



**SPICES BOARD**  
(Ministry of Commerce and Industry  
Government of India)  
Sugandha Bhavan  
N.H. By-pass  
P.B. No. 2277  
Palarivattom P.O.  
Cochin - 682 025, India

**स्पाइसेस बोर्ड**  
(वाणिज्य एवं उद्योग मंत्रालय,  
भारत सरकार)  
सुगन्ध भवन  
एन. एच. बाइपास  
पी. बी. नं. 2277  
पालारिवट्टम पी.ओ.  
कोचिन - 682 025, भारत

No.PUB/V.SPOTS/2014-15

Dated: 29<sup>th</sup> September,2014

**Notice inviting Expression of interest for Developing Video spots**  
**for Spices Board India**

Spices Board (Ministry of Commerce & Industry, Govt. of India) wishes to create intriguing video spots for 60 seconds or less in order to promote the remarkable flavors of the Indian spices. The objective of these videos is to promote the use of various Spices with celebrity stories/experiences and to showcase Spices as an integral part of our ethos flavoring both our food and our lives. Through this campaign, we want to root the Indian spices in a modern context. We plan to put together 25 video spots featuring different achievers in a variety of areas.

The Spices Board intends to select suitable agencies for developing such video spots. Therefore Expression of interest (EOI) (As given in ANNEX. 1) is invited from the interested and technically qualified agencies for creation of Video spot for Spices Board of India.

**Deliverables**

- Preparation of 25 Video spots of 60 seconds or less through anecdotes from celebrities
- Selected celebrities shall preferably young and recognized achievers from the field of sports, art, film, finance, hospitality, entrepreneurship etc and should be known for excellence in their field
- The video must show the celebrity creating an anecdote from their life interestingly connected to Indian Spices
- Slip in interesting facts in a subtle manner through narratives or visuals to underline centrality of Indian spices

- Sample scripts of the video shall also need to be submitted along with the submission of the EOI

The selection of the agency would be done on the basis of,

1. Technical competence possessed by the agencies to carry out the tasks envisaged as above (attach proof)
2. Ability to develop narrative around the celebrity connecting Indian Spices. (At least 2 sample scripts has to be attached)
3. Tentative List of celebrities who would carry out the campaign

The interested agencies may submit their EoI latest by 15/10/2014, 5.00pm addressed to the **Director (Marketing), Spices Board, (Ministry of Commerce & Industry, Govt. of India), Sugandha Bhavan, N.H By-pass, P. B. No.2277, Palarivattom P.O, Cochin – 682025, India** with superscription **“EOI for developing Video spots”**

**Terms and conditions:**

- The interested party should have previous experience of at least 15 years in making corporate films, Video spots, Documentaries and Advertisements. The nodal person from the applying agency should be accredited by PIB, DAVP or NFDC. Also the applying agency should have previous experience of working with either of independent or international channels, and Doordarshan, and should have conducted a similar project in HD for any government body. The applying agency is also expected to have received international awards or citations. (Please attach proof along with technical bid)
- Approved DAVP rates for Video Spots will be applicable for developing these Video spots.
- Celebrities shall be finalized by the agencies after getting prior approval from Spices Board for selection of the celebrity.
- Payment for the development of Video Spots shall be done in a phased manner, i.e

independently made for each Video spots developed based on completion of the deliverables at each stage of Video spot development. As per DAVP rules i.e 40% as signing amount, and 60 % paid up on final delivery.

- The cost for each Video spot for the entire campaign of 25 video shots, shall remain the same as the universally accepted DAVP rates set by Ministry of Information and Broadcasting.
- The consolidated rates shall be inclusive of the various cost incurred for the complete development (pre-production, production and post production works) of the video spot including the charges for preparation of the script, location based charges, payment made towards the chosen celebrities, anchors, entire cost involved for the duration of the shoot, the editing work, jingle, cost of 2D/3D animations if any, and all kinds of graphics, tilting, sub tilting/texts, music, voice over, background effects, and any special effects. Two master copies (both mixed and unmixed) in digibeta or DVC shall need to be provided. In addition all video spots would be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.
- Celebrity endorsement expenses will not be borne by Spices Board.
- Travel expenses for visits undertaken by production team for project related work as approved by Spices Board will be paid extra.

Please note that the applying agency shall provide proof for all the relevant requirements as mentioned in the Terms and Conditions.

**Annex 1**

**EOI for developing Video spot for Spices Board India**

1	Name of the organization	
2	Postal address with pin number, email, fax and phone including Mobile	
3	Details of the registered office with registration number in the name of the applicant or the name of the applicant's companies name	
4	Details of VAT registration with TIN Number	
5	Continuous years of business and type of business	
6	Previous experience in similar works (attach proofs)	
7	Tentative list of celebrities	
8	Documents of prior experience attached (as per terms & conditions)	
10	No. of Sample scripts attached	

(Signature of the applicant)

Place:

Date:

Seal of the Company