

**RE- QUOTATION NOTICE**  
**PRODUCTION OF A BRAND PROMOTIONAL ADVERTISEMENT FILM FOR**  
**VALUE ADDED FISH PRODUCTS LAUNCHED BY KSCADC**

No.2200/F/19/KSCADC

14.08.2019

Quotations are invited in double cover from professional Agencies/ Film making companies/ production houses for a production of a "Brand promotional Advertisement film for value added fish products launched by Kerala State Coastal Area Development Corporation".

The primary aim of the production of the promotional video is

- To demonstrate the products and services in a simpler way.
- To add credibility & trust to the marketing campaigns of KSCADC
- To showcase in various marketing platforms.
- To increase awareness of the product and positive trends in marketing.

**DELIVERABLE**

Brand promotional Advertisement film for value added fish products in 3 modes ie in 3mts, 1mt and 30 sec without affecting the message of the theme.

**Cover one should include**

- Detailed script of the advertisement
- One paragraph content of the script or the message anticipated
- Details of the proposed celebrity artists with approximate cost.
- Company experience and requirements.

**Cover two should include**

- Quote for advertisement video, ie. for the entire production (3 mts, 1 mt and 30 sec)

**ROLES AND RESPONSIBILITIES:**

- Develop the advertisements' overall concept and scenario
- Incorporate all required details to increase the credibility of the products.
- Develop the documentary script and storyboard to be used in the film
- Edit the video footage together with video and audio production, graphic designing, colour correction, music and narration of documentary and all aspects required in the production of final video
- The advertisement should be in Malayalam with English subtitles, three promotional clip version of 3 mt, 1 mt and 30 sec.
- KSCADC reserves the rights on all information pertaining to this short film. It shall strictly remain the property of KSCADC who shall have exclusive rights over its use in various platforms.

**Terms & conditions:**

- 1) The rates quoted should be exclusive of all taxes relevant in Government.
  - 2) The sealed covers shall be superscribed “ Quotation for Production of a Brand promotional short film for value added fish products launched by KSCADC” and the Price quote with cover superscribed as “ Price bid”
  - 3) Name and address of officer to whom the quotation is to be sent:  
Managing Director  
Kerala State Coastal Area Development Corporation Ltd  
First Floor, Chalachitra Kalabhavan building  
Vazhuthacaud, Thiruvananthapuram, Kerala – PIN : 695014
1. Due date and Time for the receipt of Sealed quotations - 26.08.2019 3pm
  2. Opening of quotation: 26.08.2019 4pm
  3. Any quotation received after the time fixed on the due date or submitted without meeting the above conditions will be summarily rejected without assigning any reason whatsoever.
    - (i) Representation for enhancement of rate once accepted will not be considered during the currency of the contract.
    - (ii) Any attempt on the part of quotationers or their agents to influence the Officers concerned in their favour by personal canvassing, will disqualify the quotationers.

Sd/-  
Managing Director

Notice Board