

SHORT EXPRESSION OF INTEREST

Expression of Interest are invited from individuals/ local dealers / agencies/Company for advertising in advertisement on back side of Airport visitor entry pass

The Quotation documents can be downloaded from the website of Kannur international airport limited (www.kannurairport.in) under Tenders and Notification OR can be collected from the Project of Kannur Airport, Mattannur, Kannur-670702, PH: 0490-2481000/ Mob: 9497358251

- i) Last date and time of submission: 26/03/2019,15:00 Hrs.
- ii) Quotation to be submitted to the office of the Project Engineer (Electrical), Kannur International Airport Limited (KIAL), Site office, Kara-Peravoor, Mattannur, Kannur-670702.

The Quotation will be opened on: 26/03/2019, 15:30 Hrs.

Benefits of adverting in on back side of Airport visitor entry pass:-

One of the product/items through which advertisement can be done at Kannur Airport is Airport entry visitor pass, visitor pass is a token given to the visitor who is entering the pre-designated visitor area at Kannur Airport (Viewers gallery(Airside view), visitor gallery at Arrival hall, Visitor Gallery at Departure hall)

Average 1000 visitor passes are being issued at Kannur Airport on daily basis.

Major benefits of visitor pass advertisement are

- visitor pass is retained by the visitor after the completion of their Airport visit
- The people visiting Kannur Airport are from all segment of society like urban, rural different communities like urban, rural, students, family, individual etc. and they are permanent residents of this region which definitely enhances the business potential for any business entity.

- Therefore visitor pass is a good medium for advertisement and thereby marketing of product.
- The visitor pass can be used as a marketing promotional device, like a coupon, which allows the company to measure the campaign response.

In view of the above Kannur Airport offers an opportunity to advertise on our visitor pass, which will help to boost the number of potential customers for any product.

Terms and Condition

Designing of advertisement template to meet the Airport visitor entry pass requirement is the responsibility of the licensee and shall be arranged by the licensee at his own cost to offer a pleasing design standard matching an International Airport standard.

The template should match and meet the given dimension of the Airport visitor entry pass. [The dimension available for advertisement is 17 cm x 9 Cm]

For 1 lakh of visitors pass the advertisement template can be of 5 designs/ template of 5 company/ 1 company. However all the template need to be finalized before starting the printing.

Objectionable contents in the display will not be permitted. Kannur Airport also reserves the right not to allow any advertisement of certain contents. The agency need to take prior approval of KANNUR AIRPORT for advertising content, color, size etc.

Kannur Airport reserves the right to modify the template submitted by the agency to meet the requirement of Airport and Airport visitor entry pass.

During the currency of the contract due to any administrative reasons/ any rules and regulations issued by the statutory agencies Kannur Airport may stop printing advertisement on the Airport visitor entry pass and in such event no compensation can be claimed by the agency.

The successful tenderer shall pay the quoted advertisement right charges/License Fee as per schedule of quantity. KANNUR AIRPORT may not award the work in case the offer is less than the MRLF/Advertisement right charges.

The quoted license fee shall be exclusive of GST any GST liability on the quoted is also to be born by the agency. Statutory levies, at the rates declared by Govt. of India/State Govt. /Local authorities from time to time also to be born by the agency. The successful tenderer shall pay the taxes as per actual.

Eligibility Criteria:

Any Firms or Individuals dealing with any product/services can apply. But the agency shall meet the following criteria

- a) Should have valid GST registration
- b) Should have PAN card in the company name
- c) Should have any establishment registered with appropriate authority.
- d) In case of bidder is an Advertising agency, the agency shall submit copy of experience certificate in their name for similar works.

The self-attested copy of above to be submitted along with the offer.

Payment Terms:

- a) The agency shall submit 50 % of the quoted amount in advance in the form of DD in favour of Kannur International Airport along with duly filled quotation/offer.
- b) Balance 50 % to be remitted after the approval of advertisement matter, but before starting printing.

Period of advertisement:

For a period of 6 Months or consumption of 1,00,000 Airport visitor entry pass whichever is earlier. However on mutually agreed terms the license period can be extended also.

MRLF

Minimum Reserved license fee fixed by Kannur Airport is Rs. 4/ Airport visitor entry pass i.e. Rs. 4 lakhs for 100000 Airport visitor entry pass. The Highest quoting agency (HI) shall be considered for award of advertisement rights.

Paper Specification

paper specification used for printing the visitor pass is given below.

1. Paper Specification

- a) Paper thickness - 130 gsm (tolerance +/- 5%)
- b) Grade of paper: grade A paper
- c) Front side: visitor entry pass details
Back side: Advertising Area
- d) Paper size is 18 cm X 10 cm (width X Depth.)

Back side of the Airport visitor entry pass shall be used for advertising (Sample enclosed).

S/d
Managing Director

SCHEDULE OF QUANTITY

Name of Work : Advertisement right on Airport visitor entry pass

- 1) Name of Agency :
- 2) Address of the Agency :
- 3) The agency shall fill in their quote in following Schedule of Quantities table in all column and the quoted offer.
- 4) The Bidder shall sign in all the pages of NIQ and Annexures as a proof of acceptance of terms and conditions and the same (full set) may be returned along with the schedule duly filled in original.
- 5) In case of any dispute, the decision of the Managing Director, KANNUR AIRPORT is final and will be binding on both the parties.

SL No.	Description	MRLF	Quantity	Offered rate for one Airport visitor entry pass exclusive of GST	Quoted Licensee FEE
1	2	3	4	5	6
1	Advertising in back side of Airport visitor entry pass Area : 17 x 9 cm Ref: Attached layout Annexure-4	Rs. 4/ Airport visitor entry pass	1,00,000 Airport visitor entry passes/6 month		Col. 4 x Col. 5

Signature of the Authorized signatory with date and seal

ACCEPTANCE LETTER

(Duly filled, scanned copy to be submitted in Cover-1)

To

The Managing Director,
Kannur International Airport limited,
Mattannur, Kannur District
KERALA STATE – 670702

SUB:- Acceptance of Terms & Conditions of NIQ

Name of Work: advertising in advertisement on back side of Airport visitor entry pass at
Kannur Airport.

Quotation No: NIQ No. KIAL/ITD/12/2018 dated 21 February 2018.

Dear Sir,

1. The NIQ document for the works mentioned above have been sold to me/us by Kannur Airport and I / we hereby certify that I / we have read the entire terms and conditions of the NIQ document available in the website www.kannurairport.in and I/ we shall abide by the conditions /clauses contained therein.

2. I / We hereby unconditionally accept the NIQ conditions of Kannur Airport's NIQ document in its entirety for the above works and in case we have put forth any conditions same may be treated as withdrawn.

3. After unconditionally accepting the NIQ conditions in its entirety, it is not permissible to put any remarks/conditions (except unconditional rebate on price, if any). In case the provision of the NIQ is found violated after opening the Bid submitted, I agree that the Bid shall be liable to be rejected.

4. That, I have not paid and will not pay any bribe to any officer of KANNUR AIRPORT for awarding this contract at any stage during its execution or at the time of payment of bills. "That, if any officer of KANNUR AIRPORT asks for bribe/ gratification, I will immediately report it to the appropriate authority in KANNUR AIRPORT".

Yours faithfully,

AUTHORIZED SIGNATURE :

NAME OF THE SIGNATORY :

NAME & ADDRESS OF THE BIDDER :

OFFICIAL SEAL & DATE :

UNDERTAKING FOR NOT BEEN BLACKLISTED

(duly filled in the letter head of the bidder, scanned copy to be submitted in Cover-1)

We do hereby undertake that our firm or its partners or Directors and our Indian Associates have not been blacklisted or any case is pending or any complaint regarding irregularities is pending, in India or abroad, by any Global International body like World Bank/International Monetary Fund/World Health Organization etc. or any Indian State/Central Governments Departments or Public Sector undertaking of India

Date:

Signature of the bidder with seal

Layout for Advertisement area on back side of the Airport entry visitor pass

