



**Expression of Interest Document for Hiring of Consulting
Agency for Global Distribution of DD India Channel**

Directorate General, Doordarshan
Doordarshan Bhawan Phase-I
Copernicus Marg,
New Delhi-110001 (INDIA)

PRASAR BHARATI
Directorate General: Doordarshan
Doordarshan Bhawan, New Delhi – 110001

AN INVITATION FOR EXPRESSION OF INTEREST (EOI)
For Hiring of Consulting Agency for Global Distribution of DD India (TV Channel)

EOI No. 4(10)/ DD INDIA/DISTRIBUTION/2012-13/P-VII

1. Background and Objective:

Prasar Bharati is the Public Service Broadcaster of the country which fulfills the objectives of public service broadcasting through Doordarshan and All India Radio. Doordarshan is the TV arm of Prasar Bharati. Doordarshan provides four tier programme services in its network– National, International, Regional and Local. Doordarshan reaches the international audience through its international channel-DD India. The emphasis in the international programmes is on events, issues and news of interest to the entire world. These programmes include news and current affairs seen from the Indian perspective, magazine programmes and documentaries on science, art and culture, environment, social issues, serials, music, dance, drama and feature films. The channel therefore showcases Indian culture, its diversity and its democratic strength. Doordarshan through DD India channel aims to reach international audience of the Indian origins settled abroad, as well as the people interested in India.

The channel provides mix of entertainment for all age groups, various cultural programs of pan India regions, journey of India towards economic independence, programs of poverty alleviation, health programs, latest news bulletins and current affairs programs. The schedule of the programs including repeat programs has been done carefully to suit prime time of various continents.

The channel is presently broadcast through INSAT-4B satellite in MPEG-2/DVB-S format with a foot print in about 37 countries of Asia and South East Asia. However, Doordarshan plans to make its foot print available across the globe by up-linking the channel on multiple satellites with global beams of different regions. This will ensure that the foot prints carrying the DD India channel cover all parts of the world. Further, to ensure last mile delivery of the channel, it essentially requires that the channel be made available on various delivery platforms like DTH, Cable and IPTV etc to facilitate subscription by all interested viewers located anywhere in the world.

This Invitation is therefore for Expression of Interest (for short referred to as EOI) issued by Prasar Bharati, a body corporate through its constituent Doordarshan with Headquarters at Doordarshan Bhawan, Phase-I, Copernicus Marg, New Delhi, for short listing Consulting Agencies herein after referred as Entity/Entities who would provide all assistance in identifying and short listing the most suitable delivery platforms of different countries/regions and subsequently mounting DD India channel in the bouquet of the short listed delivery platforms. This is to meet the objective of channel availability for subscription to most people of Indian origin and people interested in India located in different parts of the world. Post EOI process, the Request for Proposal (RFP) will be

prepared and issued to short listed Entities, which will contain detailed Terms of Reference and contractual terms.

2. **Broad Scope of Work and Services:**

The existing footprint of the channel through INSAT-4B satellite is available in 37 countries only as given in Annexure-I and the process of providing global footprint for the channel is in progress. The objective is however to distribute the channel globally in phased manner and the consulting agency is to provide all assistance in meeting this objective including foot print of the channel. The broad scopes of works are detailed below:

- 2.1 Provide a comprehensive report on roadmap for distribution of DD India Channel worldwide for last mile delivery of the channel. The report should be based on the assessment made through critical study and survey of Persons of Indian Origin and of People Interested in India living in the concerned regions/countries. The assessment inter-alia should also take into account the demand of the channel across various segments of interested viewers.
- 2.2 Provide details of DTH operators, Cable System operators, IPTV operators, Terrestrial Transmitters Network operators of different countries and regions with their areas of coverage, carriage fee, subscribers' base, subscription details, and other related details.
- 2.3 Undertake feasibility study on and provide strategy for putting DD India channel on the above distribution platforms with cost benefit analysis.
- 2.4 Provide all procedural and regulatory assistance for down-linking and distribution of DD India channel in various countries/regions.
- 2.5 Provide assistance in marketing and distribution of the channel in international hotels of major countries/regions like USA, Canada, U.K, Australia, UAE, Singapore, Hong Kong, Malaysia and China etc.
- 2.6 Provide terms & conditions including regulatory issues/compliances for putting DD India channel on the above distribution platforms.
- 2.7 Provide input on the marketing strategy to be adopted by the channel for different regions and provide advertisement sale assistance.
- 2.8 Provide assistance in preparing RFP for channel marketing and distribution wherever necessary.
- 2.9 Provide details of regulatory issues of various countries, down linking and channel carriage guidelines etc.
- 2.10 Provide input on all statutory requirements related to IPR and other content rights issues in the respective countries.
- 2.11 Provide assistance in obtaining necessary permissions and fulfilling mandatory requirements for channel broadcast and marketing.
- 2.12 Provide all assistance in finding the best possible and cost-effective solution of distribution of the channel and finalization of agreements with various distributors in the best interest of Doordarshan. However, Doordarshan will sign agreements for affiliation license with the end distributors.
- 2.13 Provide post agreement services and liaise with distributors and marketing companies for post agreement services and related activities including timely collection of and disbursement of payments to respective parties.
- 2.14 Ensure reminder for renewal of affiliation license and agreements with distributors and other agencies and assistance in the process.

- 2.15 Keep Doordarshan apprised of updated content regulation of various countries and regions on regular basis.
- 2.16 The entity will be required to appoint one nodal person in India who will interact with Doordarshan on a day to day basis for various issues related to the distribution.
- 2.17 The entity will also be required to appoint nodal persons in different regions for monitoring the progress of the channel and shall provide their contact details.
- 2.18 Number of DD channels proposed to be distributed may be increased at RFP stage.
- 2.19 Any other work related to distribution and marketing of the channel worldwide.
- 2.20 The services are initially intended to be hired for three years.

3. Eligibility Criteria

3.1 EOI may be submitted by Indian companies, firms, Overseas Corporate Bodies (OCBs), or Foreign Companies (subject to such OCBs/ foreign companies obtaining all statutory approvals from GOI/FIPB/RBI etc. by themselves). The Applicant should be a single entity and consortiums are not allowed.

3.2 The entity, in order to be eligible to provide the aforesaid services, must be

- (i) in the business of providing distribution and marketing services of TV channels of international broadcasters;

OR

in the business of providing consultancy services for distribution and marketing of TV channels of international broadcasters and should either be distributing channels to DTH operators, cable systems operators and IPTV operators and to affiliates or providing consultancy services for such distribution internationally.

- (ii) The entity must have its established offices or its established bureaus or established offices of its owned subsidiaries in at least four countries of different regions out of which one office establishment should be in India, and at least three office establishments in other countries/regions.
 - (iii) The entity must have at least ten or more key personnel located in different regions/countries with experience of working locally at the highest level in TV channels distribution and marketing.
 - (iv) The entity must have successfully completed two similar projects related to distribution and marketing of international TV channels in past five years or should be providing similar services related to consultancy for distribution and marketing of international TV channels satisfactorily to international broadcasters, out of which, the value of at least one project must be Rs. 1.00 Crore (USD 0.2 million) or more.
 - (v) The entity must have a consistent audited annual turnover of Rs. 25.00 Crore (USD 5 million in case of foreign companies) or more per year for the preceding five years.
- 3.3 The required documents explicitly supporting the past experience, list of existing and past clients with details of services offered, details of similar projects executed with copies of agreements & work orders etc and other related details, financial details of the entity with copies of audited annual returns, list of offices, list of key personnel with work experience & contact numbers etc. must accompany the EOI.

4. Preparation for submission of EOI:

4.1 The EOI must contain essential information as per the format given below:

- (i) Name & address of the Entity.
- (ii) Business name and constitution
- (iii) E-mail ID.
- (iv) Fax No/Telephone No (s).
- (v) Experience/Past performance, copies of contract documents with existing clients and other details as desired **at Clause No 3 above.**

Sl. No.	Name & Address of client	Period of contract	Objectives, scope of services covered	Supporting documents attached (Yes / No)	Details of the Supporting Documents attached

4.2 Entity shall be under a duty to ensure that it fulfills the eligibility criteria and other essential conditions.

4.3 The validity period of the EOI shall be till June 30, 2013.

4.4 The Entity submitting EOI proposals may also include its comments/suggestions on the objectives and scope of work or service projected in EOI document.

4.5 The EOI complete in all respects must be submitted together with requisite information and annexure(s). The EOI should be free from ambiguity, change or interlineations. Incomplete EOI will not be considered and is liable to be rejected without making any further reference to the entity.

4.6 The EOI and any annotations or accompanying documentation must be in English language.

4.7 The EOI shall be duly signed on each page by an authorized person. Documents authorizing such person must accompany the EOI. Doordarshan reserves the right to reject outright any EOI unsupported by proof of the signatory's authority.

4.8 A pre-bid meeting will be held at Doordarshan Bhawan, Phase-I, Copernicus Marg, New Delhi-110001 at least three weeks before the last date of submission of EOI to clarify concerns of prospective applicants in respect of scope of work and any other details of the EOI document. The date of the pre-bid meeting will be notified on website www.ddindia.gov.in. Applicants willing to participate in the pre-bid meeting must send their names and queries in writing or through email at least two days before the date of pre-bid meeting.

5. Submission of EOI:

5.1 An EOI may only be made by the submission of three (3) copies (Two printed copies and one electronic copy) of:

- (i) Letter of submission given in **Annexure-II** and Declaration Form given in **Annexure-III** along with all supporting documents/annexures.
- (ii) Channel Distribution and channel marketing concepts for various distribution platforms along with some case studies and past experience must be submitted for the 'Broad Scope of Work and Services' as mentioned **at Clause No.2 above.**

- (iii) Documents to support the eligibility criteria as **at Clause No.3 above** are to be submitted along with the EOI. Any other supporting documents or information as required by Doordarshan shall also be submitted along with the EOI.
- (iv) Fee of INR 10000/- (Indian National Rupees Ten Thousand only) or USD 200 or equivalent in Euro/UK Pound Sterling, is to be submitted along with the EOI in the form of Demand Draft in case of downloading the EOI document from Doordarshan website. The Demand Draft should be made in favour of 'PBBCI, Director General, Doordarshan, New Delhi'.

5.2 The EOI in a sealed envelope, superscribed with the words "Expression of Interest for Hiring of Consulting Agency for Global Distribution and Marketing of DD India channel", complete in all respects **should reach on or before 1400 Hours (IST) of March 22, 2013** at the address given below:

**Section Officer (P-VII),
Room No 320, 3rd Floor
Doordarshan Bhawan, Phase-I,
Copernicus Marg,
New Delhi-110001(India)**

- 5.3 Doordarshan will not be responsible for the loss of any EOI or for any delay in receipt of EOI for any reason whatsoever. EOI hand delivered should be put in the EOI box at the above mentioned address, by the specified time and date. EOI received after the closing date and time mentioned above shall not be considered. EOI (s) sent through TELEX/FAX/ Email will not be entertained.
- 5.4 Any amendment in the EOI document will be posted on website www.ddindia.gov.in. All the applicants are therefore advised to regularly visit the website before submitting the EOI.

6. EOI Opening:

- 6.1 The EOI shall be opened on **March 22, 2013 at 1600 Hrs (IST)**.
- 6.2 An authorized representative of the Entity carrying a copy of the authorization letter submitted along with the EOI shall be entitled to be present at the time of EOI opening. Any person not carrying the said authorization letter shall not be allowed to attend the EOI opening.
- 6.3 In case of an unscheduled holiday on the closing/opening day of EOI, the next working day will be treated as the scheduled prescribed day of closing/opening of the EOI; the time notified remaining the same.

7. Clarifications of Proposals

- 7.1 The EOI proposals shall be evaluated on the basis of the Proposal and the supporting documents submitted by the Entity. Doordarshan shall not be under any obligation to seek any further information or clarifications.
- 7.2 Without prejudice to the above, in order to assist in the evaluation of proposal, Doordarshan may, at its sole discretion, ask any entity for any clarification on its Proposal. Such clarifications shall be submitted within the time stipulated. The

entity must also be prepared for a presentation of the offered proposal before the evaluation committee.

7.3 If the entity does not provide clarifications requested for by the date and time set forth in such request for clarification, its proposal shall be evaluated based on the information submitted in the EOI in the first instance and documents provided therewith.

7.4 It is clarified that the entity shall not have the right to submit any additional information or material subsequent to the date of submission of EOI on its own and such material if submitted shall be disregarded. It is therefore essential to ensure that all the details are provided fully in the first instance.

8. Evaluation/ Scrutiny of EOIs:

8.1 EOI proposals received by the prescribed date and time shall be considered and evaluated by a duly constituted committee. The committee shall include one Member Secretary who shall be authorized to correspond and communicate with the participating entities.

8.2 Evaluation/ Scrutiny of EOIs shall be based on:

- (i) Information contained in the EOI, the documents annexed thereto and clarifications provided, if any.
- (ii) Assessment of the capability of the entity based on past record.
- (iii) Offered concepts and plans as per 'Broad Scope of Work and Services' outlined above.
- (iv) The entity may be asked to make a presentation before the committee at Doordarshan Bhawan at three weeks' notice. The evaluation of EOI will also be based on such presentation given by the entity.

8.3 Doordarshan shall communicate acceptance of EOI by Post/Fax/ E-mail. The invitation to send EOI and the receipt of EOI would not constitute a contract between the parties.

9. Stage Subsequent to EOI:

RFP (Request for Proposal)/Tender document stage: Entities short listed based on the above evaluation will be required by Doordarshan to submit bids pursuant to RFP to be issued to such entities by inviting bids under the "Two-Bids System" (Technical and Commercial Bids).

10. Address for Correspondence with Doordarshan:

A. Fax : +91 11 23386414, 23387620, 23387993

E-Mail : ckjain@dd.nic.in

Postal Address:

Deputy Director General (IR)
Directorate General, Doordarshan
Doordarshan Bhawan, Phase-I
Copernicus Marg,
New Delhi-110001 (INDIA)

B. All correspondence shall bear reference to the Invitation for EOI document number:

EOI No. 4(10)/ DD INDIA/DISTRIBUTION/2012-13/P-VII

11. General Terms:

- 11.1 It is expressly made clear that mere submission of EOI by an Entity, whether eligible or ineligible, shall not confer any right whatsoever on any such entity.
- 11.2 Any EOI submitted by an entity, which fails to satisfy the eligibility requirements set out in the Clause 3 above, shall not be considered and would stand summarily rejected.
- 11.3 Neither the issue of this Invitation for EOI nor any part of its contents is to be taken as any form of commitment or acknowledgement on the part of Doordarshan to proceed with EOI or any entity.
- 11.4 Doordarshan reserves the right to annul or terminate the process or reject any or all EOI at any time or stage without assigning any reason.
- 11.5 Doordarshan reserves the right and absolute discretion at any time and without any liability whatsoever, to amend, vary, waive and/or modify any or all of the terms and conditions of this Invitation for EOI without assigning any reason whatsoever.
- 11.6 Doordarshan shall in no circumstance whatsoever, be responsible or liable in any manner whatsoever, for any costs or expenses incurred or any loss suffered by the entity, in connection with or in consequence of the preparation or delivery of any EOI, or compliance with any of the requirements of the Invitation for EOI or Presentation made to Doordarshan or in any other manner.
- 11.7 Any suppression or misrepresentation of a material fact shall result in disqualification of the Entity.
- 11.8 In case any clarification is sought by Doordarshan after opening of EOIs, the reply of the Entity should be restricted to the clarification sought.
- 11.9 Canvassing in any form shall render the EOI liable to be rejected.
- 11.10 The Entity shall be deemed to have read and duly considered all terms and conditions of this Invitation of EOI document and must acknowledge that it intends to submit an EOI in accordance with the provisions of this document having accepted the terms and conditions as have been incorporated herein and/or that may be incorporated by Doordarshan through any Addendum (s).
- 11.11 Each Entity irrevocably and unconditionally accepts and agrees that by submitting an EOI:
 - (i) It agrees to be bound by the terms, conditions and obligations set out in this Invitation for EOI document together with such other terms and conditions as Doordarshan may, in its sole discretion, require ; and
 - (ii) It has read and understood, and agrees and accepts, the provisions and procedures, and terms and conditions (including the outcome) of this Invitation for EOI.
 - (iii) It agrees that the offer shall remain valid till the expiry of the validity period as specified in this Invitation for EOI or any extension thereof.
- 11.12 The decision of Doordarshan shall be final while finalizing the EOI.

- 11.13 If any key managerial person of the entity is related to any employee of Doordarshan/Prasar Bharati, the entity must make such declaration in the EOI.
- 11.14 The Entity must not have been blacklisted/ debarred by any Government/ Semi Government Organization or Corporation in India, at any stage.
- 11.15 The Entity would be fully responsible to follow all relevant laws/legislations as applicable in India and Doordarshan will not be responsible for any default/ violation of any law by it.

12. Governing Law:

The EOI shall be governed in all respects by the laws of India.

COUNTRIES PRESENTLY COVERED THROUGH INSAT-4B (C-Band)

Sr. No.	Name of Country
1.	Afghanistan
2.	Bangladesh
3.	Bhutan
4.	Brunei
5.	Darussalam
6.	China (covered partly)
7.	Cambodia
8.	Hong Kong
9.	Indonesia
10.	Israel
11.	Malaysia (covered partly)
12.	Myanmar
13.	Laos
14.	Nepal
15.	Pakistan
16.	Singapore
17.	Sri Lanka
18.	Thailand
19.	Vietnam
20.	Armenia
21.	Azerbaijan
22.	Georgia (covered partly)
23.	Kyrgyzstan
24.	Tajikistan
25.	Turkmenistan (covered partly)
26.	Ukraine
27.	Uzbekistan (covered partly)
28.	Bahrain
29.	Iran
30.	Iraq
31.	Oman (covered partly)
32.	Qatar
33.	Saudi Arabia
34.	Syria
35.	Turkey (covered partly)
36.	United Arab Emirates
37.	Yemen (covered partly)

LETTER OF SUBMISSION

[On the Letterhead of the Entity including full postal address, and telephone, facsimile and e-mail address]

Reference No. _____

Date: _____

To:

**Deputy Director General (IR),
Directorate General, Doordarshan
Doordarshan Bhawan,
Copernicus Marg
New Delhi-110001 (INDIA)**

SUBJECT: An Invitation for Expression of Interest for Hiring of Consulting Agency for Global Distribution of DD India Channel

Sir,

Having examined the details given in EOI document for the above project, we

_____, JV / Company / Partnership Entity / _____ hereby submit the relevant information for considering our EOI for Providing Consultancy Services for Global Distribution of DD India Channel.

- a) We hereby certify that all the statements made and information supplied in the enclosed forms and accompanying statements are true and correct.
- b) We have furnished all information and details necessary for EOI and have no further pertinent information to supply.
- c) We also authorize Director General, Doordarshan or his authorized representative to approach individuals, employers and entities to verify our competence and general reputation. We submit the following documents in support of eligibility criteria.

Signature of the Authorized Signatory
Seal of Company
Date of submission

Details of Submitted Enclosures:

Annexure-III

Declaration Regarding Acceptance of Terms & Conditions contained in the Expression of Interest (EOI) Document and Declaration Regarding Clean Track Record

[On the Letterhead of the Entity including full postal address, and telephone, facsimile and e-mail address]

Reference No. _____

Date: _____

To:

**Deputy Director General (IR),
Directorate General, Doordarshan
Doordarshan Bhawan,
Copernicus Marg
New Delhi-110001 (INDIA)**

Sir,

We have carefully gone through the Terms & Conditions contained in the EOI Document regarding applications for Expression of Interest (EOI) for hiring of Consulting Agency for global distribution of DD India Channel. We declare that all the provisions of this EOI Document are acceptable to us. We also declare that we have not been debarred / black listed by any Government / Semi Govt. Organization in any Country.

It is further certified that the signatory to this document is the authorized signatory and, therefore, competent to make this declaration.

Yours truly

Signature of the Authorized Signatory
Seal of the Entity