

## **INVITING EOI FROM PRODUCTION HOUSES FOR MAKING TELEVISION SPOTS/TVC**

The Spices Board is inviting expression of interest from experienced production houses for making TV Spots/TVC of 60 sec duration, for promotion of Cardamom on national basis.

The two scripts based on different aspects of cardamom shall be provided by the Board, which has to visualised and produced accordingly.

### **Deliverables**

- Production of 60 sec television spot/TVC on usage of Cardamom keeping in line with script provided by the Board.
- The film should be shot on HD.
- The location chosen should be apt for each script it may be natural or set up in film industry.
- The script 1" Cardamom against Bad breath " is a musical ad without any dialogues. It may or may not have lyrics. The master copy of script 2 " Cardamom for preventing tobacco usage shall be produced in English, and thereby trans-created to Hindi.
- Detail script-wise cost split-up has to provided ie;. Production cost including charge Direction, Assistant directors, Editors, Artists, Cameraman man, production crew, sound engineers, equipments for shooting, transportation, costume designing, make up artist, miscellaneous cost if any, and post production cost including dubbing, re-recording, sound mixing, graphics, etc.
- The final deliverable has to be submitted in HDD format of broadcast quality (both mixed and unmixed). The copyright of TV Spot shall be vested with Spices Board.

### **Requisites for scripts**

#### 1. Script 1 - Cardamom against Bad Breath

Sl No	Specification	Description
1	Location	one in backdrop of school of South India (1990s) one on backdrop of a College in a City
2	Casting	
	Main characters :	Young boy of age 6 and 19, two young male (one student and one young professor) and one female model of age 18
	Sub Characters :	Children of age 6 and 19 (10-15 nos), school teacher, Crowd for shooting a college campus

3	Costumes	Uniforms primary and high secondary school, Casual college style costume.
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## 2. Script 2 -Cardamom for preventing tobacco usage

Sl No	Specification	Description
1	Location	Traditional South Indian ancestral house to portrait marriage proposal event
2	Casting	A beautiful female model, a young male model, two mid- age male models (of age mid 50's), two mid-aged women, one old woman
3	Costumes	Traditional South Indian style

### **Terms and conditions**

1. The firm/company should have at least five years experience in handling similar assignments with Govt/ PSUs/ other reputed organisation and should have an annual turnover of Rs 1 crore for past 3 years.
2. The firm should have made some musical TV Spots with NO dialogues.
3. The payment for the production of TV Spot shall be made as;
  - 20% as signing amount against the submission of Bank Guarantee of 20% of the signing amount,
  - 20 % paid on submission of final cast, and on preproduction meeting where location, cast, set, all key crew members' bio are presented.
  - 20% after shoot on submitting the footage
  - 10% on first cut
  - remaining 30% payment on receipt of final delivery.
4. The consolidated rates shall be inclusive of the various cost incurred for the complete development (pre-production, production and post production works) of the TV Spot.
5. The final deliverable has to be submitted in HDD format of broadcast quality (both mixed and unmixed).
6. The copyright of TV Spot/TVC shall be vested with Spices Board.

Interested production houses shall submit the EOI along with the comprehensive quote for the production of the same. The EOI should be submitted in two parts :

### **A Technical Bid**

This should include the following details:

1. The profile of the Production house along with details of production crew.
2. The proof of annual turnover of Rs 1 crore for last 3 years.

3. Proof of past five years experience in handling similar assignments with Govt /PSUs/other reputed organisations.
4. Proof of the musical TV spot without dialogues.

## **B Financial Bid**

The financial quote for production of 60sec AD film, should be submitted in the prescribed format. The detailed break up of pre-production, production and post production cost to be mentioned separately for each script.

<b>Sl No.</b>	<b>Specifications (<i>detailed break up cost under each to be provided</i>)</b>	<b>Financial quote (inclusive of tax)</b>	<b>Remarks if any</b>
1	<b>Cardamom for Bad Breath - Script A</b>		
2	<b>Cardamom for preventing tobacco usage - Script B</b>		
	<b>Grand Total</b>		

The technical and financial bid should be submitted in two separate covers :

- A )Technical Bid superscribed as "**Expression of Interest for production of Cardamom Advertisement – Technical Bid**"
- B) Financial Bid superscribed as "**Expression of Interest for production of Cardamom Advertisement -Financial bid**"

The technical and financial quotes shall be forwarded to Shri Naresh V S Deputy Director, Spices Board, NH By Pass, Palarivattom Po, Kochi 682025 so as to reach the addressee on or before 6<sup>th</sup> Nov 2015,.5.00 pm .

Note: The bids shall be opened on 12<sup>th</sup> Nov 2015 at 10.00 am at the Spices Board, Kochi. The interested production houses who have submitted the EOI are invited to attend the bid opening.