporate film for aavin:

This advt.film may be produced in such way that film should mainly focus on the numero uno position of aavin milk in the state, its superiority, trust of the consumers as being a Govt.owned brand and the role of aavin in providing livelihood to the poor farmers in the villages. The film may emphasize that aavin is not only a brand but

also a social movement which connects lakhs of farmers and lakhs of consumers through thousands of retailers.

The film should create an emotional appeal to the consumers to buy aavin milk always. The film may also make the consumers to realize that by buying aavin milk consumers are promoting the livelihood of the farmers but not that of an individual owner as in the case of private company.

2. Advt.film for aavin bi-products:

Aavin produces wide range of bi-products as below:

- 1) Butter
- 2) Ghee
- 3) Khoa
- 4) Gulab Jamun
- 5) Paneer
- 6) Curd
- 7) Butter Milk
- 8) Lassi
- 9) SMP
- 10) Badam Powder
- 11) Flavoured Milk
- 12) Milk Shake
- 13) Mysurepa
- 14) Milk Beda
- 15) Rasagullah
- 16) Yoghurt
- 17) Chocolate
- 18) Ice cream variants

Of those products, except butter, ghee, khoa, flavoured milk the awareness level of other products is relatively low. Products like paneer, gulab jamun, probiotic lassi and yoghurt are yet to be positioned in the minds of consumers. For this purpose it has been decided to produce a film to create awareness for most of the aavin products.

The theme of film shall be aavin provides all the healthy products to meet the needs of entire day. For example, a consumer can drink aavin milk in the morning, use sandwich butter for breakfast, ghee for meals, butter milk for mid morning and post lunch, ice cream for after noon, flavoured milk / milk shake for evening, dishes made out of paneer for dinner and badam / hot milk may be consumed while going to bed.

7.0 Specifications for the production of advertisement film:

1. The film produced should be in the format which is technically compatible to be telecasted through T.V.channel, theatres, LED displays online etc.
2. The film should be produced in full HD with color gradings and 4K resolution (MOV format)
3. The film will have 5.1 surround sound stereo sound mixing.
4. The advt.films should be produced in 60 sec., 30 sec. and 15 sec.separately.
5. Entire process involved in creation of advertisement film shall be sustained by the company / individual
6. No extra cost will be paid towards production of said films
7. Copy right of the films lies with aavin only
8. The concept of the films, dialogue and visuals should not be associated with any political parties, leaders, celebrities etc.
9. The advertisement films produced may be submitted in the form of CD/pen drive

8.0 Budget:

The budget for each film should not exceed to Rs.25/- lakhs.

9.0 EOI Processing Fee

A non-refundable processing fee for Rs.5,000/- (Rupees five thousand only) in the form of Demand Draft or a Pay Order drawn in favour of TCMPF Ltd payable at Chennai has to be submitted along with the EOI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

10.0 Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to TCMPF Ltd at the address specified herein earlier. In exceptional circumstances and at its discretion, TCMPF Ltd may extend the deadline for submission of proposals by issuing an amendment to be made available on the TCMPF Ltd website, in which case all rights and obligations of TCMPF Ltd and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

11.0 Validity of Offer:

The offer for EOI as per this document shall be valid for a period of 120 days which may be extended further if required by TCMPF Ltd.

12.0 Security Deposit:

The EOI proposals received would be evaluated and the eligible companies will be shortlisted by Selection Committee. The shortlisted companies will be issued bid documents and asked to submit their price in a sealed envelope. The successful bidder will enter into an agreement with TCMPF Ltd and also remit a Security deposit of Rs.50000/-. The Security Deposit will be refunded after completion of the project / forfeited if company fails to produce the film as per specification within the time period.

13.0 Time frame:

The films should be produced within 60 days from the date of receipt of the order.

14.0 Pre bid meeting:

An official pre-bid meeting shall be arranged on 10.10.2018 at 4.00 P.M. at Nandanam office complex to discuss theme based on which films are to be produced and to clarify doubts (if any) of bidders. The bidders are requested to participate the meeting without fail.

15.0 Qualification criteria:

Following will be the minimum pre-qualification criteria. Each eligible bidder should be possessing all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

S. No.	Pre-qualification Criteria	Supporting compliance document to be enclosed
1	The bidders shall be a company (registered under Indian Companies Act, 1956) / partnership (registered under partnership Act, 1932) / proprietorship firm who have their registered offices in India and must have an office in Chennai / South India.	In case of company, copy of Certificate of incorporation and in case of partnership firm, partnership deed .
2	The bidder should have produced atleast 3 advertisement films during last five years.	Relevant work order / bill copies
3	The bidder has to be profitable and should not have incurred loss in any of the last 3 consecutive Financial Years (FY 2015-16, 2016-17 and 2017-18)	Format 4 to be certified by Chartered Accountant (CA) of the Bidder's organization
4	The bidder should have an annual turnover of Rs.50 lakhs in each of the last 3 consecutive Financial years (FY 2015-16, 2016-17 and 2017-18)	Chartered Accountant certified document.
5	The firm should not be blacklisted by any Central Govt./State Govt./PSU/Govt. bodies	Certificate signed by the Authorised Signatory
6	PAN No. and GST Registration Certificate	Copy of Certificate of PAN & GST registration certificate

16.0 . Methods of evaluation / Selection:

- a. Screening of EOI shall be carried out as per eligibility conditions mentioned and based on verifications of testimonials submitted.
- b. The EOI proposal of the bidder would be evaluated by the advertisement publicity committee of TCMPF Ltd. The Committee will short list the applicants as per the pre qualification criteria.
- c. The short listed bidder shall present story board / concept note for the advertisement films based on the theme of advt.films given, before the advertisement and publicity committee. The bidder may submit a maximum number of 2 concept notes / story boards for each theme.
- d. The best story board / concept for the production of each advertisement film would be selected by advertisement and publicity committee by duly ranking them in the order of merit. The commercial bid of the No.1 ranked concepts of bidder will be opened and work orders will be awarded after negotiation.

17.0. Conflict of interest and conditions:

- a) Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform TCMPF, detailing the conflict in writing as an attachment to this Bid.
- b) TCMPF Ltd will be the final arbiter in cases of potential conflicts of interest. Failure to notify TCMPF of any potential conflict of interest will invalidate any verbal or written agreement.
- c) A conflict of interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid Process.

18.0 Condition under which EOI is issued:

The EOI is an offer and is issued with no commitment. TCMPF Ltd reserves the right to withdraw EOI and or vary any part thereof at any stage. TCMPF Ltd further reserves the right to disqualify any bidder, should it be so necessary at any stage.

19.0 FORMATS FOR SUBMISSION

FORMAT 1
APPLICANT'S EXPRESSION OF INTEREST

To
The Managing Director,
TCMPF Ltd
No.2, Pasumpon Muthuramalingam Salai
Nandanam, Chennai 600 035

Sub: Submission of Expression of Interest to produce Advertisement
films for aavin milk and milk products.

Sir,

In response to the invitation of Expression of Interest (EOI) published for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach one set of the following documents in separately sealed envelopes and one soft copy.

1. Applicants details (Format 2)
2. Experience in related fields (Format 3)
3. Financial position of the organization / individual (Format 4)
4. Declaration (Format 5)

Sincerely yours,

Signature of the applicant
(Full Name of the Applicant)

Stamp.....

Date.....

Encl: as above

Note: This is to be furnished on the letter head of the organization

FORMAT 2

Biders details

.S. No.		
1	Name of the Company	
2	Name of the owner/Partner/Proprietor	
3	Main area of business	
4	Type of Organisation - Firm/Company/Partnership firm registered under the Indian Companies Act, 1956 / the partnership Act, 1932	
5	Whether the firm has been blacklisted by any Central Govt./State Govt./PSU/Govt. Bodies/Autonomous? If yes, details thereof	
6	Address of registered offices with Telephone No. & Fax No.	
7	Contact person with telephone No. & E-mail ID	
8	GST No.	
9	PAN No.	

Enclose:

1. Copy of Certificate of Incorporation
2. Copies of PAN & GST No.

Signature of the applicant
Full Name of the applicant
Stamp & Date

FORMAT 3

Experience in the production of Ad.film

S.No.	Theme of film	Client	Cost of production	Year	Work order to be produced
1					
2					
3					

Signature of the applicant

Full name of applicant

Stamp and Date

FORMAT 4
Financial Position

S. No.	Financial Year	Whether profitable Yes/No	Annual net profit (Rs.in lakhs)	Overall annual turnover (Rs.in lakhs)
1	2015-16			
2	2016-17			
3	2017-18			

Signature of the Auditor

With seal

Signature of the applicant

Full Name of applicant

Stamp and Date

FORMAT 5

Declaration

We hereby confirm that we are interested in competing for production of Advertisement films to Tamilnadu Cooperative Milk Producers' Federation Ltd.

All the information provided herewith is genuine and accurate

Authorised Person's Signature

Name and Designation:

Date of Signature

Note: The declaration is to be furnished on the letter head of the organisation