

EXPRESSION OF INTEREST (EOI) FOR
SELECTION OF SMART TV & MOBILE TV
APPLICATION PLATFORM PROVIDER FOR
ANDHRA PRADESH FIBERNET LIMITED NO.
APSFL/EOI/SMARTV/2023, DT: 13.02.2023

Andhra Pradesh Fibernet Limited A 3rd Floor, NTR Administrative Block, Pandit Nehru Bus Station, NH 65,
Vijayawada-520001, Andhra Pradesh, India.

Andhra Pradesh State Fiber Net Limited (APSFL, a fully-owned entity of the Government of Andhra Pradesh) invites Expression of Interest (Eoi) for Selection of Suitable solution provider for Smart TV application platform to deliver linear TV services through Connected Smart TVs and Smart Phones.

1	EOI Number & Date	APSFL/EOI/SMARTV/2022, DT: 13.02.2023
2	EOI Document Availability	EOI document can be downloaded from website www.apsfl.in from date: 13-02-2023 onwards till last date of submission of the EOI.
3	Last date and time of submission of response to EOI	3:00 PM Dt 27.02.2023
4	Address for Communication and submission of proposal	3rd Floor, NTR Administrative Block, APSFL corporate office, Vijayawada - 520010
5	Contact Person	V G Shashank Reddy AGM (OCC, IPTV & OTT), APSFL. Ph: 8790107108 Email: agm@apsfl.co.in
6	Any proposal received by Andhra Pradesh State Fibernet Limited after the deadline for submission of Eoi will not be accepted.	
7	Andhra Pradesh State Fibernet Limited reserve the right to reject or accept or withdraw the EOI without assigning the reasons thereof.	
8	The sealed envelope containing the Proposal documents must be submitted at Andhra Pradesh State Fibernet Limited 3rd Floor, NTR Administrative Block, Pandit Nehru Bus Station, NH 65, Vijayawada-520001, Andhra Pradesh, India before closure of submission dated & time. The proposal may also be sent through post / speed post/Courier. A copy of the proposal shall also be emailed to agm@apsfl.co.in . APSFL will not be responsible for any postal delay.	

Objective of the EOI:

APSFL is already running IPTV operations within its network along with Broadband Internet and Telephony services. APSFL has reached a million homes in the state and delivering services over connected Set top boxes. To expand the service reachability to more devices, APSFL would like to extend the services to Smart TV and Mobile phones. In order to secure the Pay channels content rights even on SmartTV in the future, all these services should work within the APSFL network or on a direct point to point connectivity with APSFL network connecting to APSFL backend system.

APSFL was incorporated to promote Digital inclusiveness and bridge urban-rural divide by providing affordable, high-speed broadband connectivity to households, deepening the reach of internet in the rural areas. Network infrastructure was laid out for providing triple play services (IPTV, Internet, Telephony) to households and Govt/Private Enterprises through IP MPLS (Internet Protocol Multi-Protocol Label Switching) & GPON (Gigabit Passive Optic Network) technologies

Scope of Work:

The solution providers should deliver an end-to-end solution to deliver IPTV services on Smart TV and Smartphone applications. The applications should be compatible with Android Smart TV, LG Web OS, IOS, Samsung Tizen OS and with all leading OS. For Smart phone it should support Android, IOS and other leading Operating Systems.

Services:

- Live Channels: 600
- VOD: APSFL VOD contents

Features:

TV Dashboard / Menu

- Subscriber Identity
- City Time
- Plan details

Live TV:

- Genre Based Channel Listing
- EPG Guide.
- Mini Guide (Now and Next Program of Selected Channel).
- Info Bar
- Reminder Setting (as supported by Smart TV Remotes)
- Reminder Listing Screen (as supported by Smart TV Remotes)
- Set/Delete Reminder from Info Bar, EPG Screen (as supported by Smart TV Remotes)
- Favourites (Display/Set/Delete)
- Support display Banner ads on channel info bar mini guide, dashboard

User Account

- Messaging
- Feedback
- Billing
- Clock and Weather Settings

APP Store

- Display APSFL onboarded OTT apps within the Smart TV & Mobile applications
- Should support Government programs and schemes

Streaming & Content Security:

- Generate multiple bit rate streams
- Encryption of the generated streams
- Design and deploy the content distribution to be delivered within APSFL network
- The Smart TV application should allow streaming of channels within APSFL network only
- The Smart TV application should work for APSFL subscribers and within the APSFL network
- The Mobile TV application should work both within and outside the APSFL network

Integrations:

- Should be integrated with APSFL backend systems
- Subscribers should be able to download applications from the corresponding Play stores.
- Soft Remote functionality on Mobile TV device controlling all APSFL apps across STB and Smart TV's
- Live Video calling & Survey functionality

Smart TV & Mobile TV Application Security:

- Need to be restricted to authorised access for subscribers
- Allow subscription-based content access
- Multi-device access restriction
- Dynamic session authentication

Eligibility Criteria

Criteria	Qualification Criteria	Mandatory documentary evidence to be Submitted
Registered Legal Entity	The bidder must be a Company registered and incorporated in India under the Companies Act 1956/2013. The Bidder should be operating in India for the last five years as on date of submission.	Certificate of Incorporation Memorandum & Articles of Association.
Financial Criteria	The bidder should have minimum turnover of Rs 35 Cr for last 3 years cumulatively	Audited Balance Sheet of the bidder for 2019-2020, 2020-2021 and 2021-2022 if audited Balance Sheet is not available, then provisional may be provided for 2021-22 after duly certified by Statutory Auditor.
Financial Stability	The Bidder should have positive net-worth in the each of the last three (3) financial years ending as on 31/03/2022.	Audited Profit & Loss Statements for 2019-2020, 2020-2021 and 2021-22 if audited Balance Sheet is not available, then provisional

		may be provided for 2021-2022 after duly certified by Statutory Auditor.
Blacklisting	The Bidder should not have defaulted / blacklisted / debarred regarding bad in any State Govt., Central Govt. and PSUs of India at the time of bidding.	Self-declaration regarding the same on the Bidder's Letter Head.
PAN /GST	The Bidder should submit valid documentary proof of tax registration	Self-Certified Copy of PAN and GST
Experience	Bidder should possess an experience of having delivered end to end solution to Service providers for delivering linear tv services on Smart TV applications	Copy of all Work orders/PO of existing customers

- a. The Bidder shall submit necessary documentary proof showing that they meet the eligibility criteria along with their EOI Proposal. All documents submitted will also be digitally signed by the person authorized by the business entity.

Non-fulfilment of the above said criteria shall result in rejection.

Submission of Technical Proposal:

The bidder shall provide a detailed technical proposal along with list of Hardware and Software Bill of quantities including but not limited to:

1. Software design document
2. System requirement document
3. Product functionality document
4. Detailed UI/UX story board
5. Limitations if any

Pricing proposal Template

S.NO	Item		Price (INR)
1	Android Smart TV Application Development and Deliver the services thru Play store		
2	Smart TV application development for LG Web OS Play store		
3	Smart TV application development for Samsung Tizen Play store		
4	Mobile TV application on Google Play store & IOS Playstore		
5	Smart TV / Mobile TV platform "Monthly subscription fee" per subscriber (Includes	a. <100,000 subs	

	Application Video backend for Streaming, CDN Edge and Encryption, Advertising and Content Analytics)	b. 100,000-500,000 subs c. > 500,000 subs	
6	Hardware charges (Streaming server, storage, any other hardware requirements) for the scope given		
7	Extra Development Work beyond the scope of cost per man hour		

At any time prior to the last date for receipt of offer, APSFL may for any reason, whether at its own initiatives or in response to a clarification requested by a prospective bidder, modify the EOI document and all formats including annexure by issuing clarification(s) and or amendment(s). In order to provide prospective bidders reasonable time to take the amendment into account in preparing their offers, APSFL may, at its sole discretion, extend the last date for receipt of offers and/or make other changes in the requirements set out in the invitation for EOI.

While this EOI has been prepared in good faith, neither APSFL nor its employee make any representation or warranty, express or implied, or accept any responsibility or liability, whatsoever, in respect of any statement or omissions herein, or the accuracy, completeness or reliability or completeness of this EOI, even if any loss or damage is caused by any act or omission on their part.

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