

**Invitation of Tenders for Third Party Advertisement rights on
Flights operated by Air India Charters Limited**

Tender Ref. No.	DF/AICL/Tender/2906
Tender closing date/time	30 th July 2010 upto 1500 hrs. IST
Technical Bid opening Date & Time	2 nd Aug 2010 at 1100 hrs. IST

Air India Charters Ltd. herein after referred to as **AICL**, invites quotations from Advertising Agencies under Two Bid System (Technical Bid & Commercial Bid) for Third Party Advertising rights on below mentioned items/ locations of Air India Express flights:

ITEM DETAILS:

For AICL only:

1. Seats: Disposable Headrest Covers
2. Inside/ outside toilet door
3. Check-in Baggage Tags
4. Hand Baggage Tags
5. Behind Boarding Cards
6. Itinerary Receipt (E Ticket)
7. Booklets
8. Meal carton
9. Paper napkin
10. Complimentary Water Bottle
11. Uniform Apron of Cabin Crew
12. Home Page & Payment page of AIX website
13. Hand baggage trays (at Check-in counters)
14. Table top display (at Check-in counters)
15. Meal carts
16. Bar sales carry bags
17. Wheel chairs
18. Buses for boarding passengers

For NACIL(former Air India & Indian Airlines) & AICL:

01. In flight Entertainment – Video
02. In flight Entertainment - Audio

PRE-BID MEETING

A pre-bid meeting will be held as per schedule below :

Venue	Date	Time
Chief Operating Officer Air India Charters Ltd, Old Airport, Kalina, Santacruz East,	12 th July 2010	1100 hrs

The prospective bidders may attend the above pre-bid meetings and advise the names of their representatives in advance to Chief Of Finance -AICL on email K.Aseri@airindia.in.(Please note maximum of 2 representatives each allowed).

The queries & clarifications, if any, on the tender and work scope may please be sent in advance to Chief Of Finance -AICL on email K.Aseri@airindia.in

Submission of Bids:

Sealed/closed Bids are to be submitted in a Two-Bid system (Technical Bid and Commercial Bid) in separate envelopes as detailed below:

1. SEALED / CLOSED ENVELOPE – I (TECHNICAL BID) :

The Envelope to be superscribed with “**TECHNICAL BID**” for **Tender No. DF/AICL/Tender/2906** due on 30th July 2010 upto 1500 hrs. IST and must contain response to all the Technical Bid requirements as per the format given in **Annexure I ,IV and VI**

. Please also enclose a **Blank Commercial Bid format** without any indication of price sum offered to NACIL (prices blanked out, only the format, repeat – only the format) to the Technical Bid envelope.

2. SEALED / CLOSED ENVELOPE – II (COMMERCIAL BID) :

The Envelope to be super scribed with “**COMMERCIAL BID**” for **Tender No. DF/AICL/Tender/2906** due on 30th July 2010 up to 1500 hrs. IST and must contain Commercial Offer as per **Annexure VIII**.- The Commercial Bid Must be submitted in a hard copy duly signed/ stamped.

3. **MASTER ENVELOPE:** THE TWO separately SEALED/CLOSED ENVELOPES (i.e. ONE CONTAINING THE TECHNICAL BID, AND THE OTHER CONTAINING THE COMMERCIAL BID) SHOULD BE FURTHER PUT IN A MASTER ENVELOPE SUPERSCRIBED WITH “Name of Principal bidder, TENDER DF/AICL/Tender/2906 DUE on 30th July 2010 upto 1500 hrs. IST.

The master cover should be submitted at the following address by 1500 hrs. on or before 30th July 2010

Chief Operating Officer
Air India Charters Ltd,
Old Airport, Kalina,
Santacruz East,
Mumbai – 400 029

If the bidders so desire, they may participate in the opening of Technical Bid on 2nd 2010 at 1100 hrs. on the above mentioned address. The representatives of the Bidders carry a letter of authorization from the Principals to attend the Bid opening.

On the date of opening of the tender only the Technical Bids would be opened, and the Commercial Bids would be kept in the custody of **AICL** in the same sealed / closed covers as received from the tenderers.

Quotations received by Fax or through E-mail will not be acceptable.

The Commercial Bids of only those tenderers, who qualify in the Technical Bid evaluation, would be opened at a later date, which would be notified in advance to the successful tenderers.

The tenderers or their authorized representatives would be permitted to attend the opening of the Tenders. Such authorized representatives must carry a letter of authority in the format given at **Annexure ‘VII’** authorizing them to attend the bid opening, failing which they will not be permitted to participate in this process. A Separate authorization letters would be required for Technical and Commercial Bid opening. Such letter of authority may be directly sent to **AICL** in advance of the date of opening of the tenders by e-mail at A.D’souza@airindia.in.

TERMS & CONDITIONS OF THE TENDER

1. GENERAL TERMS

- 1.1 **AICL** invites TWO BID tenders for advertising rights on Air India Express flights.
- 1.2 Tenders received after closing date & time will not be considered.
- 1.3 In case the Commercial Bid and the Technical Bid are enclosed in the same envelope in an open condition instead of in two separate sealed / closed envelopes, such Bids will be rejected.
- 1.4 The Bids should be neatly presented. Corrections, if any, should be duly authenticated with full signature of the person who has signed the Bids, failing which such Bids are liable to be rejected.
- 1.5 The tender should be submitted neatly and all corrections, over-typing should be attested with seal and full signature. Unsigned Bids are liable to be rejected.

- 1.6 In the event of default in supply, **AICL** reserves the right to cancel the order and to claim damages from the successful tenderer, and also reserves the right to award the contract to another vendor at the cost and risk of the successful tenderer.
- 1.7 The Technical Bid should not contain any indication of the price. In case any indication of the price quoted is included in the Technical Bid, such Bids will be rejected without any reference to the tenderer. No correspondence will be entertained in this regard.
- 1.8 Amendments and clarifications, if any, to this tender will be hosted on the website of AICL at www.airindia.in and **AICL will not intimate the tenderers individually of the same.** The tenderers are, therefore, advised to visit the **AICL** website regularly till the date of closing of the tender. The last amendment, if any, will be hosted a minimum of seven days before the closing date of the tender.

2. EARNEST MONEY DEPOSIT (EMD):

- 2.1 EMD amount: Rs. 100,000/- (Rs. One lakh only)
EMD by way of Demand Draft / Pay Order / Banker's Cheque in favour of “Air India Charters Limited”, payable at Mumbai should be submitted along with the Technical Bid.
- 2.2 No other mode of payment other than what is specified above is acceptable.
- 2.3 EMD will not carry any interest.
- 2.4 EMD in case of unsuccessful tenderers will be refunded within 45 days of award of contract to the successful tenderer.
- 2.5 EMD of the successful Tenderer will be returned without any interest, after receipt of Security Deposit or Bank Guarantee in lieu thereof, as detailed under point 3 below.
- 2.6 EMD will be forfeited in the event of a tenderer withdrawing or modifying his bid after opening of the tenders and till completion of the tender process, and / or in the event of the successful tenderer declining to accept the Contract, or to pay the Security Deposit.
- 2.7 The Technical Bid would be rejected if it has been received without EMD, or proof of submission / details thereof (in the case of EMD remitted through Wire Transfer), or the EMD has been submitted in a mode other than as specified above, or a valid proof of exemption from submission of EMD has not been provided.

3. SECURITY DEPOSIT:

- 3.1 The tenderer who qualifies for award of contract will have to deposit with **AICL 5% of the total value** of the Contract towards **interest free Security Deposit**, within 2 weeks of receipt of the Contract. The Security Deposit is to be paid by a Bank Draft or Banker’s Cheque in favour of the Air India Charters Ltd., Mumbai or by execution of a Bank Guarantee for an equivalent amount. In case of submission

of Security Deposit by Bank Guarantee, it may please be noted that the original Bank Guarantee has to be forwarded by the Bank directly to **AICL** through registered AD as per the detailed procedure, which will be advised to the Successful Tenderer. The expenses incurred towards submission of Security Deposit / Bank Guarantee will have to be borne by the tenderer.

3.2 The Security Deposit / Bank Guarantee will be refunded / returned after 2 months of successful completion of deliveries against the Contract after adjusting for penalties, if any, that may be imposed under the terms of the Contract.

4. **EXEMPTION FROM PAYMENT OF EMD AND SECURITY DEPOSIT:**

It may please be noted that **only those SSI Units in India registered with the NSIC under its Single Point Registration Scheme would be granted exemption from submission of EMD and Security Deposit / Bank Guarantee up to the monetary limit** as specified by the NSIC in their favour. The tenderers are required to attach a notarized copy of the SSI certificate granted by the NSIC in their favour indicating therein the specific production unit, item as registered for, along with the monetary limit for which the SSI Unit has been covered. It may also be noted that this benefit would only be extended to those SSI units that are registered with the NSIC as on date of closing of the tender.

5. **PAYMENT TERMS:**

Payments to **AICL** towards the advertisement revenue will have to be made by way of Demand Draft / Banker's Cheque only, in advance, against supply of advertisement material on monthly basis.

6 **RELEASE OF CONTRACT.:**

Purchase Agreement will be finalized from the office of Air India Charters Ltd, Mumbai

7 **PRICE NEGOTIATION:**

As it is not the general norm for **AICL** to carry out price negotiations following evaluation of the Commercial Bids, the tenderers are advised to submit their best quotes in response to this tender. **AICL** however, reserves the right to carry out negotiations in exceptional cases with the tenderer who has been evaluated by **AICL** as having offered the highest revenue for **AICL** in response to the tender.

8 **VALIDITY OF PRICES:**

8.1 Quotations should be **valid for a period of 120 days** from the closing date for submission of bids.

8.2 The **price offered should remain firm till completion** of the contract. No request for decrease in price shall be entertained during this period.

9 **PRICE PREFERENCE:**

9.1 **SSI Units in India registered with the NSIC under its Single Point Registration Scheme** will be eligible for price preference up to 15% over the quotation of SSI Units not registered with NSIC as per the Government of India guidelines. However, the eligible SSI Units (registered with NSIC) **would be required to match the highest (H1) price quoted by the non-NSIC Unit(s).**

9.2 This benefit will be extended to those **SSI units registered with NSIC as on the date of closing of this tender.** SSI units that may obtain registration with the NSIC subsequent to the date of closing of this tender would not be extended the benefit of such registration against this tender.

9.3 **If the eligible SSI Unit does not match their price** with the highest (H1) price quoted by the Large Scale Unit, then the **non-NSIC Unit that quoted the H1 price will be considered for placement of order.**

10. **DOCUMENTATION:**

All relevant documents required are to be submitted by the successful tenderer at their own cost.

11. **DELIVERY SCHEDULE:**

11.1 Tenderer must deliver the advertisements in soft copies at the location of **AICL** as per the delivery schedule, indicated **at Annexure ‘V’.**

11.2 The quantity of the subject item as mentioned **at ‘V’** may increase or decrease depending upon the actual consumption/flight schedule **during the 12 month period** of the contract.

12. **INSPECTION CLAUSE**

12.1 ***Inspection of tenderers’ facilities at the time of evaluation of the Technical Bids:***
Air India Express reserves the right to inspect at its cost the facility / facilities of the tenderers in order to assess their infrastructure and capability for carrying on the contract as indicated in this tender.

12.2 ***Inspection of the facility of the tenderer who has been awarded the PO.***
AICL further reserves the right to inspect the facility of the tenderer, who has been awarded the Contract.

13. **QUALITY INSPECTION & REJECTION AFTER RELEASE OF CONTRACT**

13.1 Advertisements not meeting the specifications, or deficient in any other respect, shall be rejected at the time of inspection and returned to the tenderer at his cost.

13.2 **AICL** also reserves the right to cancel the Contract in case of complaints, if any, received regarding quality, subsequent to receipt of the item against the Contract,

which have been established as due to defaults on the part of the tenderer.

14. EXIT CLAUSE / TERMINATION OF CONTRACT:

The Contract may be terminated under the following circumstances:

- a) In the event of unsatisfactory performance the Contract shall be terminated with one month's advance notice.
- b) If there is a change in **AICL's** requirement, the Contract shall be terminated with three months' advance notice.

15. REJECTION OF BIDS (TECHNICAL BID & COMMERCIAL BID):

The response to the Technical Bid & Commercial Bid will be rejected forthwith without evaluation of the tender response on the following grounds:

- i) If the Technical bid or the Commercial bid has been received after due date and time of closing of the tender.
- ii) If only the Technical bid has been received and Commercial bid has not been received, and vice versa.
- iii) If the Technical bid or the Commercial bid has been received by fax or email.
- iv) If the Technical bid has been received without samples, if asked for.
- v) If the Technical bid or the Commercial bid has been received unsigned.
- vi) If the Commercial bid has been received in an open condition in the master envelope containing the Technical bid or if both the Technical bid & Commercial bid are received in an open condition in a single envelope.
- vii) If the Technical Bid has been received without EMD, or the EMD has been submitted in a mode other than specified in the tender, or a valid proof of exemption from submission of EMD has not been provided.

16. EVALUATION CRITERIA

16.1 Technical Bid

The Technical Bids would be evaluated for their 'Compliance to the Technical Requirement' of the Tender as indicated at **Annexure I to VI**. **AICL** reserves the right at its sole discretion to seek whatever information, documents etc. from the tenderer, as it may consider necessary for the purpose of evaluation of the bids.

16.2 Commercial Bid

The Commercial Bids of only those tenderers who qualify and are short listed on evaluation of their Technical Bids would be opened. The date and time of opening of the Commercial Bids would be intimated in advance to the tenderers who have qualified in the Technical Bid evaluation, and their authorized representatives only would be permitted to participate in the opening of the Commercial Bids.

Commercial Bids should be submitted strictly as per the format given at **Annexure 'VIII'** only.

17. **ARBITRATION:**

Any dispute arising between the parties in respect of the construction, interpretation, application, meaning, scope, operation or effect of this document or the validity or breach thereof, shall first be settled by mutual consultation. If the dispute remains unresolved after a period of 90 days from the date when the mutual consultation has started, the matter shall be referred for settlement to 'SCOPE FORUM OF CONCILIATION AND ARBITRATION', Govt. of India, and the award made in pursuance thereof shall be binding on the parties.

18. **JURISDICTION**

Any dispute whatsoever shall be subject to the jurisdiction of the courts of Mumbai, India, only.

19. **INTENTION TO QUOTE**

The tenderers are requested to confirm their intention to quote / regret by email to Chief Of Finance -AICL on email k.aseri@airindia.in. In case of quotations forwarded by courier, the related dispatch details may be intimated by email to Chief Of Finance -AICL on email k.aseri@airindia.in

ANNEXURE – ‘I’

PRE-QUALIFICATION CRITERIA

Bids of the tenderers who fulfill the following pre-qualification requirements, and submit documentary proof thereof along with the technical bid, will only be eligible for evaluation of the technical bids.

1. The tenderer should have minimum 3-year experience in advertising Business/ Direct Marketing activities. The Agency must also have infrastructure and network for obtaining advertising business. Agencies that have provided advertising to other airlines would be given preference.
2. The tenderer must have a Permanent Account Number (PAN) or applicable Income Tax registration in the country of registration. A copy of the PAN/ registration is to be submitted.
3. The tenderer must have a currently valid Sales Tax / VAT/ Service Tax Registration Certificate or applicable certification in their country of registration. A copy of the Certificate is to be submitted.
4. Copy of Annual Report / Balance Sheet / Profit & Loss Account of the last three financial years duly certified by a Chartered Accountant, is to be submitted
5. Copies of Income Tax (IT) returns for the last three financial years are to be submitted.
6. A certificate accepting all the terms and conditions unconditionally of the tender should be submitted on the tenderer's letter head in the format as given at **Annexure-IV**.
7. **An Earnest Money Deposit (EMD) of Rs. 100,000/-** must be enclosed along with the technical bid in the form of a Bank Draft / Bankers cheque in favour of Air India Charters Ltd, payable at Mumbai. No other mode of EMD will be accepted.

In case a tenderer is eligible for exemption from the payment of EMD / Security deposit, a copy of valid documentary proof to this effect must be enclosed.

ANNEXURE 'II'

SPECIFICATIONS FOR AICL ONLY

Sr.#	Location of Advertisement	Particlars
01.	Seats	<ul style="list-style-type: none">• To advertise on disposable Headrest Covers (HRC)• Exposure: 2.5 million pax per annum• Estimated annual quantity: 2.5 million HRC`s
02.	Inside/Outside toilet door	<ul style="list-style-type: none">• Advertisement inserts in frames on the inside & outside of the toilet door• Exposure: 2 million pax per annum• Locations : 17 aircraft X 3 toilet doors per aircraft
03.	Checked-in Baggage tags	<ul style="list-style-type: none">• Exposure: 2.5 million pax per annum• Estimated annual quantity :1.5 Tags X 2.5 million pax
04.	Hand baggage tags	<ul style="list-style-type: none">• Exposure: 2.5 million pax per annum• Estimated Annual quantity:01 Tag X 2.5 million pax
05.	Behind Boarding Cards	<ul style="list-style-type: none">• Exposure: 2.5 million pax per annum• Estimated Annual quantity:01 card X 2.5 million pax
06.	Itinerary receipt (E ticket)	<ul style="list-style-type: none">• Exposure : 1.88 million pax (75% of 2.5 million pax)
07.	Booklets	<ul style="list-style-type: none">• Exposure: 2.5 million pax per annum• Estimated annual quantity: 01 booklet X 2.5 million pax
08.	Meal carton	<ul style="list-style-type: none">• Exposure: 2.25 million pax per annum• Estimated annual quantity: 01 carton X 2.25 million pax• The advertiser should provide the item at no charge plus additional advertising revenue
09.	Paper Napkin	<ul style="list-style-type: none">• Exposure: 2.5 million pax per annum• Estimated annual quantity:01 napkin X 2.5 million pax• The advertiser should provide the item at no charge plus additional advertising revenue
10.	Complimentary water bottle	<ul style="list-style-type: none">• Exposure: 2.5 million pax per annum• Estimated annual quantity: 03 million bottles (200 ml)• The advertiser should provide the item at no charge plus additional advertising revenue
11.	Uniform Apron of cabin crew	<ul style="list-style-type: none">• Exposure: 2.5 million pax• Estimated annual quantity :02 aprons & 500 cabin crew
12.	Home page of AIX website	<ul style="list-style-type: none">• Exposure: 01 million hits per annum
13.	Hand baggage trays at the check-in counters	<ul style="list-style-type: none">• Exposure: 2.5 million pax• Estimated annual quantity 135 counters over 27 locations/stations
14.	Table top display at the check-in counters	<ul style="list-style-type: none">• Exposure: 2.5 million pax• Estimated annual quantity 135 counters over 27 locations/stations
15.	Meal carts	<ul style="list-style-type: none">• Exposure: 2.5 million pax• Estimated annual quantity: 300 meal carts
16.	Bar sales carry bags	<ul style="list-style-type: none">• Exposure:• Estimated annual quantity :
17.	Wheel chairs	<ul style="list-style-type: none">• Exposure:• Estimated annual quantity : 150 wheelchairs over 15 stations
18.	Passenger buses	<ul style="list-style-type: none">• Exposure: 2.5 million pax

SPECIFICATIONS for NACIL(former Air India & Indian Airlines) & AICL

Sr.#	Location of Advertisement	Particlars
01.	In flight entertainment-Video AICL	<ul style="list-style-type: none"> • Programme on aircraft loaded every 4 months comprising of 2 programme schedules each of 2 months duration • Exposure: 2.5 million pax per annum if advertisement inserted in all programming*
	In flight entertainment-Video NACIL(Former Air India)	<ul style="list-style-type: none"> • Programme on aircraft loaded every 2 months comprising of 01 programme schedule of 2 months duration
	In flight entertainment-Video NACIL(Former Indian Airlines)	<ul style="list-style-type: none"> • Programme on aircraft loaded every months comprising of 01 programme schedule of 01 month duration
02.	In flight entertainment-Audio	<ul style="list-style-type: none"> • Programme on aircraft loaded every 4 months comprising of 2 programme schedules each of 2 months duration • Exposure: Depends on listening preference of pax. Exposure potential increases if advertisement inserted in all programming*
	In flight entertainment-Audio NACIL(Former AIR INDIA)	<ul style="list-style-type: none"> • Programme on aircraft loaded every 2 months comprising of 01 programme schedule of 2 months duration • Exposure: Depends on listening preference of pax. Exposure potential increases if advertisement inserted in all programming*
	In flight entertainment-Audio NACIL(Former Indian Airlines)	<ul style="list-style-type: none"> • Programme on aircraft loaded every months comprising of 01 programme schedule of 01 month duration • Exposure: Depends on listening preference of pax. Exposure potential increases if advertisement inserted in all programming*

* See appendix (A) Video & Audio schedule

All Programming incorporating advertisements will need a lead time of minimum 60 days from play date.

Annexure III

Instructions regarding the quality of Advertisements

1. The advertisements will be printed/ displayed in multi colour on various items/ location listed previously in the tender document.
2. The successful tenderer would supply the advertising matter in soft form for prior approval of Air India Express subsequent to which, final artwork for incorporating the advertisements will have to be given to **AICL** as per the time lines required and stated in the tender.
3. The advertisement will be subject to the normal restrictions in respect of certain categories of advertisements such as cigarettes, liquor, erotic content, advertisements from competitors, from Private insurance companies offering policies against air accidents etc. The advertisements should not propagate any religion or religious belief or have picture of the leaders of the particular sector of religion. Advertisements that are considered objectionable in the eye of law or otherwise shall not be printed. Advertisements prohibited under various acts and laws of Central/State Governments and various local government bodies shall not be printed. There shall not be any sort of obscenity in the design and matter of advertisement material. The tenderer will be fully liable for any contravention in this regard and will be liable under the law of the land. Any complaints, legal claims/ actions against publishing of the advertisements will be the sole responsibility of the advertiser and selected advertising agency will indemnify Air India from all actions/ claims arising out of the concerned advertisement.
4. The successful tenderer may be permitted to change the content of the commercial Advertisements as per pre-determined schedules agreed for every item/ location.

ANNEXURE -IV

ON COMPANY'S LETTER HEAD

UNDERTAKING CERTIFICATE

To,

Chief Operating Officer
Air India Express Charters Ltd,
Old Airport,
Santa Cruz East,
Mumbai 400 029

Sir,

It is certified that we have studied and understood the terms and conditions of the tender for advertisements (DF/AICL/Tender/2906) and agree to abide by the same unconditionally.

AUTHORISED SIGNATORY

ANNEXURE 'V'

DELIVERY SCHEDULE

FOR AICL ONLY

Sr.#	Location of Advertisement	Schedule for periodic changes
01.	Seats	Annual since it entails customization & positioning of the Head Rest Covers at all handling stations
02.	Inside/Outside toilet door	Quarterly
03.	Checked-in Baggage tags	Annual since it entails customization & positioning of the baggage tags at all handling stations
04.	Hand baggage tags	Annual since it entails customization & positioning of the hand baggage tags at all handling stations
05.	Behind Boarding Cards	Annual since it entails customization & positioning of the boarding cards at all handling stations
06.	Itinerary receipt (E ticket)	Quarterly
07.	Booklets	Bi-annual since it entails positioning of booklets at all handling stations
08.	Meal carton	Annual since it entails customization & positioning of the Meal cartons at all catering uplift stations
09.	Paper Napkin	Annual since it entails customization & positioning of the paper napkins at all catering uplift stations
10.	Complimentary water bottle	Bi-annual since it entails positioning of the water bottles at all catering uplift stations
11.	Uniform Apron of cabin crew	Annual since it entails customization & positioning of the aprons at all crew base stations
12.	Home page & Payment page of AIX website	Quarterly
13.	Hand baggage trays at the check-in counters	<ul style="list-style-type: none">• Bi-annual since it entails positioning at 27stations
14.	Table top display at the check-in counters	<ul style="list-style-type: none">• Bi-annual since it entails positioning at 27stations
15.	Meal carts	<ul style="list-style-type: none">• Bi-annual since 300 meal carts are distributed across all catering uplift stations
16.	Bar sales carry bags	<ul style="list-style-type: none">• Bi-annual since it entails positioning at all bar uplift stations
17.	Wheel chairs	<ul style="list-style-type: none">• Bi-annual since 150 wheel chairs are distributed across 15 stations
18.	Passenger buses	<ul style="list-style-type: none">• Annual

For NACIL(former Air India & Indian Airlines) & AICL

Sr.#	Location of Advertisement	Schedule for periodic changes
01.	In flight entertainment-Video AICL	Thrice a year since programme on aircraft is loaded every 4 months comprising of 2 programme schedules each of 2 months duration
	In flight entertainment-Video NACIL(Former Air India)	Six times a year since programme on aircraft is loaded every 2 months comprising of programme schedule of 2 months duration
	In flight entertainment-Video NACIL(Former Indian Airlines)	Twelve times a year since programme on aircraft is loaded every month comprising of programme schedule of 01 month duration
02.	In flight entertainment-Audio	Thrice a year since programme on aircraft is loaded every 4 months comprising of 2 programme schedules each of 2 months duration
	In flight entertainment-Audio NACIL(Former AIR INDIA)	Six times a year since programme on aircraft is loaded every 2 months comprising of programme schedule of 2 months duration
	In flight entertainment-Audio NACIL(Former Indian Airlines)	Twelve times a year since programme on aircraft is loaded every month comprising of programme schedule of 01 month duration

All Programming incorporating advertisements will need a lead time of minimum 60 days from play date.

ANNEXURE VI
Tenderers details and compliance check list

SN	Required details	To be filled by the tenderer		
1	Name of the Company			
2	Status of tenderer (Advertisement agency /Reseller/ Distributor)			
3	Name of Contact Person & Designation			
4	Contact Details: email id & Phone			
5	Company Office address			
6	Address of the Office			
7	Details of existing/previous clients such as any airline, or allied sector in the Hospitality industry, or any other organizations for supply of tendered item or category of such items. Please submit copies of such Contracts / contracts (with pricing information erased / blanked) along with proof of delivery like Delivery Challan, Invoice copies etc.			
8	PAN (Permanent Account Number) Card Number. (Documentary proof required)	Documentary poof submitted		
		Yes / No		
09	Details of EMD of Rs.100,000/- submitted vide DD OR a valid certificate of registration with NSIC for the tendered item in case of EMD not submitted. (Documentary proof required)	Documentary poof submitted		
		Yes / No		
10	If eligible for EMD Exemption, copy of valid registration of your firm with NSIC enclosed. (SSI units, which are not registered with NSIC under Single Point Registration Scheme, are not eligible for EMD exemption).	NSIC Regn. No	Date of issue	Valid Upto
11	The tenderer must have a currently valid Agency license and Service Tax / Sales Tax / VAT Registration Certificate. A copy of such license is to be submitted.	Documentary poof submitted		
		Yes / No		
12	Copy of Annual Report / Balance Sheet / Profit & Loss Account of the immediate preceding financial years duly certified by a Chartered Accountant, is to be submitted.	Documentary poof submitted		
		Yes / No		
13	Copies of Income Tax (IT) returns for the last three financial years are to be submitted (applicable for Indian Tenderers only).	Documentary poof submitted		
		Yes / No		
14	A certificate accepting all the terms and conditions unconditionally of the tender should be submitted on the tenderer's letter head in the format as given at Annexure-IV .	Documentary poof submitted		
		Yes / No		
15	Any other relevant information			

Tenderer's Seal & Signature:

ANNEXURE 'VII'

Company's Letter Heard

LETTER FOR AUTHORIZATION FOR ATTENDING BID OPENING

To

Chief Operating Officer
Air India Charters Ltd.
Old Airport,
Santa Cruz East,
Mumbai 400 029

Sub: Authorization for Technical/ Commercial Bid opening for TECHNICAL BID on _____ / COMMERCIAL BID On _____

Tender Date: _____

Closing Date: _____

Opening Date: _____

Time: 1500 hrs.

The following person(s) are hereby authorized to attend Technical/ Commercial Bid opening of subject tender.

SN	Name	E-mail	Contact No.	Signature

Signature _____

Authorized Signatory Name: _____

Company Name: _____

Note:

1. Permission for entry to the Hall where bids are opened may be refused in case authorization as prescribed above is not received.
2. The authorized representatives, in their own, interest, must reach venue of bi opening well in time.
3. The authorized representatives must carry a valid photo identity.
4. Separate authorization letters would be required for Technical and Commercial Bid opening.

ANNEXURE VIII

(A) COMMERCIAL BID: FOR AICL ONLY

Please note that the rates quoted in this section will be considered for the purpose of determining which vendor is offering the highest revenue deal for AICL

RATES SHOULD BE QUOTED IN THE FOLLOWING FORMAT :- (Figures in Indian Rupees)

Sr.#	Location of Advertisement	Annual exposure	Annual quantity	Frequency of change	Revenue per frequency of change	
					Item supplied free of cost by Advertiser	Artwork & /or Advertisement material supplied by Advertiser
01.	Disposable headrest covers	2.5 million	2.5 million	Annual		N/A
02.	Inside/Outside toilet door	2 million	N/A	Quarterly	N/A	
03.	Checked-in Baggage tags	2.5 million	3.75 million	Annual		N/A
04.	Hand baggage tags	2.5 million	2.5 million	Annual		N/A
05.	Boarding Cards	2.5 million	2.5 million	Annual		N/A
06.	Itinerary receipt (E ticket)			Quarterly	N/A	
07.	Booklets			Bi-annual		N/A
08.	Meal carton	2.25 million	2.25 million	Annual		N/A
09.	Paper Napkin	2.5 million	2.5 million	Annual		N/A
10.	Packaged water bottle (200 ml)	2.5 million	3 million	Bi-annual		N/A
11.	Uniform Apron of cabin crew	2.5 million	1000 aprons	Annual		N/A
12.	Home page of AIX website	01 million	N/A	Quarterly	N/A	
13.	Hand baggage tray	2.5 million	200 trays	Bi-annual		N/A
14.	Table top display	2.5 million	200 displays	Bi-annual		N/A
15.	Advertisement for Meal cart	2.5 million	N/A	Bi-annual		N/A
16.	Carry bags			Bi-annual		N/A
17.	Advertisement for Wheel chairs		N/A	Bi-annual	N/A	
18.	Advertisement for Passenger Buses		N/A	Annual	N/A	
SUB TOTAL						
TOTAL REVENUE IN FIGURES						
TOTAL REVENUE IN WORDS						

NOTE: The following points are to be noted while submitting the Commercial Bid:

1. Rates offered should be for delivery of advertisement content up to our Mumbai Office
2. The selection of successful tenderer would be based on the tenderers quoting the highest amount to be paid to **AICL** for the third party advertisements i.e. the net earnings to **AICL** will be evaluation criteria for selection of the successful tenderer.
3. The rates offered should be net to **AICL** . No other charges would be borne by Air India
4. Un-conditional Discounts, if any offered, will also be duly taken into consideration while arriving at the successful tenderer. However, conditional discounts, if any, will not be taken into consideration for deciding the successful tenderer.
5. **AICL** will not accept inclusion of any additional costs, if requested for after opening of the tender.
6. Submission of incorrect or incomplete information or with arithmetical errors in compilation of the data would be at the tenderer's sole risk, and the decision of **AICL** in such cases would be final and binding.

CERTIFICATION

Certified that:

1. There are no hidden costs to **AICL** over and above the revenue indicated above.
2. We agree to hold the quoted offer firm till completion of Contract.
3. We have read, understood, and agree to comply with the terms & conditions of the tender and the conditions as indicated in the Note at Annexure 'III'.

Name of the Tenderer:

Tenderer's Seal & Signature:

(B) COMMERCIAL BID: For NACIL(former Air India & Indian Airlines) & AICL

Vendors may take careful note of the following:

- Please note that the rates quoted in this section will NOT be considered for the purpose of determining which vendor is offering the highest revenue deal for AICL
- The contract for supply of all in flight entertainment content (IFE) for NACIL & AICL has been awarded to a single vendor, who has also been given rights to source advertising for up to 10% of total programme duration as a part of the deal
- The advertisements proposed to be sourced by your organization should not compete or clash with the advertising sourced by the aforementioned IFE content provider

RATES SHOULD BE QUOTED IN THE FOLLOWING FORMAT :-

(Figures in Indian Rupees)

Sr.#	Location of Advertisement	Annual exposure	Frequency of change	Revenue per frequency of change
01.	In flight entertainment-Video AICL	2.5 million	Thrice in a year	
	In flight entertainment-Video NACIL(Former Air India)	**	Every Two months	
	In flight entertainment-Video NACIL(Former Indian Airlines)	**	Every month	
02.	In flight entertainment-Audio	2.5 million	Thrice in a year	
	In flight entertainment-Audio NACIL(Former AIR INDIA)	**	Every Two months	
	In flight entertainment-Audio NACIL(Former Indian Airlines)	**	Every month	
TOTAL REVENUE IN FIGURES				
TOTAL REVENUE IN WORDS				

NOTE: The following points are to be noted while submitting the Commercial Bid:

1. Rates offered should be for delivery of advertisement content up to our Mumbai Office
2. The rates offered should be net to NACIL/AICL. No other charges would be borne by NACIL/AICL

3. NACIL/AICL will not accept inclusion of any additional costs, if requested for after opening of the tender.
4. Submission of incorrect or incomplete information or with arithmetical errors in compilation of the data would be at the tenderer's sole risk, and the decision of **AICL** in such cases would be final and binding.

CERTIFICATION

Certified that:

1. There are no hidden costs to NACIL/AICL over and above the revenue indicated above.
2. We agree to hold the quoted offer firm till completion of Contract.
3. We have read, understood, and agree to comply with the terms & conditions of the tender and the conditions as indicated in the Note at Annexure 'III'.

Name of the Tenderer:

Tenderer's Seal & Signature: