

INVITING EOI FROM MEDIA BUYING AGENCY FOR RELEASING ADVERTISEMENT

The Spices Board is inviting EOI from reputed Media Buying agencies for releasing Television spots/ Advertisement through multiplexes and theaters in Kerala.

Terms and Conditions

- i) The firm/company should have atleast five years experience in handling similar assignments with Govt/ PSUs.
- ii) Should have an annual turnover of Rs 2 crore for past 3 years.
- iii) The conversion of the advertisement to the requisite format of various multiplexes and theaters will be the responsibility of the agencies.
- iv) The Censorship certificate for the advertisement should be procured by the agency.
- v) The payment shall be arranged in two installments – 40% as advance for launching the advertisement/TVC in multiplexes and theaters and rest 60% on submission of final bills along with bills obtained from the multiplexes and theaters in name of the agencies.

Interested Media Buying agencies shall submit the EOI along with the comprehensive quote in two parts :

A Technical Bid

This should include the following details:

- The profile of the Agency along with supporting documents of existence in the field of media buying for past five years.
- The proof of annual turnover of Rs 2 crore for last 3 years.
- Proof of past five years experience in handling similar assignments with Govt /PSUs.



B Financial Bid

This should include the following :

a. The commission percentage claimed by Agencies from the billing amount exclusive of taxes.

b. The financial quote of consolidated rate card for releasing advertisement of 1 min each for a week during the month of April, through leading multiplexes and theaters across Kerala state should be submitted in the prescribed format. The detailed break up including seating capacity, no of shows per day should be included in rate card.

i) The rate for release of commercial spots in Cinema houses in Idukki –

 List of Theaters/Cinema House in Idukki District			
Location 	Name of Cinema House /Theater	No of Shows/day	Commercial rate per 60 sec/week
Kattapana	Sagara theater	3	
Kattapana	Santhosh theater	3	
Kattapana	Aiswarya theater	3	
Thodupuzha	Aiswarya theater	3	
Adimali	Matha theater	3	
Nedumkandom	Jeena theater	3	
Thodupuzha	Vismaya theater	3	
Thodupuzha,	New Theater	3	
Thodupuzha	Daya theater	3	
Thodupuzha	Sakthi Theatre,	3	
Rajakumari	Mar Basil theater	3	
Maryoor	Chandana Cinema	3	
Cheruthoni	Greenland Cinema	3	
Kumily	Grace theater	3	
TOTAL			
Discount if any			
Commission of Agency			
Net Total			
Charge for conversion to requisite format (mention the format)			
Rates for Censorship certificate			

ii) The rate of releasing the Commercial advertisement through Multiplexes across Kerala-

Cities / Town	Location	Multiplex / Cinema House	Audi Num	Rate Card : 60 Sec Ad Film : Per Week
Cochin	Centre Square Mall - Ernakulam	Cinapolis - Centre Square	1	
Cochin	Centre Square Mall - Ernakulam	Cinapolis - Centre Square	2	

Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	3	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	4	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	5	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	6	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	7	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	8	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	9 (VIP)	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	10 (VIP)	
Cochin	Centre Square Mall - Ernakulam	Cinepolis - Centre Square	11 (VIP)	
Cochin	Aluva, Ernakulam District	Zeenath Theatre	2	
Cochin	Alwaye, Sub Jak Road	Zeenath Theatre	1	
Cochin	Nucleus Mall, Maradu	Pan Cinema	1	
Cochin	Nucleus Mall, Maradu	Pan Cinema	2	
Cochin	Vyttila, Ernakulam	Q Cinemas	4	
Cochin	Vyttila, Ernakulam	Q Cinemas	3	
Alappuzha	Kairali Theatre, Mullackal, Alappuzha	Kairali Theatre	1	
Alappuzha	Sree Theatre, Mullackal, Alappuzha	Sree Theatre	1	
Anchal	Anchal, Kollam District	Archana Movie Max	1	
Angadipuram	Near Polytechnic	Central Cinemas - Screen 1	1	
Angadipuram	Near Polytechnic	Central Cinemas - Screen 2	2	
Angamaly	KSRTC bus stand complex	Carnival Cinemas	1	
Angamaly	KSRTC bus stand complex	Carnival Cinemas	2	
Angamaly	KSRTC bus stand complex	Carnival Cinemas	3	
Calicut	Pvs Film City,Rp Mall	PVS Multiplex	1	
Calicut	Pvs Film City,Rp Mall	PVS Multiplex	2	
Chalakuudi	Mukundapuram	Graand Multi Screens - Audi 1	1	
Chalakuudi	Mukundapuram	Graand Multi Screens - Audi 2	2	
Chalakuudi	Mukundapuram	Graand Multi Screens - Audi 3	3	
Ernakulam	Canton Mall,Near Ksrte Bus Stand	Cine Point Cochin	1	

Ernakulam	Canton Mall,Near Ksrctc Bus Stand	Cine Point Cochin	2	
Harippad	Palakulangara Madom, Tholamparambu Thekkemuri	S.N Theatre	1	
Harippad	Palakulangara Madom, Tholamparambu Thekkemuri	S.N Theatre	2	
Kannur	Iritty, Mysore - Kootupuzha Road	New India Paradise	1	
Kannur	Iritty, Mysore - Kootupuzha Road	New India Paradise	2	
Karunagappally	H & J Mall, Lalaji Junction	Carnival Cinema	1	
Karunagappally	H & J Mall, Lalaji Junction	Carnival Cinema	2	
Karunagappally	H & J Mall, Lalaji Junction	Carnival Cinema	3	
Kasaragod	Mehboob Theatre Complex, K.P.R Rao Road	Samrat	2	
Kodungallur	Near Kodungallur Temple	Sri Kaleeswari - Screen 2	2	
Kollam	R P Mall	Carnival Cinemas Blue	1	
Kollam	R P Mall	Carnival Cinemas Red	2	
Kollam	Remya Theatre, Kadappakkada	Dhanya Remya Kollam	2	
Koothattukulam	V- Cinema , Koothattukulam	V Cinema	2	
Kothamangalam	Ann Cinema, Kothamangalam	Ann Cinema	1	
Kottakkal	A V S Road	Leena Theatre - Screen 2	2	
Kottayam	Vayasakkara Kunnu,Kottayam	Muthoot Kottayam	2	
Kottayam	Vayasakkarakunnu,Kottayam	Muthoot Kottayam	1	
Kozhikode	R C Mall	PVS Multiplex	1	
Kozhikode	R C Mall	PVS Multiplex	2	
Kozhinjampara	Kozhinjampara	Raviraj Theatre	2	
Malappuram	Main Road , Valanchery	Popular Movies	1	
Malappuram	Main Road , Valanchery	Popular Paradise	2	
Nilambur	Main road	Fairy Land Cinemas Screen 2	2	
Palai	Pala, Near Transport Stand	Mannarkkattu Theatres	2	
Pathanamthitta	M/S Dhanya Theatre	Muthoottu Mini-Dhanya	1	
Pathanamthitta	M/S Remya Theatre	Muthoottu Mini-Remya	2	
Pathanamthitta	Pathanamthitta	Trinity Cineplex - Screen 1	1	
Pathanamthitta	Pathanamthitta	Trinity Cineplex - Screen 2	2	

Pattambi	Pattambi	Alex	1	
Pattambi	pattambi	Little Alex	2	
Payyanur	Palace Road	Rajadhani Cinema - Screen 2	2	
Payyanur	Payyanur	Rajadhani Cinema - Screen 1	1	
Payyanur	Payyanur	Sumangali Cineplex - Screen 1	1	
Payyanur	Payyanur	Sumangali Cineplex - Screen 2	2	
Perambavoor	E V M Complex	EVM Cinema Studio Screen 1	1	
Perambavoor	E V M Complex	EVM Cinema Studio Screen 2	2	
Perambavoor	E V M Complex	EVM Cinema Studio Screen 3	3	
Perambavoor	E V M Complex	EVM Cinema Studio Screen 4	4	
Peringottukara	Peringottukara	Deva	1	
Peringottukara	Peringottukara	Little Deva	2	
Perinthalmanna	Perinthalmanna	Vismaya Cine Magix Screen 1	1	
Perinthalmanna	Perinthalmanna	Vismaya Cine Magix Screen 3	3	
Perinthalmanna	Perinthalmanna	Vismaya Cine Magix Screen 4	4	
Perinthalmanna	Perinthalmanna	Vismaya Cine Magix Screen 2	2	
Ponnani	M/S. Aishwarya Movies, Biyyam Post	Aishwarya Movies	1	
Ponnani	M/S. Aishwarya Movies, Biyyam Post	Aishwarya Movies	2	
Thalassery	Near Malabar Gold Jewellery	Liberty Paradise	1	
Thalassery	Near Malabar Gold Jewellery	Liberty Suite	2	
Thalassery	Near Malabar Gold Jewellery	Little Liberty Paradise	3	
Thalayolaparambu	Thalayolaparambu	Carnival Cinema	1	
Thalayolaparambu	Thalayolaparambu	Carnival Cinema	2	
Thalayolaparambu	Thalayolaparambu	Carnival Cinema	3	
Thaliparambu	Crown Cinema, Thaliparambu	Crown Cinema	1	
Thiruvananthapuram	S L Theatre Complex	Aries Plex	1	
Thiruvananthapuram	S L Theatre Complex	Aries Plex	2	
Thiruvananthapuram	S L Theatre Complex	Aries Plex	3	

Thrissur	Sobha City Mall	Inox - Sobha City Mall	1	
Thrissur	Sobha City Mall	Inox - Sobha City Mall	2	
Thrissur	Sobha City Mall	Inox - Sobha City Mall	3	
Thrissur	Sobha City Mall	Inox - Sobha City Mall	4	
Thrissur	Sobha City Mall	Inox - Sobha City Mall	5	
Thrissur	Sobha City Mall	Inox - Sobha City Mall	6	
Trivandrum	Near Ayurveda College, Trivandrum	Remya Theatre	1	
Vadakkanchery	Vadakkanchery	Jayabharath Theatre - Screen 1	1	
Vadakkanchery	Vadakkanchery	Jayabharath Theatre - Screen 2	2	
TOTAL				
Discount if any				
Commission of Agency				
Net Total				
Charge for conversion to requisite format (mention the format)				
Rates for Censorship certificate				
GRAND TOTAL				

The technical and financial bid should be submitted in two separate covers :

A) Technical Bid superscribed as " **Expression of Interest from Media Buying Agency for release advertisement**"

B) Financial Bid superscribed as " **Expression of Interest from Media Buying Agency for release advertisement**"

The technical and financial quotes shall be forwarded to Smt Aazra Nahas, Asst Director (Publicity), Spices Board, NH By Pass, Palarivattom PO, Kochi 682025 so as to reach the addressee **on or before 29th March 2016, 5.00 pm.**

Note: The bids shall be opened on 30th March 2016 at 10.00 am at the Spices Board, Kochi. The interested agencies who have submitted the EOI are invited to attend the bid opening.