



REQUEST FOR PROPOSAL (RFP)
FOR
SELECTION OF AN AGENCY TO PARTNER WITH APSFL FOR
DIGITAL ADVERTISEMENT SPACE MANAGEMENT

Ref. No- APSFL/SPACE MANAGEMENT/249/2017, dated 18/09/2017

Andhra Pradesh State FiberNet Limited
NTR Administrative Block, 3rd Floor, Pandit Nehru Bus Station,
Vijayawada - 520013
Web address: www.apsfl.in
Email address: apsfl@ap.gov.in

DISCLAIMER

The information contained in this RFP or subsequently provided to bidders, whether verbally or in documentary or any other form by or on behalf of the authority or any of its employees or advisers, is provided to bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is issued by the Office of the Managing Director, APSFL. This RFP is not an agreement and is neither an offer nor invitation by the authority to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Bid pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the authority in relation to manage the space for digital advertisement through IPTV Platform, Telephone, Internet and other Value Added Services (VAS). Such assumptions, assessments and statements do not purport to contain all the information that each applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtains independent advice from appropriate sources.

Information provided in this RFP to the bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any applicant under any law, statute, and rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this selection process.

The authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any bidder upon the statements contained in this RFP. The authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that the authority is bound to select a bidder or bidders, as the case may be, for the selection of a service provider for managing the space for digital advertisement through IPTV Platform, Telephone, Internet and other Value Added Services (VAS) and the authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the authority or any other costs incurred in connection with or relating to its proposal. All such costs and expenses will remain with the bidder and the authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a bidder in preparation or submission of the bid, regardless of the conduct or outcome of the selection process.

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Acronyms

Abbreviations	Description
AMA	Advertising Media Agency
ASCI	Advertising Standards Council of India
APSFL	Andhra Pradesh State FiberNet Limited
BMS	Building Management System
BoM	Bill of Material
BG	Bank Guarantee
DD	Demand Draft
DOT	Department of Telecommunications
DTH	Direct To Home
EMD	Earnest Money Deposit
GST	Goods & Service Tax
INR	Indian National Rupee
LoA	Letter of Acceptance
MiB	Ministry of Information & Broadcasting
PBG	Performance Bank Guarantee
RFP	Request for Proposal
TRAI	Telecom Regulatory Authority of India
VAS	Value Added Services
WIPO	World Intellectual Property Organization
UNESCO	United Nations Educational Scientific and Cultural Organization

Definitions

#	Term	Definition
1.	Agreement/ Contract	The agreement entered between Authority and the Advertisement Management Agency including all attachments, schedules, annexure thereto and all documents incorporated by reference therein and all amendments, corrigendum /corrigenda, changes thereto
2.	Authority	Andhra Pradesh State FiberNet Limited, an entity of Government of Andhra Pradesh
3.	Bidder	The use of the term “Bidder” in the RFP means the Single Service Provider who participate in the bidding process.
4.	Bid/Proposal	Offer by the Bidder to fulfil the requirement of the Client/Authority under the RFP/Contract for an agreed price. It shall be a comprehensive technical and commercial response to the RFP
5.	Breach	A breach by Bidder of any of its obligations under this Agreement
6.	Control	In relation to any business entity, the power of a person to secure a) by means of the holding of shares or the possession of voting power in or in relation to that or any other business entity, or b) by virtue of any powers conferred by the articles of association or other document regulating that or any other business entity, that the affairs of the first mentioned business entity are conducted in accordance with that person’s wishes and in relation to a partnership, means the right to a share of more than one half of the assets, or of more than one half of the income, of the partnership;
7.	Deliverables	Products, infrastructure and services agreed to be delivered by the Bidder in pursuance of the agreement as defined more elaborately in the RFP Implementation and the Maintenance phases and includes all documents related to the user manual, technical manual, design, process and operating manuals, service mechanisms, policies and guidelines (such as security related, data migration related), inter alia payment and/or process related etc., source code and all its modifications;

#	Term	Definition
8.	Intellectual Property Rights	All rights in written designs and copyrights, moral rights, rights in databases and Bespoke Software / Pre-existing work including its up-gradation systems and compilation rights (whether or not any of these are registered and including application for registration)
9.	Performance Bank Guarantee	Unconditional guarantee provided by the bidder from a Nationalized/Scheduled Commercial Bank in favour of the Authority for 10% of the Total Estimated Revenue through Digital Ad Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS) (in INR).
10.	Project	Selection of an agency to be partnered with APSFL for Digital Advertisement Space Management through IPTV Platform, Telephone, Internet and other Value Added Services (VAS)
11.	Request for Proposal/ RFP Document	Written solicitation that conveys to the Bidder, requirements for products/ services that the Authority intends to buy and implement
12.	Service Level	The level of service and other performance criteria which will apply to the Services delivered by the Bidder
13.	SLA	Performance and Maintenance SLA executed as part of the agreement
14.	Successful Bidder	The bidder who is qualified & successful in the bidding process and is awarded the Contract will be referred to as Advertisement Management Agency.

1. Introduction

1.1. Background

AP State FiberNet Limited (APSFL) has been incorporated under the Companies Act, 2013 in the month of October, 2015. It is a fully owned entity of the Government of AP under the control of Energy, Infrastructure & Investment (E, I&I) Department. This Corporation is responsible for undertaking the works of AP Fiber grid, its operations & maintenance and business activities duly partnering with various stakeholders for the benefit of all.

Vision of AP State FiberNet Ltd:

“To establish a highly scalable network infrastructure, accessible on a non-discriminatory basis; to provide on demand, affordable and end-to-end broadband connectivity of 15 to 20 Mbps for households and 100 Mbps to 1 Gbps for institutions & enterprises, to enable realization of the Vision of Digital AP, in partnership with the Government of India and the private sector”.

AP State FiberNet is the means through which the vision of Hon’ble Chief Minister, Sri N. Chandrababu Naidu to make available highly qualitative and affordable digital services (data, voice and video etc..) to households, Government Offices and private agencies on demand in the State of AP. This endeavour can truly turn the State of AP as Digital AP in the direction of realising the dream of Digital India. APSFL aims to promote Digital inclusiveness by providing affordable, high-speed broadband connectivity to households, deepening the reach of Internet in the rural areas. It throws up immense possibilities for enhancing the quality of life of the people. The services from AP State FiberNet system can effectively be utilised in education, health, law enforcement, agriculture and allied sectors and also open up new vistas in e-governance and enables delivering citizen-centric services in an efficient & transparent way.

Project Overview- Digital Advertisement Space Management:

Media consumption across the globe is increasingly happening in digital formats. The increase in the number of devices capable of supporting digital media along with increasing internet access speed, has provided consumers with an option to access the media content of his choice be it information, entertainment or social activity anytime, anywhere using the highly integrated digital field. The next wave of growth in India’s internet penetration is expected to come from tier II and tier III cities, where internet connectivity shall play a pivotal role thus enabling the growth of vernacular and regional content. Currently 45% of online users consume regional language content and this percentage is expected to increase with the growth of internet users. The growth is expected to be fuelled by availability of low-cost end user devices, low rates of data plans and development of smart cities in rural areas. A robust content bouquet is essential and key strategy to get users to use more and more data, APSFL wants to offer high speed data, IPTV service and top it up with on demand content to increase people inclusiveness. This platform can be used as great medium for digital advertisement and can be used to promote various product and services.

As advertisers turn towards new digital media to communicate their messages, service providers have an opportunity to generate revenue from a completely new source, play a key role in the emerging media market and offer greater value for subscribers. Uniquely positioned between advertisers and their customers, service providers can leverage the transformed IP network assets and their relationships with

subscribers to create audiences - helping advertisers deliver targeted messages more efficiently and measure ad performance more precisely, while at the same time, preserving customer privacy.

IPTV platform can offer advertisers the better of two worlds, it offers the immersive and proven impact of traditional television advertising with the added bonus of being able to enhance it with interactivity. It also offers the addressability and accountability of advertising in the Internet world, targeting the individual homes with personalized advertising with more accuracy.

The brief overview of the project is for “Selection of an agency to be partnered with APSFL for Digital Advertisement Space Management for IPTV Platform, Telephone, Internet and other Value Added Services (VAS)”. Selected agency shall be responsible for end to end management of Digital Advertisement Space of APSFL platform.

Envisaged Business & Current Offering:

APSFL wants to complement existing IPTV revenues, by adding income from personalized and interactive advertising. This new revenue stream can be increasingly important with the rapid growth of on demand content. Advertisement generates earnings from a completely new source, and positions APSFL into the advertising value chain - enabling them to further leverage their existing assets, and monetize their networks in innovative ways. Advertising offerings can include basic Ad insertion into IPTV content, Video-on-Demand (VoD) sessions, Telephone, Internet and other services to attract local advertisers. Likewise, unique interactive capabilities can provide enhanced features for consumers and advertisers alike. In the near future, dynamic new multi-screen advertising options have the potential to increase revenue opportunities exponentially.

1.2. Inviting Authority

1	Name of the Authority	Andhra Pradesh State FiberNet Limited
2	Name of the Assignment	Selection of an agency to partner with APSFL for Digital Advertisement Space Management on IPTV Platform, Telephone, Internet and other Value Added Services (VAS)
3	RFP Number	APSFL/SPACE MANAGEMENT/249/2017, Dated 18/09/2017
4	Last date and time for receiving queries/clarifications	23/09/2017 at 2:00 PM
5	Date and time of Pre-Bid Meeting	25/09/2017 at 2:00 PM Andhra Pradesh State FiberNet Limited 3rd Floor, NTR Administrative Block, Pandit Nehru Bus Station, NH 65, Vijayawada, 520013
6	Last date and time for submission of Proposal (Proposal Due Date)	03/10/2017 at 3:00 PM The proposal is to be submitted on www.apecurement.gov.in on e-procurement portal.
7	Date and time of opening of Pre-qualification and technical proposals on e-procurement platform	03/10/2017 at 4:00 PM Andhra Pradesh State FiberNet Limited 3rd Floor, NTR Administrative Block, Pandit Nehru Bus Station, NH 65, Vijayawada, 520013
8	Date and time of opening of financial proposal	To be intimated to the technically qualified agencies at a later date
9	Bid Processing Fee / Tender Document Fee (Non-refundable)	INR 20,000 (Indian Rupees Twenty thousand only) In the form of Demand Draft issued by one of the Nationalized / Scheduled Commercial Banks in India drawn in favour of Andhra Pradesh State FiberNet Ltd', payable at Vijayawada. The original DD must be submitted in APSFL office at Vijayawada before proposal due date.
10	Bid Security / EMD (Refundable)	INR 5,00,000 (Indian Rupees Five Lakhs only) In the form of Bank Guarantee issued by one of the Nationalized/ Scheduled Commercial Banks in India drawn in favour of Andhra Pradesh State FiberNet Ltd, payable at Vijayawada. Bid Security / EMD should be valid for a period of 180 (One Eighty) days from Proposal Due Date. The Bid Security /

		EMD will be refunded to unsuccessful bidders within 30 (Thirty) days of completion of selection process.
11	Performance Bank Guarantee	10% of the Total Estimated Revenue, to be submitted by the successful bidder only. In the form of Bank Guarantee issued by one of the Nationalized / Scheduled Banks in India drawn in favour of Andhra Pradesh State FiberNet Ltd, payable at Vijayawada.
12	For any enquiries and clarifications, please contact:	The Chief Marketing Officer, Andhra Pradesh State FiberNet Limited 3rd Floor, NTR Administrative Block, Pandit Nehru Bus Station, NH 65, Vijayawada, 520013 Email: cmo.apsfl@ap.gov.in
13	Validity of the Proposal	Bidder proposals shall remain valid for a period of 180 days from the Proposal Due Date

Important Note: Proposals/Bids submitted without Bid processing fee/Bid Security shall summarily be rejected.

1.3. Procedure for Bid Submission

The bidder shall submit the response to the RFP through e-Procurement platform at www.apecurement.gov.in by following the procedure given below:

The bidder would be required to register on the e-procurement market place www.apecurement.gov.in or <https://tender.apecurement.gov.in> and submit their bids online. Offline bids shall not be entertained by the RFP inviting authority for the RFP's published in e-Procurement platform.

The bidders shall submit their Pre-Qualification, Technical and Price bids through Government's e-Procurement portal. The bidders shall upload the scanned copies of all the relevant certificates, documents etc., in support of their Pre-Qualification and Technical bids and other certificates / documents with clear readability, in the e-Procurement portal. The bidder should sign on all the statements, documents, certificates uploaded to the portal, owning responsibility for their correctness / authenticity.

1.4. Registration with e-Procurement Platform:

For registration and online bid submission bidders may contact HELP DESK on www.apecurement.gov.in or <https://tender.apecurement.gov.in>.

Digital Certificate Authentication:

The bidder shall authenticate the bid with the agency's digital certificate for submitting the bid electronically on e-Procurement platform and the bids not authenticated by digital certificate of the bidder will not be accepted on the e-Procurement platform.

For obtaining digital certificate, you may please contact:

Andhra Pradesh Technology Services Limited, Vijayawada.

www.apts.gov.in

(OR)

You may please contact any Registration Authorities of Certifying Authorities in India. The list of CAs is available in the link provided below.

<https://www.apecurement.gov.in/Digital Certificate/signature.html>

Hard Copies:

- a) All the bidders shall submit the hardcopy of the DD towards the bid processing fee/tender document fee in APSFL office at Vijayawada before proposal due date. They shall invariably upload the scanned copies of DD/BG in e-Procurement portal and this will be the primary requirement to consider the bid responsive.
- b) APSFL shall carry out the technical evaluation solely based on the uploaded certificates/documents, DD/BG towards EMD in the e-Procurement portal and open the Price bids of the responsive bidders.
- c) APSFL will notify the successful bidder for submission of original hardcopies of all the uploaded documents and DD/BG towards EMD prior to entering into an agreement.
- d) The successful bidder shall invariably furnish the original DD/BG towards EMD, certificates/documents of the uploaded scanned copies to the RFP inviting authority before entering into an agreement, either personally or through courier or post and the receipt of the same within the stipulated date shall be the responsibility of the successful bidder. APSFL will not take any responsibility for any delay in receipt/non-receipt of original DD/BG towards EMD, certificates/documents from the successful bidder before the stipulated time.
- e) On receipt of documents, APSFL shall ensure the authenticity of the DD/BG towards EMD and all other certificates/documents uploaded by the bidder in e-Procurement portal in support of the qualification criteria before concluding the agreement.

Deactivation of Bidders:

Vide Ref GO Ms. No.174 – I&CAD dated 1-9-2008, if any successful bidder fails to submit the original hard copies of uploaded certificates/documents, DD/BG towards EMD within stipulated time or if any variation is noticed between the uploaded documents and the hardcopies submitted by the bidder, the successful bidder will be suspended from participating in the RFP on the e-Procurement platform for a period of 3 years. The e-Procurement system would deactivate the user ID of such defaulting bidder based on the trigger/recommendation by the RFP Inviting Authority in the system. Besides this, APSFL shall invoke all processes of law including criminal prosecution of such defaulting bidder as an act of

extreme deterrence to avoid delays in the RFP process for execution of the development schemes taken up by the government. Other conditions as per RFP document are applicable.

The bidder is requested to get a confirmed acknowledgement from the RFP Inviting Authority a proof of hardcopies submission to avoid any discrepancy.

Payment of Transaction Fee:

It is mandatory for all the participant bidders from 1st January 2006 to electronically pay a prescribed non-refundable Transaction fee to M/s. APTS, the service provider through "Payment Gateway Service on e-Procurement platform". The Electronic Payment Gateway accepts all MasterCard and Visa credit cards issued by any bank and Direct Debit facility/Net banking to facilitate the transaction. This is in compliance with G.O.MS. 13 dated 07.05.2006.

Corpus Fund:

As per GO MS No. 4, user departments shall collect 0.04% of ECV (Estimated Contract Value) with a cap of Rs.10,000/- (Rupees ten thousand only) for all works with ECV up to Rs.50 Crores, and Rs.25,000/- (Rupees twenty five thousand only) for works with ECV above Rs.50 Crores, from successful bidders on e-Procurement platform before entering into an agreement / issue of purchase orders, towards e-procurement fund in favour of Managing Director, APTS. There shall not be any charge towards e-Procurement fund in case of works, goods and services with ECV less than and up to Rs.10 lakhs.

RFP Document:

The bidder is requested to download the RFP document and read all the terms and conditions mentioned in the RFP document and seek clarifications, if any from the RFP Inviting Authority.

The bidder has to keep track of any changes by viewing the Addendum/Corrigenda issued by the RFP Inviting Authority from time-to-time in the e-Procurement portal. Neither the Inviting Authority nor the Department calling for RFP shall be responsible for any claims/issues arising out of this.

Bid Submission Acknowledgement:

The bidder shall complete all the processes and steps required for bid submission. The system will generate an acknowledgement with a unique bid submission number after completing all the prescribed steps and processes by the bidder. Bidders may also note that the bids for which an acknowledgement is not generated by the e-Procurement system are treated as invalid or not saved in the system. Such invalid bids are not made available to the RFP Inviting Authority for processing the bids. The Government of AP or Government Agency is not responsible for incomplete bid submission by bidders.

- a) The bidders may contact the Chief Marketing Officer, APSFL for any further information / clarifications on e-Procurement.
- b) The bidders need to register on the electronic procurement market place of Government of Andhra Pradesh i.e., www.eprocurement.gov.in. On registration in the e-procurement market place they will be provided with a User ID and Password by the system using which they can submit their bids online.
- c) While registering on the e-Procurement market place, bidders need to scan and upload the required documents as per the RFP requirements on to their profile. The e-Procurement market place

provides an online self-service registration facility to the bidders who are already registered with respective participating departments for supply of specified goods and services.

- d) All the bidders shall invariably upload the scanned copies of DD/BG in e-Procurement system and this will be the primary requirement to consider the bid as responsive. The Inviting Authority shall carry out the Technical bid evaluation solely based on the uploaded certificates / documents, DD/BG towards EMD in the e-Procurement system and open the Price bids of the eligible and responsive bidders. The Inviting Authority will notify the successful bidder for submission of original hard copies of all uploaded documents and DD/BG towards EMD prior to entering into an agreement.
- e) The bidders shall furnish online declaration stating that the soft copies uploaded by them are genuine. Any incorrectness / deviation noticed will be viewed seriously and apart from cancelling the work duly forfeiting the EMD, criminal action will be initiated including suspension of business.

2. Project Overview and Requirements

2.1. Project Objective

The RFP is for “Selection of an agency to be partnered with APSFL for Digital Advertisement Space Management for IPTV Platform, Telephone, Internet and other Value Added Services (VAS)”. Selected agency shall manage digital advertisement business for APSFL in a collaborative environment to meet the business objectives. The proposition of the bidder shall meet below stated objectives

- a) Enabling APSFL to leverage their existing assets, and monetize their network in innovative ways
- b) Providing a cost effective platform for digital advertisement to businesses and government agencies
- c) More personalized relationship between advertisers and consumers, while helping to improve subscribers
- d) Measurement through capturing user scrolling over ad clicks through rate & impressions
- e) Maximize campaign efficiency and brand positioning - prevents over usage/alienation

2.2. Project Beneficiaries

The beneficiaries and stakeholders of this project are Businesses, Government Departments and IPTV subscribers

- a) Businesses – APSFL IPTV platform can be a great platform for public and private businesses to reach people in a cost effective way. Apart from linear broadcasting advertisement there is a scope for interactive advertisement.
- b) Government Departments – To reach common people and promote Government Policies/ Schemes/Broadcasting social alerts.
- c) IPTV Subscribers – Information about quality products and services, localized information.

2.3. Scope of Work

As the IPTV industry is moving towards a greater acceptability from the subscribers, service providers’ face increasing competition and a paradigm shift from linear advertising model to targeted advertising

provides an opportunity to leverage the existing network to create avenues for revenue generation and enhances the subscriber experience. Traditional spot Ads can be delivered at any level of addressability, including national, regional and personal. The Ads can be enhanced with interactivity, providing a more engaging “lean-forward” subscriber experience. Advertising opportunities are expected to incorporate more interactivity and greater relevance to consumers as brands and advertisers evolve their business models and strategies.

The scope of work for Digital Advertisement Space Management Agency shall be -

- a) The bidder should propose and deploy the Digital Advertisement Platform
- b) Develop business plan and identify various modes of monetization
- c) Work closely with APSFL for better placement of advertisements. All the ads shall be approved by APSFL before rollout.
- d) Promotion and Marketing of services shall be done by bidder. APSFL shall facilitate for any additional support in terms of strategy only.
- e) End to end advertisement space management for APSFL Digital IPTV Platform, Telephone, Internet and other Value Added Services (VAS)
- f) Integration with existing APSFL Call Center to address complaints (including raising and closing of the service tickets) regarding any advertisement related issues raised by consumers or advertisers
- g) Getting advertisement and contract with advertisers along with handling complete sales process, release orders and execution
- h) Business roadmap / milestones and implementation timelines etc.
- i) Indicative revenue plan for 3 years
- j) Execution team structure
- k) Performance measurement criteria and benchmarks
- l) Customer insights and analytical tools
- m) Brand uplift scores as part of post-campaign analysis

Quality of Content:

Bidder shall use its best effort to ensure that each transmission of the content is

- a) Of commercially reasonable high quality
- b) A fully complete and accurate copy of content delivered for use by Advertisement Management Agency
- c) Is free from reasonably detectable errors or defects

- d) Is made available to end users and customers in specified time

Marketing:

- a) Promotion and Marketing of services shall be done by bidder. APSFL shall facilitate for any additional support in terms of strategy only.
- b) Bidder and APSFL shall work out special promotion schemes / contests, etc. exclusively for APSFL's IPTV subscribers, on mutually agreed basis.
- c) Bidder shall maintain the branding of APSFL throughout the interaction with the subscribers while they will be availing the services.
- d) The bidder shall take the responsibility for pre-sales and after sales activities at their cost.

Responsibility of APSFL:

- a) APSFL shall extend NOC / Data Center facility to bidder to integrate the Digital Advertisement Platform.
- b) APSFL shall be providing required bandwidth in order to ensure effective delivery of ads.
- c) APSFL shall provide required approval on time to the bidder for a successful rollout of the services.

Duration of the Contract:

Duration of the contract is **3 years** from the date of signing of agreement. The contract may be extended in blocks of 2 years on mutually agreed terms and conditions.

Intellectual property rights:

The selected bidder shall indemnify APSFL against all third-party claims of infringement of IPR arising from use of the Products or any part thereof in India.

Bidder to follow India's copyright law, laid down in the Indian Copyright Act, 1957 as amended by Copyright (Amendment) Act, 1999, fully reflects the Berne Convention on Copyrights, to which India is a party. Additionally, India is party to the Geneva Convention for the Protection of rights of Producers of Phonograms and to the Universal Copyright Convention. India is also an active member of the World Intellectual Property Organization (WIPO), Geneva and UNESCO. The copyright law has been amended periodically to keep pace with changing requirements. The recent amendment to the copyright law, which came into force in May 1995, has ushered in comprehensive changes and brought the copyright law in line with the developments in satellite broadcasting, computer software and digital technology. The amended law has made provisions for the first time, to protect performer's rights as envisaged in the Rome Convention Several measures have been adopted to strengthen and streamline the enforcement of copyrights. These include the setting up of a Copyright Enforcement Advisory Council, training programs for enforcement officers and setting up special policy cells to deal with cases relating to infringement of copyrights.

APSFL will not be responsible for any - statutory, administrative and judicial consequences in the event of non-adherence.

Compliance Requirements:

- a) The bidder should comply with the ASCI (Advertising Standards Council of India) and the Government of India regulations and guidelines including information to Ministry of Information & Broadcasting (MIB) that are applicable to the work stated in the RFP.
- b) The bidder shall enable APSFL to comply with applicable laws including but not limited to notifications, circulars etc. issued by DoT / TRAI / MIB from time to time.

3. Instructions to the Bidder

3.1. Pre-Bid Queries Format

All enquiries from the bidders relating to this RFP must be submitted to the Chief Marketing Officer, APSFL, Vijayawada. Any clarifications / queries shall be sent to cmo.apsfl@ap.gov.in. The queries should necessarily be submitted in the following format in MS-Excel.

#	Section No.	Page No.	Content of the RFP requiring clarification	Clarification Sought

3.2. Language of the Bid

The bids prepared by the bidder and all subsequent correspondence and documents relating to the RFP shall be written in English language. Any printed literature furnished by the bidder, written in another language, shall be accompanied by an accurate and certified English translation, in which case, for purposes of interpretation of the bid, the English translation shall govern.

3.3. Hand written documents, erasures or alterations

The offers containing erasures or alterations will not be considered. There should be no hand-written material, corrections or alterations in the offer. Filling up of the information using terms such as “OK”, “noted”, “as given in brochure/manual” is not acceptable and may lead to the disqualification of the bid.

3.4. Earnest Money Deposit (EMD) / Bid Security

- Bidders should submit EMD of Rs. 5,00,000 (Rs. Five Lakh Only), in the form of Bank Guarantee issued by any Nationalized bank or Scheduled Commercial Bank, in favour of the “Andhra Pradesh State FiberNet Limited”, Vijayawada which should be valid for 180 days from the proposal due date. Format of the Bank Guarantee is given in Annexure 5 of this RFP.
- The bid submitted without Bid Security will be summarily rejected.
- The Bid Security shall be forfeited:
 - If a bidder withdraws its bid during the bid validity.
 - If the successful bidder fails to sign the contract or submit Performance Bank Guarantee within the stipulated period.
 - In case the documents submitted or the information furnished by the bidder is found to be not genuine or false.
- The Bid Security of all unsuccessful bidders would be refunded by APSFL within 30 days of the bidder being notified as being unsuccessful. The Bid Security amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it. Bid Security shall be returned to the successful bidder upon signing of contract and submission of 10% Performance Bank Guarantee (i.e. 10% of the Total Estimated Revenue).

3.5. Bid Prices

The bidder shall indicate the unit rates, lump sum rates and total Bid Price for the various product/service components that it proposes to provide under this contract in INR. Prices should be shown separately for each item as it requires.

The bidder shall prepare the proposal based on the details provided in the RFP document. It must be clearly understood that the scope of work mentioned in the RFP is intended to give the bidder an idea about the minimum work requirement and is not in any way exhaustive. The bidder shall carry out all the tasks in accordance with the requirement of the RFP document & with due diligence. It shall be the responsibility of the bidder to fully meet all the requirements of the RFP document and objectives of the project. During the course of project execution if minor revisions to the work requirements to meet the goals of the project; such changes shall be carried out within the proposed price. If any deviation has a major impact on the project cost, the authority shall take appropriate decision and such decisions would be binding on the bidder.

Prices quoted in the proposal must be final and shall not be subject to any modifications, on any account whatsoever. The Price Bid should clearly indicate the price quoted without any ambiguity/qualifications whatsoever and should include all applicable taxes, duties, fees, levies, and other charges as may be applicable in relation to the activities proposed to be carried out. Should there be a change in applicable taxes, the actual taxes on the date of billing would prevail.

Prices in any form or by any reason before opening the Price Bid should not be revealed, failing which the offer shall be liable for rejection. If price change is inevitable due to any factor external to the bidders, the bidders may be given chance to submit revised bids in a separate sealed cover. Decisions of the authority shall be final in this regard.

3.6. Amendment of the RFP Document

At any time prior to the submission of bids, authority for any reason whatsoever, may, modify any element of the RFP Document by issuing a corrigendum. For the sake of interpretation, the content of any corrigenda issued by the authority shall be read as a part of the original RFP Document. In each instance in which provisions of the corrigenda contradict or are inconsistent / inapplicable with the provisions of the RFP, the provisions of the corrigenda shall prevail and govern, and the contradicted or inconsistent/inapplicable provisions of the RFP shall be deemed amended accordingly.

The authority may in its sole discretion consider extension of deadlines for submission of the bids, in order to allow prospective bidders reasonable time to take the amendment into account while preparing their bids. All the communications related to clarifications / corrigendum shall be uploaded on www.apsfl.in or e-Procurement platform.

3.7. Qualifying Criteria for Technical Bid

Prior to the detailed evaluation of the Technical Bids, authority shall determine whether each bid

- i) is complete
- ii) is accompanied by the required information and documents and
- iii) is substantially responsive to the requirements set forth in the RFP

The Technical Committee of the authority will evaluate both Technical & Price Bids received in response to this RFP. The findings of the said Committee and subsequent decision of the Authority shall be final and binding on all the bidders. Only those bidders, who fulfil all the criteria / requirements mentioned in the RFP, shall be eligible and qualified for technical scrutiny as per the evaluation framework given below.

Bidders should obtain minimum 70 marks in the overall technical evaluation to qualify for opening of the Price Bid. In case, none of the bidders achieves the min. qualifying marks, the Evaluation Committee may revise the min. qualification marks to 60 as per the case in the interest of this RFP. Evaluation Committee's decision in this regard shall be final and binding on the bidders.

Authority may in its sole discretion waive any informality or non-conformity or irregularity in a bid, which does not constitute a material deviation, provided such a waiver does not prejudice or affect the relative ranking of any bidder.

4. Evaluation Framework

4.1. Pre-Qualification Bid Evaluation Criteria

#	Criteria	Supporting documents required
1	LEGAL ENTITY	A copy of the Certificate of Incorporation.
	The bidder should be a company registered in India under the Indian Companies Act 1956 / 2013 existing for the past 3 years as on 31/03/2017	Relevant certificate copy(s) to be attached
2	The bidder should have valid GST registration in India	Certified copy of valid GST and PAN
3	POWER OF ATTORNEY / BOARD RESOLUTION	A Board Resolution / authorization letter from the board of directors or Power of Attorney authorizing the tender signing authority (<i>as per the Format provided in the RFP</i>)
	The bidder should submit an authorization letter for signing and submission of the tender.	
4	EXPERIENCE	Copy of Contracts/Work Completion Certificate(s) from statutory auditor/CA with all relevant details.
	a) Bidder should have a minimum experience of 5 years in Media consulting, Media buying & selling, Management of media investments for regional & national clients, advertising and communication services in India since 01/01/2007. b) Bidder should have completed minimum 2 projects in Digital Advertisement Management worth INR 10 Cr or more in last 3 years.	
5	FINANCIAL CAPABILITY	Certificate(s) from statutory auditor / CA with all relevant details from the bidder.
	a) The Bidder or its parent company shall have average annual turnover of INR 100 Cr each during last three financial years i.e. 2014- 15, 2015-16 and 2016-17. The bidder shall submit the Annual Report/ audited accounts certified by Auditor for the above three years to establish the turnover. b) The bidder shall have a minimum annual average turnover of INR 20 Cr exclusively from businesses related to Digital Advertisement Management in last 3 financial years (i.e. 2014-15, 2015-16 and 2016-17).	
6	NON-BLACKLISTING	Self-Certification from the authorized signatory of the bidder.
	The bidder should not have been blacklisted by any Government (<i>Central / State / PSU</i>) Organization in India as on the date of bid submission.	
7	CONFLICT OF INTEREST	Self-Certification from the authorized signatory of the bidder.
	The bidder shall not be a Licensed Telecom / Internet Service Provider / Cable TV Operator to provide Basic Cellular / Broadband / Telephony / IPTV –DTH services anywhere in India.	

Important Note(s):

- Only the bids of those bidders, who submitted the prescribed Bid Processing Fee and EMD, shall be considered for evaluation. The bids not accompanied with a valid Bid Processing Fee/EMD towards the bid security shall summarily be rejected.
- The bidders shall submit necessary documentary proof showing that they meet the eligibility criteria along with their proposal. All documents submitted shall be self-attested by the bidder.
- Formats for Pre-Qualification Bid along with the required supporting documents for each of the criteria.
- Proposals without necessary supporting documents or without meeting the prescribed qualification criteria will be treated as ineligible and will not be considered for further evaluation.

4.2. Technical Bid Evaluation Criteria

Technical bids of only those bidders who are found responsive and eligible as per the Pre-Qualification Criteria will be evaluated. Eligible bids will be evaluated on the following technical criteria:

Sl. No	Parameter	Criteria	Max. marks	Supporting Docs																
1	FINANCIAL CAPACITY (OVERALL) Average Annual Turnover in the last 3 financial years (i.e. FY 2014-15, 2015-16 and 2016-17).	<table border="1"> <thead> <tr> <th>Overall Annual Turnover in last 3 Financial Years</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>INR 100 Cr to 125 Cr</td> <td>10</td> </tr> <tr> <td>INR 125 Cr to 150 Cr</td> <td>15</td> </tr> <tr> <td>> INR 150 Cr</td> <td>20</td> </tr> </tbody> </table>	Overall Annual Turnover in last 3 Financial Years	Marks	INR 100 Cr to 125 Cr	10	INR 125 Cr to 150 Cr	15	> INR 150 Cr	20	20	Certificate(s) from statutory auditor / CA with relevant details.								
Overall Annual Turnover in last 3 Financial Years	Marks																			
INR 100 Cr to 125 Cr	10																			
INR 125 Cr to 150 Cr	15																			
> INR 150 Cr	20																			
2	EXPERIENCE IN DIGITAL MEDIA MANAGEMENT a) Total number of years' experience in Media and Brand Consulting, Advertising and Communication services as on 2017 b) Total number of years' experience in Media buying and selling, managing media investments as on 2017.	<p>a)</p> <table border="1"> <thead> <tr> <th>Number of Years</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>5 – 7</td> <td>5</td> </tr> <tr> <td>8 – 10</td> <td>10</td> </tr> <tr> <td>> 10</td> <td>15</td> </tr> </tbody> </table> <p>b)</p> <table border="1"> <thead> <tr> <th>Number of Years</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>5 – 7</td> <td>5</td> </tr> <tr> <td>8 – 10</td> <td>10</td> </tr> <tr> <td>> 10</td> <td>15</td> </tr> </tbody> </table>	Number of Years	Marks	5 – 7	5	8 – 10	10	> 10	15	Number of Years	Marks	5 – 7	5	8 – 10	10	> 10	15	30	Copies of Digital Rights / WO / PO / WCR Certificate(s) from Clients.
Number of Years	Marks																			
5 – 7	5																			
8 – 10	10																			
> 10	15																			
Number of Years	Marks																			
5 – 7	5																			
8 – 10	10																			
> 10	15																			
3	PROJECTS RELATED TO DIGITAL ADVERTISEMENT MANAGEMENT Projects in Digital Advertisement Management worth INR 10 Cr in last 3 years.	<table border="1"> <thead> <tr> <th>No. of Projects related to Digital Advertisement Management (worth INR 10 Cr each)</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>2-3</td> <td>5</td> </tr> <tr> <td>4-5</td> <td>10</td> </tr> <tr> <td>> 5</td> <td>15</td> </tr> </tbody> </table>	No. of Projects related to Digital Advertisement Management (worth INR 10 Cr each)	Marks	2-3	5	4-5	10	> 5	15	15	Copies of WO / PO / WCR / Certificate(s)								
No. of Projects related to Digital Advertisement Management (worth INR 10 Cr each)	Marks																			
2-3	5																			
4-5	10																			
> 5	15																			

4	<p>SKILLED MANPOWER</p> <p>The skilled manpower resources required to implement, operate and manage the Digital Ad Space Management platform.</p> <p>a. All resources to have a min. of 3 years of relevant skills and experience</p> <p>b. Shall have been part of at least 1 relevant project</p> <p>c. Key resources should have min of 3 years prior experience in Business development and Media Management</p>	<table border="1"> <thead> <tr> <th>Minimum Manpower Criteria</th> <th>No of Resources</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Organization with relevant technical skills and experience</td> <td>25-50</td> <td>5</td> </tr> <tr> <td>51-100</td> <td>7</td> </tr> <tr> <td>>100</td> <td>10</td> </tr> <tr> <td rowspan="3">Business development and Media Management (MBA or Equivalent)</td> <td>5-10</td> <td>5</td> </tr> <tr> <td>11-15</td> <td>7</td> </tr> <tr> <td>>15</td> <td>10</td> </tr> </tbody> </table>	Minimum Manpower Criteria	No of Resources	Marks	Organization with relevant technical skills and experience	25-50	5	51-100	7	>100	10	Business development and Media Management (MBA or Equivalent)	5-10	5	11-15	7	>15	10	20	Letter certified by Company HR or Directors or Authorised Signatory
Minimum Manpower Criteria	No of Resources	Marks																			
Organization with relevant technical skills and experience	25-50	5																			
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Business development and Media Management (MBA or Equivalent)	5-10	5																			
	11-15	7																			
	>15	10																			
5	<p>QUALITY OF BIDDER'S PROPOSAL</p> <p>a. Bidder's understanding level of the scope of work</p> <p>b. Methodology and approach</p> <p>c. Bidders awareness of the risks in the project</p>	<table border="1"> <thead> <tr> <th>Criteria</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>5</td> </tr> <tr> <td>B</td> <td>5</td> </tr> <tr> <td>C</td> <td>5</td> </tr> </tbody> </table>	Criteria	Marks	A	5	B	5	C	5	15	<ol style="list-style-type: none"> Understanding level depicted by bidder through the technical proposal Extent of compliance proposed to the requirements specified in scope of Work Completeness of the proposed project plan with proper Timelines, Responsibility Matrix Strategy to meet 									
Criteria	Marks																				
A	5																				
B	5																				
C	5																				

				implementation timelines 5. Completeness of Project Risks identified 6. Detailed plan and methodology for securing network, data, enforcing policy for content filtering and unethical access 7. Mitigation Plan provided for the identified risks
		TOTAL MARKS	100	

Important Notes:

- Bidders should obtain **minimum 70 marks** in the overall technical evaluation to qualify for opening of the Price Bid.
- In case, none of the bidder achieves the min. qualifying marks, the Technical Evaluation Committee may revise the min. qualification marks to 60 as per the case in the interest of this RFP. The Technical Evaluation Committee’s decision in this regard shall be final and binding on the bidder.
- Bidders are required to provide the aforementioned information as per the Formats provided at Annexure 2 – Formats of technical bid along with the required supporting documents for each of the criteria. Proposals without necessary supporting documents will be treated as ineligible and will not be awarded any marks.
- Bidders should submit necessary proofs towards experience claimed such as work orders / work completion certificates from clients / certificate from auditors etc. as per the case as explained above.

4.4. Price Bid Evaluation Criteria

Price Bids of only those bidders who are found eligible and obtain minimum prescribed qualifying marks as per the Technical Evaluation Criteria will be evaluated. Eligible and qualified bidders will be evaluated on the following criteria:

#	Description	Value
A	Total estimated revenue through Digital Ad Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS) (in INR)	
B	Percentage of revenue to be shared with APSFL	
C	Total Revenue to be shared with APSFL (in INR) = B X A	

The bidder offering the highest INR share of revenue (C) will be selected as an agency to be partnered with APSFL for Digital Advertisement Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS).

APSFL targets to reach 10 Lakhs households by Dec 2017, 20 Lakhs households by July 2018, 50 Lakhs households by July 2019 and 1 Crore households by the end of 2022. Monetization of project infrastructure can be explored through various innovative monetization measures, typically like by enabling advertisers to better segment the TV audience, to open up TV advertising to many more brands and businesses, as well as local advertisers who felt that TV wasn't previously accessible to them. The permission of the authority shall be taken before finalizing such schemes / methodology / tariff decision.

The authority or any other government agency shall not have any liability of paying any taxes (including GST) / charges / levies as part of this project. The bidder has to quote their price duly factoring in all these costs over the project life period.

If there is any discrepancy in the Price Bid, it will be dealt as per the following:

- If, there is any discrepancy between the unit wise revenue from proposed means / scheme for monetization, only the total revenue projected in the Price Bid clause shall prevail.
- If there is a discrepancy between words and figures, the amount in words shall prevail.

Note:

The Performance Bank Guarantee will be forfeited by the APSFL, if the successful bidder fails to share the agreed INR share of revenue as per the Price Bid and the contract will be terminated and awarded to the next best bidder.

4.5. Conditional Bids / Offers by the Bidders

The bidder should abide by all terms and conditions specified in the RFP. Conditional bids / offers shall be liable for disqualification.

4.6. Late Submission of Bids

Any bid received by APSFL after the deadline for submission of the proposal, such bids will be summarily rejected.

4.7. Bid Validity Period

Bids shall be valid for a period of 180 days (One hundred and eighty days) from the date of opening of the bids. If the bid validity is less than the above prescribed period shall be considered as non-responsive. In exceptional circumstances, at its discretion, authority may solicit the bidder's consent for an extension of the validity period. The request and the responses thereto shall be made in writing or by fax or email.

4.8. Address for Communication

Bids should be addressed to the authority and submitted at below given address:

The Chief Marketing Officer,
Andhra Pradesh State FiberNet Limited,
3rd Floor, NTR Administrative Block,
Pandit Nehru Bus Station, NH 65,
Vijayawada, 520013
Email Id: cmo.apsfl@ap.gov.in

4.9. Opening of Bids

Bids received within the prescribed closing date and time will be opened on the e-Procurement platform, on the date, time and at the address mentioned in the RFP.

- Technical bid of only those bidders shall be opened who meet the Pre-Qualification requirements.
- Price bid of only those bidders shall be opened who obtain minimum 70 marks in the overall technical evaluation.
- In case, none of the bidder achieves the min. qualifying marks, the Technical Evaluation Committee may revise the min. qualification marks to 60 as per the case in the interest of this RFP. Evaluation Committee's decision in this regard shall be final and binding on the bidders.

4.10. Clarification of Bids

To assist in the scrutiny, evaluation and comparison of bids, authority may, at its discretion, ask some or all bidders for clarifications with regards to their bid. The request for such clarifications and the response will necessarily be in writing (by letter / fax / email). Failure of a bidder to submit additional information or clarification as sought by authority within the prescribed period will be considered as non-compliance and the proposal may get evaluated based on the limited information furnished along with the bids.

4.11. Right to Accept / Reject Bids

Authority reserves the right to accept or reject any bid, and to annul the RFP process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such action.

4.12. Notification of Award

Authority will notify the successful bidder via letter / fax / email of its intent of accepting the bid. The notification of award will constitute the formation of agreement. Upon the successful bidders furnishing of Performance Bank Guarantee (PBG), APSFL will notify each unsuccessful bidder and return their EMD.

4.13. Performance Bank Guarantee

As a condition precedent to execution of the agreement, the successful bidder shall ensure submission of the requisite unconditional irrevocable Bank Guarantee, in the prescribed Format within 15 days of receipt of the LoA as a Performance Bank Guarantee (PBG) for the services to be performed under the resultant agreement. The PBG shall be equivalent to 10% of the Total Estimated Revenue and must be issued by a Nationalized / Scheduled Commercial Bank. The Performance Bank Guarantee shall be valid for the term of the resultant agreement, and shall be renewed and maintained as necessary by the bidder for the term of the resultant agreement, and extensions if any.

Earnest Money Deposit (EMD) submitted by the bidders along with their bids shall be refunded to all bidders, except the successful bidder, within 30 days of intimation to successful bidder. EMD of the successful bidder shall be returned on submission of Performance Bank Guarantee.

Note: The Performance Bank Guarantee will be forfeited by the APSFL, if the bidder fails to share the agreed INR share of revenue as per the Price Bid and award the contract to the bidder who stands in the second place as per the Price Bid Evaluation Criteria.

4.14. Signing of Contract

Subsequent to Authority notification to the successful bidder by way of a LoA, acceptance of the LoA and submission of the Performance Guarantee, the successful bidder shall execute the agreement with the APSFL. Failure of the successful bidder to furnish the Performance Guarantee or execute the agreement within the prescribed time shall cause the EMD of the Successful Bidder to be liquidated. In such event, APSFL shall negotiate with the next eligible bidder. The Successful Bidder will be liable to indemnify APSFL for any additional cost or expense, incurred on account of failure of the Successful Bidder to execute the Agreement.

Notwithstanding anything to the contrary mentioned above, the Authority at its sole discretion shall have the right to extend the timelines for execution of Agreement on the request of the Successful Bidder, provided the same is bonafide.

4.15. Rejection criteria

Besides other conditions and terms highlighted in the RFP Document, bids may be rejected under following circumstances:

- 1) Conditional Bids;
- 2) If the information provided by the Bidder is found to be incorrect / misleading / fraudulent at any stage / time during the RFP Evaluation Process;

- 3) Any effort on the part of a Bidder to influence the bid evaluation, bid comparison or contract award decisions;
- 4) Bids received after the prescribed time & date for receipt of bids;
- 5) Bids without signature of person (s) duly authorized on required pages of the bid;
- 6) Bids without power of attorney/ board resolution or its certified true copy.
- 7) Bids received without submission of the prescribed Bid processing fee/EMD.

4.16. Price Bid Rejection Criteria

- 1) Incomplete Price Bid;
- 2) Price Bids that do not conform to the RFP 's Price Bid Format;
- 3) If there is an arithmetic discrepancy in the Price Bid calculations the RFP Evaluation Committee shall rectify the same. If the Bidder does not accept the correction of the errors, its Bid may be rejected.

4.17. Concessions permissible under statutes

Bidder, while quoting against this RFP, must take cognizance of all concessions permissible, if any, under the statutes and ensure the same is passed on to the Authority, failing which it will have to bear extra cost. In case Bidder does not avail concessional rates of levies like customs duty, excise duty, sales tax, etc. APSFL will not take responsibility towards this. However, the Authority may provide necessary assistance, wherever possible, in this regard.

4.18. Taxes

The bidders shall fully familiarize themselves about the applicable domestic taxes (such as value added or sales tax, service tax, income taxes, duties, fees, levies, GST etc.). All such taxes must be included by bidders in the Price Bid format shared. (Bidder needs to find out applicable taxes for the components being proposed.)

4.19. Right to vary the scope of Work at the time of Award

The authority reserves its right to make changes to the scope of the work at the time of execution of the resultant agreement. If any such change causes an increase or decrease in the cost of, or the time required for the bidder's performance of any part of the work under the agreement, whether changed or not changed by the order, an equitable adjustment (if required) shall be made in the contract value or time schedule, or both, and the agreement shall accordingly be amended. Any claims by the bidder for adjustment under this clause must be asserted within thirty (30) days from the date of the bidder's receipt of the APSFL changed order.

4.20. Fraud and corruption

Authority requires that bidder must observe the highest standards of ethics during the entire process of RFP evaluation and during execution of the contract. In pursuance of this policy, APSFL defines, for the purpose of this provision, the terms set forth as follows:

- 1) “Corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of the authority in contract executions.
- 2) “Fraudulent practice” means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to the authority, and includes collusive practice among bidders (prior to or after Proposal submission) designed to establish proposal prices at artificially high or non-competitive levels and to deprive the authority of the benefits of free and open competition.
- 3) “Unfair trade practices” means supply of services different from what is ordered on, or change in the Scope of Work which is given by the authority.
- 4) “Coercive Practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.

Authority shall reject the Bid proposal for award of contract, if it determines that the Bidder recommended for award, has been found to have been engaged in corrupt, fraudulent or unfair trade practices. Once the contract is signed and if it is noticed that the bidder has indulged into the corrupt / fraudulent / unfair / coercive practices, it will be a sufficient ground for APSFL for termination of the contract and initiate black-listing of the Bidder.

5. Standards and Policies

Successful bidder to adhere with all the relevant procedures, guidelines and standards from Advertising Standards Council of India (ASCI), Cable Television Networks Act’s, TRAI and or any relevant IPTV code of advertisement practices. Key Advertisement standards and policies are listed below.

- 1) Cable Television Networks (Regulations) Act, 1995
- 2) Cable Television Networks (Amendment) Rules, 2006
- 3) Advertising Standards Council of India (ASCI) - The Cable Television Networks (Amendment) Rules, 2006, under Rule 7(9) makes it mandatory for all advertisements carried by cable services to be compliant with the ASCI code
- 4) Press Council of India Act, 1978
- 5) Section 6 of Consumer Protection Act, 1986 (Unfair Trade Practices)
- 6) Section 5, Cigarettes and other Tobacco Products Act, 2003 (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution)
- 7) Advertising regulations under Drug and Magic Remedies Act, 1954 & Drugs and Cosmetics Act, 1940

Please note that the above list is not exhaustive, and the bidder is bound to follow all the relevant advertisement code of practice guidelines and standards.

6. Overview of Timelines

Successful bidder shall be required to adhere to the following timelines (T is the date of signing of agreement). Project shall be divided under below phases.

Phase	Key Deliverable	Timeline
Design Phase	Detailed Technical Architecture of the overall system in consultation with all the stakeholders	T + 4 Weeks
Implementation Phase	Preparation and implementation of the Digital Advertisement Core system & information security policy including policies on backup	T+ 8 Weeks
Support Operations & Management	Post Implementation	T+3 Years

The successful bidder is bound to submit detailed project report along with key deliverables and their timelines with in the first week of Design Phase. In case of any deviation from the above given timelines, the bidder needs to submit the proposed timelines to APSFL to acquire necessary approvals. Failure to do so bidder is liable to bound to the timelines shared above.

7. Annexure 1 – Formats for Pre-Qualification Bid

7.1. Indicative check-list for the documents to be included in the Pre-Qualification Bid

#	Documents to be submitted	Submitted (Y / N)	Documentary Proof (Page No.)
1.	Bid Cover Letter and particulars of Organizations		
2.	Power of Attorney / Board Resolution to the Authorized Signatory of the Bid		
4.	E.M.D. of INR 5,00,000/-		
5.	Bid processing fee of INR 10,000/-		
6.	Copy of Certificate(s) of Incorporation		
7.	Copy of relevant work order(s)		
8.	Copy of relevant certificate(s)		
9.	Certificate(s) from the statutory auditor towards Overall Average Turnover of the entity / entities in last 3 financial years as on 31/03/2017		
10.	Certificate(s) from the statutory auditor towards total Turnover of the entity / entities exclusively from Digital Advertisement Management in last 3 financial years as on 31/03/2017		
11.	Certified copies of valid PAN documents		
12.	Copy of GST registration		
13.	Proof of experience in Media Consulting, Media Buying & Selling , Management of Media investment for regional & national clients, advertising and communication services in India since 01/01/2007 (copy of work order, certification(s) from end client)		
14.	Proof for Project Citations on experience of executing 2 projects in Digital Advertisement Management worth Rs. 10 Cr. in last 3 years		

7.2. Bid Cover Letter

(To be submitted on the letterhead of the Bidder)

To

The Chief Marketing Officer,
Andhra Pradesh State FiberNet Limited
3rd Floor, NTR Administrative Block,
Pandit Nehru Bus Station, NH 65,
Vijayawada, 520013

Subject: Selection of an agency to partner with APSFL for Digital Advertisement Space Management through IPTV Platform, Telephone, Internet and other Value Added Services (VAS)

Ref: APSFL/SPACE MANAGEMENT/249/2017, Dated 18/09/2017

Sir/ Madam,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the RFP for the selection of an agency to partner with APSFL for Digital Advertisement Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS).

We attach here to our responses to pre-qualification requirements, Technical and Price Bids as required by the RFP. We confirm that the information contained in these responses or any part thereof, including the exhibits, and other documents and instruments delivered or to be delivered APSFL is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the selection process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

We agree for unconditional acceptance of all the terms and conditions set out in the RFP Document and also agree to abide by this RFP response for a period of 180 days from the date fixed for bid opening. We hereby declare that in case the contract is awarded to us, we shall submit the contract performance guarantee bond in the form prescribed in the RFP.

We agree that you are not bound to accept any RFP response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the bids and also all or any of the products/ services specified in the RFP response.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this Day of 2017

(Signature) (In the capacity of)

(Name)

Duly authorized to sign the RFP response for and on behalf of:

(Name and Address of Company) seal/stamp of Bidder

Witness Signature:

Witness Name:

Witness Address:

7.3. Particulars of the bidder

#	Description	Details (to be filled by the bidder)
1.	Name of the company	
2.	Title of the project	
3.	Official address	
4.	Phone No. and Fax No.	
5.	Corporate Headquarters Address	
6.	Phone No. and Fax No.	
7.	Web Site Address	
8.	Details of Company's Registration (Please enclose copy of the company registration document)	
9.	Name of the Registration Authority	
10.	Registration Number and Year of Registration	
11.	Quality Certificates (ISO 9001 / SEI CMMI) and its validity	
12.	GST registration No.	
13.	Service Tax Registration No.	
14.	Permanent Account Number (PAN)	
15.	Company's Revenue for last 3 years (Year wise)	
16.	Company's Profitability for the last 3 years (Year wise)	
17.	If Lead Member, state the following details of other member firms: i) Name of firm: ii) Details of Company's Registration iii) Official address and principal place of business	

Note: Please submit the relevant proofs for all the details mentioned above along with your Bid response.

Details	Authorized Signatory	Secondary Contact
Name		
Title		
Company Address		
Phone /Fax		

Mobile		
Email		

7.4. Format for Power of Attorney for signing the Application & Bid

(On INR 100.00 Non judicial Stamp Paper and duly notarised)

We _____ (*name of the firm and address of the registered office*) do hereby irrevocably constitute, nominate, appoint and authorize Mr./ Ms. (*name*), _____ son/daughter/wife of and presently residing at _____, who is presently employed with us and holding the position of _____, as our true and lawful attorney (*hereinafter referred to as the "Attorney"*) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our application for qualification and submission of our bid for the Project proposed by the _____ (the "APSFL") including but not limited to signing and submission of all applications, bids and other documents and writings, participate in pre-applications and other conferences and providing information/ responses to the APSFL, representing us in all matters before the APSFL, signing and execution of all contracts including the Agreement and undertakings consequent to acceptance of our bid, and generally dealing with the APSFL in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into of the Agreement with the APSFL.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, _____, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF _____.

For _____
(Signature, name, designation and address)

- Witnesses:
1. (Notarized)
 - 2.

Accepted
(Signature, Name, Title and Address of the Attorney)

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*

- *Wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- *In case the Application is signed by an authorized Director / Partner or Proprietor of the Bidder, a certified copy of the appropriate board resolution / document conveying such authorization to APSFL may be enclosed in lieu of the Power of Attorney.*

7.5. Summary of response to the Pre-Qualification requirements (to be enclosed with Pre-Qualification Bid)

Summary of response to the Pre-Qualification requirements specified in the RFP is given below:

#	Criteria	Reference to the Bid Document
1	LEGAL ENTITY	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
	The bidder should be a Company registered in India under the Indian Companies Act 1956 / 2013 existing for the past 3 years as on 31/03/2017.	
2	GST Registration Certificate	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
3	POWER OF ATTORNEY / BOARD RESOLUTION	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
	The bidder should submit an authorization letter for authorizing the tender signing authority for signing and submission of the tender.	
4	EXPERIENCE	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
	a) Bidder should have a minimum experience of 5 years in Media consulting, Media buying & Selling, Management of media investments for regional & national clients, advertising and communication services in India since 01/01/2007. b) Bidder should have completed minimum 2 projects in Digital Advertisement Management worth INR 10 Cr or more in last 3 years.	
5	FINANCIAL CAPABILITY	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
	a)The bidder or its parent company firm shall have average annual turnover of INR 100 Cr each during last three financial years i.e. 2014- 2015, 2015-2016 and 2016-2017. The bidder shall submit the Annual Report/ audited accounts certified by Auditor for the above three years to establish the turnover. b)The bidder shall have a minimum annual average turnover of INR 20 Cr exclusively from businesses related to Digital Advertisement management in last 3 financial years (i.e. FY 14-15, 15-16 and 16-17).	
6	NON-BLACKLISTING	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
	The Bidder should not have been blacklisted by any Government (Central / State / PSU) Organization in India as on the date of bid Submission	
7	CONFLICT OF INTEREST	<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
	The Company (Bidder) shall not be a Licensed Telecom/Internet Service Provider/ Cable TV Operator to provide Basic Cellular/Broadband/ Telephony /IPTV – DTH Services anywhere in India.	

7.6. Formats to share Bidder details

Name of the Bidder			
Financial Capability	Overall turnover (in INR crores)	FY 2014-15	
		FY 2015-16	
		FY 2016-17	
	Turnover exclusively from Digital Advertisement Management in last 3 financial years as on 31/03/2016 (in INR Crores)	FY 2014-15	
		FY 2015-16	
		FY 2016-17	
List the Projects considered Digital Advertisement Management related business turnover for the last 3 years	Digital 1 2 3....		

Submit Certification from statutory auditor as proof for the overall Turnover for the last three financial years; FY 2014-15, FY 2015-16, FY 2016-17.

8. Annexure 2 – Formats of Technical Bid

8.1. General Instructions for the Technical Bid

Bidders have to submit a very structured and organized Technical Bid, which will be analysed by the Technical/Evaluation Committee for different compliances with regards to the requirements of the project. Since the Price Bid shall be opened for only those bidders who qualify the minimum criteria for technical bid evaluation, the quality and completeness of the information submitted by the bidder will matter a lot while finalizing the technical scores.

Bidder is expected to divide its proposal in to the following sections/documents:

A. Bidder's competence to execute the project

This document should bring about the capability of the firm to execute this project. Some of the required documents are as follows:

- a) Financial capability of the Bidder in required formats and supporting documents,
- b) Experience of bidder in providing Digital Ad Space Management services in required formats and supporting documents,
- c) Details of IT, technical man power in the firm,
- d) Other parameters as required.

B. Proposed Team for the Project

As specified in the Technical Bid Evaluation Framework, APSFL would like to give lot of importance on the right people proposed for the project. Bidder may propose different people for different skill-sets required & different responsibilities (during Design, Project Implementation & Post-Implementation). Following documentation is expected in this section:

- a) Overall Project Team (for Design, Project Implementation & Maintenance phases)
- b) Escalation Chart for the entire Project Duration
- c) Summary Table giving Qualification, Experiences, Certifications, Relevance
- d) Detail of the proposed resources in the format attached.

8.2. Format for sharing Financial Capability of Bidder

Certificate from the statutory auditor/CA stating the following:

Criteria	Sub Criteria	FY	Total Financials
Financial Capability	Overall turnover (in INR crores)#	FY 2014-15	
		FY 2015-16	
		FY 2016-17	



8.3. Format for submitting details on experience of Bidder

8.3.1.Format for submitting details having experience in Media and Brand Consulting, Advertisement and Communication Services

Sl. no.	Project/Assignment Name	Client	Duration	Total Value (in Cr.)	Supporting Document(s)	Certification(s) from applicable authority
1.						
2.						
3.						
...						

8.3.2.Format for submitting details having experience in Media Buying and Selling, Managing Media Investment

Sl. no.	Project/Assignment Name	Client	Duration	Total Value (in Cr.)	Supporting Document(s)	Certification(s) from applicable authority
1.						
2.						
3.						
...						



8.3.3.Format for submitting details of projects related to Digital Advertisement worth Rs 10 Cr. each in last 3 years

Sl. no.	Project/Assignment Name	Client	Duration	Total Value (in Cr.)	Supporting Document(s) (WO/WCR/PO Copies) -	Certification(s) from applicable Authority
1.						
2.						
3.						
...						

8.3.4. Summary of Response to the Technical requirements (to be enclosed with Technical bid)

Summary of response to the Technical requirements specified in the RFP is given below:

Sl. No	Parameter	Response by the Bidder	Reference to the Bid Document
1	<p>FINANCIAL CAPACITY (OVERALL)</p> <p>Average Annual Turnover in the last 3 financial years (i.e. FY 2014-15, 2015-16 and 2016-17).</p>		<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
2	<p>EXPERIENCE IN DIGITAL MEDIA MANAGEMENT</p> <p>a) Total number of years' experience in Media and brand Consulting, Advertising and communication services as on 01/01/2017</p> <p>b) Total number of years' experience in Media buying and selling, Managing media investments as on 01/01/2017</p>		<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
3	<p>PROJECTS RELATED TO DIGITAL ADVERTISEMENT MANAGEMENT</p> <p>Projects in Digital Advertisement Management worth Rs. 10 Cr. in last 3 years.</p>		<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>
4	<p>SKILLED MANPOWER</p> <p>The skilled manpower resources required to implement, operate and manage the Digital Ad Space Management platform.</p> <p>a) All resources to have a min. of 3 years of relevant skills and experience</p> <p>b) Shall have been part of at least 1 relevant project</p> <p>c) Key resources should have min of 3 years prior experience in</p>		<i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i>

	Business development and Media Management		
5	<p>QUALITY OF BIDDER'S PROPOSAL</p> <p>a) Bidder's understanding level of the scope of work</p> <p>b) Methodology and approach</p> <p>c) Bidders awareness of the risks in the project</p>		<p><i>[Mention the page number range here providing reference to the detailed response in Pre-Qualification bid document]</i></p>

9. Annexure 3 – Formats of Price Bid

9.1. Price Bid - Format 1

To,
 The Chief Marketing Officer,
 Andhra Pradesh State FiberNet Limited
 3rd Floor, NTR Administrative Block,
 Pandit Nehru Bus Station, NH 65,
 Vijayawada, 520013

Subject: Price Bid for selection of an agency to partner with APSFL for Digital Advertisement Space Management through IPTV Platform, Telephone, Internet and other Value Added Services (VAS)

Ref: APSFL/SPACE MANAGEMENT/249/2017, Dated 18/09/2017

We, the undersigned bidder, having read and examined in detail all the RFP documents in respect of selection of an agency to partner with APSFL for Digital Advertisement Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS) do hereby propose to provide services as specified in the RFP Documents number RFP No: APSFL/SPACE MANAGEMENT/249/2017, Dated 18/09/2017

We offer our Price Bid as mentioned below:

#	Description	Value
A	Total estimated revenue through Digital Ad Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS) (in INR)	
B	% Revenue to be shared with APSFL annually	
C	Total Revenue to be shared with APSFL (in INR) C = B X A	

PRICE AND VALIDITY

- All the prices mentioned by us in this Price Bid are in accordance with the terms as specified in the RFP Documents. All the prices and other terms and conditions of this RFP are valid for a period of 180 calendar days from the date of opening of this Price Bid.
- We understand and agree that the finalization/selection of the agency is solely on the basis of the **Highest Revenue Share (in INR)** quoted under 'C' in the above table subject to fulfilment of other requisite eligible criteria.
- The authority or any other government agency shall not have any liability of paying any taxes (including GST) / charges / levies as part of this project. The bidder has to quote their price duly factoring in all these costs over the project life period.

1. UNIT RATES

We also understand and agree that the unit rates of various proposed means / scheme for monetization as per Format 2 of the Price Bid also should be quoted, without which the bid is liable to be rejected by the technical / evaluation committee. The decision of the committee shall be final and binding on all in this regard.

We have indicated in the Format 2 of the Price Bid, the unit rates for the purpose of authority’s understanding. We understand and agree that the unit rates will not be considered for evaluation, finalization/selection of the agency under this RFP.

2. QUALIFYING DATA

We confirm having submitted the information as required by you in your instruction to Bidder. In case you require any other further information/documentary proof in this regard before evaluation of our RFP, we agree to furnish the same in time to your satisfaction.

3. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the RFP Document. The relevant unit prices are indicated in the Format 2 of the Price Bid.

4. CONTRACT PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the contract Performance Bank Guarantee in the form prescribed in the RFP.

We hereby declare that our RFP is made in good faith, without collusion or fraud and the information contained in the RFP is true and correct to the best of our knowledge and belief.

We understand that our response to the RFP is binding on us and that you are not bound to accept.

Thanking you,

Yours faithfully,

(Signature of the Bidder)

Name

Designation

Seal

Date:

Place:

Business Address:

9.2. Price Bid - Format 2 – Plan for Monetization

Subject: Plan for Monetization through Digital Ad Space Management

Ref: APSFL/SPACE MANAGEMENT/249/2017, Dated 18/09/2017

With reference to the subject and RFP cited above we submit our planned proposals for and the revenue estimates from the monetization of Digital Ad Space Management through IPTV, Telephone, Internet and other Value Added Services (VAS).

Sl. No.	Proposed means/Scheme for monetization	Estimated Revenue over the Project lifetime (INR)
1.		
2		
3		
4		
5		
...		
...		
...		
...		
TOTAL		

Note:

- i. The means can include various options available on the IPTV platform like landing page, transition between TV channels, VOD or gaming sections etc. The permission of the authority shall be taken before finalizing the different modes.
- ii. The estimated revenue as quoted above will not be considered for finalization/selection of the agency.
- iii. The finalization/selection of the agency will be based on Total INR Revenue to be shared with APSFL as quoted in Format 1 of the Price Bid only subject to fulfillment of all other conditions as per this RFP.

9.3. General instructions

- a. The bidder offering the highest INR share of revenue will be selected as an agency for design, implementation and management of Digital Ad Space Management through IPTV Platform.
- b. The authority or any other government agency shall not have any liability of paying any taxes (including GST) / charges / levies as part of this project. The bidder has to quote their price duly factoring in all these costs over the project life period.
- c. Bidder should provide all prices as per the prescribed format under this Annexure.
- d. All the prices are to be entered in Indian Rupees (INR) only.
- e. Authority reserves the right to ask the bidder to submit proof of payment against any of the taxes, duties, levies indicated.
- f. The bidder needs to account for all out of pocket expenses due to boarding, lodging and other related items.
- g. If there is any discrepancy in the Price Bid, it will be dealt as per the following:
 - If, there is any discrepancy between the unit wise revenue from proposed means / scheme for monetization, only the total revenue projected in the Price Bid clause shall prevail.
 - If there is any discrepancy between words and figures, the amount in words shall prevail.

10. Annexure 4 -Format for EMD

(Either DD or BG from Nationalized / Scheduled Bank on INR 100/- Stamp Paper)

To

The Chief Marketing Officer,
Andhra Pradesh State FiberNet Limited,
3rd Floor, NTR Administrative Block,
Pandit Nehru Bus Station, NH 65,
Vijayawada, 520013

Bank Guarantee No:

Amount of Guarantee:

Guarantee covers from:

Last date for lodgment of claim:

This Guarantee executed by _____ (Banker's Name & Address) having our Head Office at _____ (address) (hereinafter referred to as "Bank") in favour of Andhra Pradesh State FiberNet Limited NTR Administrative Block, 3rd Floor, Pandit Nehru Bus Station, NH -65, Vijayawada – 520013 India (hereinafter referred to as "Beneficiary") for an amount not exceeding Rs. _____/- (Rupees _____ Only) as per the request of M/s. _____ having its office address at _____ (hereinafter referred to as "Bidder") against RFP reference _____ dated ___/___/___ of M/s. Andhra Pradesh State FiberNet Limited (APSFL). This guarantee is issued subject to the condition that the liability of the Bank under this guarantee is limited to a maximum of Rs. _____ /- (Rupees _____ Only) and the guarantee shall remain in full force up to _____ (date) and cannot be invoked otherwise by a written demand or claim by the beneficiary under the Guarantee served on the Bank before _____ (date).

ANDWHEREAS it has been stipulated by you in the said ORDER that the Supplier shall furnish you with a Bank Guarantee by a Scheduled/Nationalized Bank for the sum specified therein as EMD towards bid submission.

ANDWHEREAS we have agreed to give the Bidder a Guarantee.

THEREFORE, we (Bankers address) _____, hereby affirm that we are Guarantors and responsible to you on behalf of the Bidder for Rs. _____/- (Rupees _____ Only) and we undertake to pay you, upon your first written demand without any demur, cavil or argument, any sum or sums within the limit of Rs. _____/- (Rupees _____ Only) as aforesaid, without your needing to prove or show grounds or reasons for your demand or the sum specified therein. We will pay the guaranteed amount notwithstanding any objection or dispute whatsoever raised by the Bidder.

This Guarantee is valid until _____.

Place:

Date: _____ Signature and seal of Guarantors (Bank)

11. Annexure 5 - Format of Performance Bank Guarantee

(To be printed on Rs. 100/- Stamp Paper)

In consideration of APSFL (“Authority”), having agreed to accept from _____ “successful bidder”, a Performance Bank Guarantee as maybe modified from time to time wherever necessary under the terms and conditions of the Agreement entered into by the said successful bidder in respect of work _____, RFP No. _____ under APSFL for the due fulfilment of the terms and conditions of the said Agreement under APSFL, on production of a Bank Guarantee for Rs.____ (Rupees _____ only), we _____ “Bank” _____ branch, hereby undertake the guarantee to pay immediately to APSFL, on demand in writing by APSFL, an amount of Rs. _____ (Rupees _____) without any reservation and recourse against any loss or damage caused to or suffered by APSFL by reason of any breach by the successful bidder of any of the terms and conditions of the said agreement under the said Authority.

We _____ Bank, further agree that the guarantee hereby contained shall remain in full force and effect during the period that will be taken for the performance of the said Agreement under the APSFL and that it shall be in enforcement until all the dues of APSFL under or by virtue of the said Agreement under the APSFL have been fully paid and their claims satisfied or discharged or until the said Authority certifies that the terms and conditions of the said Agreement under the APSFL have been fully and properly carried out by the successful bidder and accordingly discharges the guarantee subject. This bank guarantee is valid till _____ (date) and APSFL shall have no rights under this guarantee after _____ (date).

We _____ Bank, lastly undertake not to revoke this guarantee during its currency except with the previous consent of the APSFL in writing.

Dated _____ day of _____ 2017.

Place:

Date: _____ Signature and seal of Guarantors (Bank)

12. Annexure 6 – Format for Change Control Notice

CCN Number: <<Number>>	
Change of Control Details:	
Before Change of Control	After Change of Control (Surviving Entity)
Legal Name of Entity:	Legal Name of Entity:
Registered Office Address:	Registered Office Address:
Date of Incorporation (as per Companies Act, 1956):	Date of Incorporation of Surviving Entity (as per Companies Act, 1956):
Annual Turnover (in INR) during last three Financial Years	Annual Turnover (in INR) during last three Financial Years
Entity Financial Net worth (measured as paid-up capital plus free reserves)	Entity Financial Net worth (measured as paid-up capital plus free reserves)
Name & Designation:	
Signature	
Name:	
Designation:	
Date:	

Note: All the information provided above should be supported by documentary evidences signed by concerned authorized signatories and the client may ask for any additional information as desired in case of occurrence of a Change of Control event.