

EXPRESSION OF INTEREST (EOI)

Name of work: **License for advertising on the back side of CUSS Boarding Pass**

Expression of Interest are invited from individuals/ local dealers / agencies / Company for advertising in advertisement on back side of CUSS (Self Check in) boarding pass.

The Quotation documents can be downloaded from the website of Kannur International Airport Limited (www.kannurairport.aero) under Tenders and Notification.

- i) Last date and time of submission: 29/04/2022, 15:00 Hrs
- ii) Quotation to be submitted to the office of the Managing Director, Kannur International Airport Limited (KIAL), Mattannur, Kannur-670708.

The Quotation will be opened on: 29/04/2022, at 15:30 Hrs

Benefits of advertising on back side of CUSS Boarding Pass :

One of the product/items through which advertisement can be done particularly inflight advertisement is boarding pass. Boarding pass is an important document that must be kept throughout the flight and in many companies/department boarding pass is considered as valid document for reimbursement of air travel fare also.

Through CUSS (Self check in) counters passengers are directly taking the boarding pass without any help of airline officials.

More than 50 % of the Current Domestic passengers of Kannur Airport are using the self-check in to collect the Boarding passes.

Major benefits of boarding pass advertisement are

- The large portion of the boarding pass is retained by the passenger till the completion of the journey and sometimes beyond, in case of airfare reimbursement.
- Therefore boarding pass is a good medium for advertisement and thereby marketing of product.

- The Boarding pass can be used as a marketing promotional device, like a coupon, which allows the company to measure the campaign response.
- The Air travelling public is having more time to go through the advertisement content.

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

Terms and Condition

Designing of advertisement template to meet the boarding 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 shall be in single color and should match and meet the given dimension of the boarding pass. If the agency has submitted the sample in multicolor Kannur Airport has the right to convert to single color. [The dimension available for advertisement is 13 x 7 cm]

Objectionable contents in the display will not be permitted. Liquor and Tobacco brands will not be permitted. Kannur Airport also reserves the right not to allow any advertisement of certain contents which are objectionable and against the laid down law. The agency need to take prior approval of Kannur Airport for advertising content, color, size etc [Photos/pictures not allowed in advertising matter]

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

Only one template shall be accepted for 200 rolls. Any change in template after submission of the template to the printing agency shall not be accepted. For template change, if any, the cost towards the same shall be borne by the agency.

For Sample Boarding Pass, if required, you may please contact: Divya on +91 9495981798 or divya@kannurairport.aero

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

The successful bidder shall pay the quoted advertisement right charges/License Fee as per schedule of quantity. Kannur Airport reserves the right to award the work in case the offer is less than the MRLF/Advertisement right charges.

The quoted license fee shall be exclusive of GST, Statutory levies, at the rates declared by Govt. of India/State Govt. /Local authorities from time to time. 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

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 within one week from the date of issue of letter of award by NEFT/RTGS to the bank account of Kannur International Airport.
- b) Balance 50 % to be remitted after the approval of advertisement matter, but before starting printing.

Period of advertisement:

For a period of one year or consumption of 2,00,000 boarding pass (200 Roll paper) 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. 2/ Boarding pass ie. Rs. 4 lakh/200 roller paper which can produce 2,00,000 boarding pass. The Highest quoting agency (H1) shall be considered for award of advertisement rights.

Paper Specification

The advertisement shall be on the back side of the printed boarding pass. The paper specification used for printing the boarding pass is given below.

1. **Paper Width and Roll Size:-**
 - a) Paper width is 203 mm +0/-1 mm (8.0 in. +0/-0.04 in.)
 - b) Outside diameter is between 152.4 and 203 mm (6 and 8 in.)
 - c) Inner diameter is 38.1 mm (1.5 in.)
 - d) Non top coated paper 0.086 mm (.0034 in.) caliper.
 - e) Advertising Area 130 x 70 mm or less.

Back side of the CUSS boarding pass shall be used for advertising (Annexure-1).

S/d
Managing Director

SCHEDULE OF QUANTITY

Name of Work: License for advertising on the back side of CUSS boarding pass

- 1) Name of Agency :

- 2) Address of the Agency :

- 3) The agency shall fill in their quote in the following Schedule of Quantities table in all column and the quoted offer.

- 4) The Bidder shall sign in all the pages of EOI 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 Boarding Pass exclusive of GST	Quoted License Fee over and above the MRLF component for 2,00,000 boarding passes exclusive of GST
1	Single Color advertising on back side of CUSS (self-Check in) Boarding Pass Area : 13 x 7 cm Ref: Attached snapshot in Annexure-1	Rs 2/ Boarding Pass	2,00,000 boarding passes		

Signature of the Authorized signatory with date and seal

SAMPLE BOARDING PASS

Annexure - 1

GoReturn BOARDING PASS BOARDING PASS BOARDING PASS

Boarding gate closes 25 minutes before departure

Name: [REDACTED] MR
Flight No Class Name : [REDACTED] MR
From: **Kannur InternatG8 624 P** Flt : G8 624
To: **Bengaluru** Board Time Dep. Time
Date: **19 Dec 18** **12:20 13:00** Seat : 14E
Gate: Seq No. Seat **14E** PNR : LZWNMB
Class: **P**

SPECIAL REQUESTS
NIL

Date: **19 Dec 18**
Board. Time: **12:20**
Dep. Time: **13:00**
Seat No: **14E** Seq No: **040**
Gate No:

Frisking of person and checking of hand baggage is mandatory for all passengers. Passengers are requested to co-operate with the security staff.
*Terms and conditions apply

www.GoAir.in www.GoAir.in www.GoAir.in

Back side of Boarding pass



ACCEPTANCE LETTER

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

To

The Managing Director,
Kannur International Airport Limited,
Mattannur, Kannur District
Kerala - 670708

SUB: - Acceptance of Terms & Conditions of EOI

Name of Work: License for advertising on the back side of CUSS boarding pass

EOI No: KIAL/COO/31/01/CUPPS/2022 dated 14 April 2022

Dear Sir,

1. I / we hereby certify that I / we have read the entire terms and conditions of the EOI document available in the website www.kannurairport.aero and I/ we shall abide by the conditions /clauses contained therein.
2. I / We hereby unconditionally accept the EOI conditions of Kannur Airport's EOI 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 EOI 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 EOI 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 Government Departments or Public Sector undertaking of India

Date:

Signature of the bidder with seal