



KERALA STATE ROAD TRANSPORT CORPORATION

TRANSPORT BHAVAN, FORT, THIRUVANANTHAPURAM-695 023

Telephone No: 0471-2471011, (Extn: 232)

E-mail: estate@kerala.gov.in Web: www.keralartc.com

TENDER No ES03/12/2026

Date: 11/09/2026

NOTICE INVITING TENDER (NIT) E-Tender cum Auction

E-TENDER CUM AUCTION FOR AWARDING LICENSE FOR GRANT OF INTEGRATED ADVERTISING RIGHTS ON KSRTC BUS AS A WHOLE (Including Advertisement on the reverse side of ETM generated Bus Tickets)

COMMERCIAL BID

a	Tender No. & Date	TENDER No. S001-ES03/12/2026 EST- dtd:11.09.2026
b	Tender Details	E-Tender cum Auction for Awarding License for Grant of Integrated Advertising Rights on KSRTC Bus as a whole (Including Advertisement on the reverse side of ETM generated Bus Tickets).
c	Place of Opening	Kerala State Road Transport Corporation, Transport Bhavan, Fort, Thiruvananthapuram.
d	Tender Form Fees (Non Refundable)	Rs.11,800/- (Rs. 10,000/-+ GST@ 18%) (Rupees Eleven Thousand eight hundred only)
e	Earnest Money Deposit. (EMD) EMD Exemption NOT allowed.	Rs. 5,00,000/- (Rupees Five Lakhs Only)
f	Mode of Payment of EMD & Cost of Tender	Online through SBI Internet Banking/NEFT through e-procurement portal. EMD & Tender Fee should be remitted as a single transaction. Split payment is not allowed.
g	Mode of Submission of Tender	Tender should be submitted online through e-GP website: www.etenders.kerala.gov.in
h	Contact address/Tel: nos. for help in case of any doubt in Terms & conditions	Estate Officer, KSRTC Tel: No: 0471-2471011, (Extn: 232) Mob: +91 91 88 61 93 84
i	Contact address/ Telephone nos. for help in case of any doubt in e-tendering process (Help desk)	Kerala State IT Mission, e-Government procurement PMU & Help desk, Saankethika, Near EPF Office, Vrindavan Gardens, Pattom, TVM.- 004. Ph:- 0471-2577088, 2577188; Toll-free No. 18002337315; e-mail: etendershelp@kerala.gov.in Website: www.etenders.kerala.gov.in
j	Tender inviting Authority	Chairman and Managing Director, Kerala State Road Transport Corporation, Transport Bhavan, Fort, Thiruvananthapuram-695023

1.INTRODUCTION

KSRTC, the State Road Transport undertaking established under the provisions of RTC Act, 1950 operates transport services throughout Kerala and outside. Presently KSRTC owns 5733 buses in which 3410 Nos. buses are used for conducting ordinary services, 1226 Nos. for conducting fast services, 622 Nos. for Super Class services and 475 other premium class services. On an average 21 lakhs passengers are being commuted through these buses and on an average 16.0 lakhs KMs are covered inside and outside Kerala.

Kerala State Road Transport Corporation (KSRTC) invites competitive bids from reputed advertising agencies, media companies, advertising concessionaires, infrastructure companies, consortiums or other eligible entities for obtaining exclusive/non-exclusive integrated advertising rights on KSRTC buses and ETM generated passenger tickets for the period specified in this Tender Document.

The objective of this tender is to consolidate and commercially exploit the various advertising opportunities available in KSRTC buses under a unified advertising management framework, thereby maximizing revenue to KSRTC while ensuring systematic, professional and aesthetically acceptable advertising across KSRTC buses.

The selected Licensee shall be responsible for marketing, sale, installation, operation, maintenance, monitoring and management of the advertising inventory allotted under the tender, subject to the terms and conditions contained herein.

2.OBJECTIVES OF THE TENDER

The major objectives are:

- 1 To maximize revenue from the extensive physical asset of KSRTC.
- 2 To consolidate advertising media available across KSRTC buses under a single integrated advertising arrangement.
- 3 To eliminate fragmented advertising arrangements wherever feasible.
- 4 To increase utilization of advertising spaces available on buses and ETM generated passenger tickets.
- 5 To establish a transparent and accountable advertising management mechanism.

- 6 To improve the visual presentation and branding standards of advertisements displayed in KSRTC buses.
- 7 To ensure that all advertisements conform to KSRTC policies and applicable laws.
- 8 To provide KSRTC with a predictable and enhanced revenue stream through a license-fee model.

3.SCOPE OF THE CONTRACT

The selected Licensee shall be granted advertising rights over all of the following categories of KSRTC advertising assets, as specified by KSRTC.

3.1 Bus Body Advertisements

Advertising spaces available on the exterior body of KSRTC buses, including:

- Rear-side advertisements;
- Side panel advertisements;
- Bus-specific promotional branding;
- Special campaign branding;
- Wrap advertisements, wherever technically and legally permissible.

The Licensee shall ensure that advertisements do not obstruct the driver's visibility, emergency exits, registration particulars, statutory markings, route displays, safety instructions or other mandatory information.

The list of buses mentioned in **Appendix - III**

3.2 Bus Interior Branding and Advertisements

The Licensee may utilize approved advertising spaces inside KSRTC buses, including:

- Seat-back panels;
- Passenger information areas;
- Ceiling & Interior panels;
- Grab-handle areas, wherever technically feasible (Grab handles with advertisement space where ever required shall be provided by the licensee);
- Other approved interior locations.

No advertisement shall interfere with passenger safety, emergency equipment, ventilation, passenger movement or statutory instructions.

3.3 Passenger Information System

- a. Design, supply, installation and maintenance of Passenger Information System (PIS) in buses as per the prevailing regulations by the Govt. of Kerala for the PIS implementation in public transport.

- b. Providing Latest KSRTC and Government related information to the passengers as per regulations.
- c. The digital display system may be utilized for commercial advertisements as well as KSRTC/government/public-service messages.

i. System Components and Requirements

1. Passenger Information Displays (PIDs) inside buses (Only display, No Voice)
2. Data communication infrastructure (wireless/cellular) for displaying the live details of STOPS (Next stop) and live messages or advertisements to display:

KSRTC shall reserve a specified percentage (up to 5 minutes out of 1 hour) of display/play time for:

- Government advertisements;
- Public awareness messages;
- Emergency messages;
- Traffic and safety information;
- Other messages directed by KSRTC.

3.4 Advertisements Behind Printed Tickets

The Licensee may market advertising space on the reverse side of printed KSRTC tickets.

The Licensee shall coordinate with KSRTC regarding:

- Advertisement design;
- Printing specifications;
- Quantity;
- Distribution;
- Printing schedule;
- Quality standards;
- Approval of advertisers.

The printing and distribution mechanism shall be finalized by KSRTC.

4.COMMERCIAL BENEFITS:

a. Bus Exterior & Interior Advertisement

- Media: High-quality, cast vinyl stickers
- Coverage: Left side, right side, and rear panel (excluding glass windows), Space above footboards, space behind driver cabin, hat racks, Handrails
- Compliance: Must not block emergency exits or vehicle lights

b. Seatback Advertisement

- Media: Eco-friendly, scratch-resistant vinyl stickers
- Coverage: Rear side of passenger seats inside the bus
- Maintenance: Immediate replacement of defaced or torn stickers

c. Passenger Information System (PIS)

- Media: LED/LCD screen displays
- Format: Co-branded route info in the display (e.g., "Next stop: [Station], sponsored by [Brand]")
- Uptime: Minimum 99% operational availability required daily.

d. ETM Generated Passenger Tickets

- To display of advertisements on the back side of passenger tickets issued through ETM (Electronic Ticket Issue Machine) thermal rolls of KSRTC.
- The Licensee shall provide advertising content to KSRTC for printing on the back side of ETM thermal rolls. The actual printing shall be carried out by KSRTC's authorised ETM Roll supplier.
- Technical specifications of the ETM thermal rolls, including ticket size and print area as per **Appendix IV**
- The Licensee shall separately bear and pay the printing cost of advertisements on ETM rolls to KSRTC, at rates communicated by KSRTC, from time to time.
- Printing cost payments shall be made at the time of submission of the soft copy of art/design of advertisement material, as directed by KSRTC.
- The advertising agency shall provide soft copy of each advertising design/art for minimum quantity of ETM thermal rolls as specified by KSRTC for display of advertisement, to make the printing charges to a minimum.
- The successful bidder shall:

- a. Obtain exclusive advertisement rights on the reverse side of ETM-generated passenger tickets issued by KSRTC.
 - b. Arrange advertisements from clients and advertisers at its own cost and risk.
 - c. Supply advertisement artwork in formats approved by KSRTC.
 - d. Ensure compliance with all applicable laws, advertising standards and statutory regulations.
 - e. Bear all costs related to artwork preparation, advertisement management, approvals and operational expenses.
 - f. Ensure uninterrupted display of advertisements throughout the contract period.
- viii. ESTIMATED REACH:
- a. KSRTC operates services throughout Kerala and adjoining states.
 - b. Approximately 18,00,000 to 19,00,000 passenger tickets are generated every day through ETMs.
 - c. The number of tickets is indicative only and shall not be construed as guaranteed minimum business.
 - d. No claim shall be entertained on account of variation in passenger traffic, ticket generation or operational changes.

5. EXCLUSIVITY

KSRTC may grant the successful bidder exclusive integrated advertising rights over the identified advertising inventory during the contract period.

However, KSRTC shall retain the right to:

1. Display Government advertisements;
2. Display KSRTC advertisements;
3. Display public-service messages;
4. Undertake statutory/public awareness campaigns;
5. Permit advertisements specifically directed by Government;
6. Utilize reserved advertising inventory as specified in the Agreement.

The extent of exclusivity shall be clearly specified in the Work Order/Agreement.

Also, KSRTC is in the process of implementing a Digital Radio in all the buses and the licensee shall have no right to claim advertisement space in the same and not to interfere in the smooth operation of the Digital Radio in any manner.

6.RESponsibilities OF THE LICENSEE

The selected Licensee shall:

1. Market all allotted advertising inventory.
2. Identify and obtain advertisers.
3. Design and produce advertising material.
4. Obtain approval of KSRTC before display.
5. Install advertising materials at its own cost.
6. Install and maintain Passenger Information Systems.
7. Replace damaged, faded or defective advertisements.
8. Comply with all statutory requirements.
9. Maintain records of advertisements displayed.
10. Submit monthly advertising statements to KSRTC.
11. Collect advertising charges from advertisers.
12. Pay the agreed license fee to KSRTC.
13. Remove advertisements upon expiry/termination of the campaign.
14. Obtain all permissions required from statutory/local authorities.

7.INVESTMENT BY LICENSEE

Unless otherwise specified by KSRTC, the Licensee shall bear all expenditure relating to:

- Advertising sales and marketing;
- Advertisement production;
- Printing and pasting;
- Passenger Information Systems;
- Software and content management systems;
- Networking;
- Transportation;
- Labour;
- Removal of advertisements;
- Insurance if applicable;
- Statutory permissions;
- Other operational expenses.

KSRTC shall not be responsible for expenditure incurred by the Licensee for commercial exploitation of the advertising inventory.

8.IMPLEMENTATION PERIOD

- The successful bidder shall commence the advertisement activities from the date of agreement.
- All the advertising infrastructure installation for Passenger information system to be completed within 90 days from the date of Agreement.

9.CONTRACT PERIOD

- i. The license period will be four years.
- ii. There will be an escalation of 5% of the license fees each year on compounding basis.
- iii. The license period shall be extendable for further period of three (3) years subject to satisfaction of the licensor with an escalation of 10% of license fee every year upon completion of the fourth year of license period on compounding basis.
- iv. The licensee shall be permitted to take over the respective assets only upon expiry/termination of the existing contract of each assets.

10.ADVERTISEMENT APPROVAL

Every advertisement shall be submitted to KSRTC for approval before display.

KSRTC shall have the right to reject any advertisement which:

- Is contrary to law;
- Is obscene, defamatory or offensive;
- Promotes prohibited products/services;
- Is politically objectionable;
- Is contrary to Government policy;
- Is detrimental to the image of KSRTC;
- Contains misleading claims;
- Violates intellectual property rights;
- Creates public safety concerns.

The decision of KSRTC regarding acceptance or rejection of an advertisement shall be final.

11.PROHIBITED ADVERTISEMENTS

Advertisements relating to prohibited or restricted products/services shall not be permitted.

These may include, as applicable:

- Tobacco products;
- Alcoholic beverages;
- Gambling/betting;
- Illegal activities;
- Offensive or obscene content;
- Political advertisements unless specifically authorized;
- Advertisements prohibited under applicable law;
- Any product/service specifically prohibited by KSRTC.

12.LICENSE FEE

- a. The bidder shall quote the **Monthly License fee payable to KSRTC** for the advertising rights in all the buses as per **Appendix – III** as a single unit.
- b. The bidder shall quote a consolidated monthly license fee for the entire advertising inventory covered under the tender.
- c. The license fee will be applicable from the date of agreement as follows:
 - 50% of monthly license fees shall be applicable from the date of agreement up to 90 days.
 - 100% license fee shall be applicable from 91st day irrespective of the completion of the installations.
- d. No representation for the reduction of rates once accepted will be entertained under any circumstances

13.PRE QUALIFICATION CRITERIA

Eligibility criteria: Only those tenderers who possess the following eligibility criteria shall quote their bids through online. Tenderers shall upload/submit documentary proof of eligibility criteria. Tenders which are not meeting the eligibility criteria will be summarily rejected.

a) The eligible tenderer can be a Company/Legal entity/Consortium and having business in India for minimum 2 years since its inception and shall fulfil the following criteria:

1. **Consortium**

1.1. Consortiums shall be permitted.

- a. A consortium may comprise entities possessing complementary expertise in advertising and media operations
- b. The consortium shall satisfy the following conditions:
 - i. One member shall be designated as the Lead Member.
 - ii. The Lead Member shall hold not less than 51% participation in the consortium.
 - iii. The Lead Member shall be solely responsible for contract management and coordination.
 - iv. The Consortium is limited to three (3) members, and all consortium members shall be jointly and severally liable for the performance of the contract.
 - v. A legally enforceable Consortium Agreement shall be submitted along with the bid.
 - vi. No consortium member shall participate in more than one bid, either individually or as a member of another consortium.
 - vii. The consortium composition shall not be changed without the prior written approval of KSRTC.
- b) **Average Annual Turnover:** The average annual turnover, in the business, of the tenderer for the latest three consecutive financial years shall be equal to or more than Rs.10 Crores, proof of which shall be submitted by way of Audited Profit & Loss Account and Balance Sheet certified by authorized Chartered Accountant and Auditor's Certificate.
- c) **Positive Net Worth.** The bidder/ Lead Member shall possess a positive net worth during the latest financial year for which the Certificate from a statutory auditor is mandatory.

- d) **Experience:** The tenderer should have completed 3 years of experience in the advertisement field and digital advertisements as on the date of submission of tender. In case of consortium any one of the members shall possess the required experience.
- e) The tenderer shall upload/submit the proof of experience in the form of certificate (with details of period of experience and nature of work) issued by the concerned organization and shall be supported by copies of agreements/ work orders.
- f) The bidder should have GST Registration.
- g) The bidder shall not be blacklisted by the Central Government/ any State Government /any State Transport Undertaking.
- h) The EMD shall be forfeited for defective submission of tenders and the consequent disqualifications.
- i) Defaulters of KSRTC in payment of license fee and other violations of terms and conditions in earlier business with KSRTC not eligible to participate and shall be disqualified if found participate.
- j) Bidders those who are having unsettled disputes /unnecessary litigation with existing contracts with KSRTC will be considered Disqualified.
- k) The evaluation committee reserves the right to seek additional proof of technical and operational capability.
- l) Ex-licensees with KSRTC who have made financial liability to KSRTC are not eligible to participate in the tender.
- m) The bidder should submit an affidavit for not facing Court case/ Criminal case/ revenue Recovery against KSRTC.

14.GENERAL CONDITIONS OF THE CONTRACT

- a. Bidders should remit the required Tender Fee and Earnest Money Deposit (EMD) in Online mode through SBI/NEFT, as per 1(d), 1(e) and I(f) of the Notice Inviting Tender. No exemption in the case of EMD and Tender Fee. Bidders should ensure and convince themselves that the online payments made by them have been successfully transferred. KSRTC shall under no circumstances be responsible for

failed transaction of the payments due to non-compliance of any online banking procedure and consequent rejection of tender.

- b. Persons/ Corporation/ Partnership Firms, Firms /Proprietors who are defaulters in payment of license fees or penalties or having any type of existing unpaid financial obligation with KSRTC will be considered disqualified. (Affidavit to be submitted as per **Annexure-03**)
- c. Persons/ Corporation/ Partnership Firms /Proprietors /Director of any Corporation (current/previous) having unsettled disputes/ unnecessary litigation with existing or previous contracts with KSRTC / KSRTC SWIFT will be considered disqualified. (Affidavit to be submitted as per **Annexure-03**)
- d. The bidder shall quote the **Monthly License fee payable to KSRTC** for the advertising rights in all the buses as per **Appendix – III** as a single unit.
- e. Normally license will be awarded to the bidder who quotes the highest amount in auction or tender. The decision of the Managing Director on all matters arising out of this Notice / Contract will be final, conclusive and legally binding on all parties concerned.
- f. Opening of E-Tender will be done at the time and date noted in the e- tender portal at the Office of the Managing Director, KSRTC.
- g. Firms /Proprietors who have been blacklisted by the Tender inviting Authority/ Central Government/ any State Government /any State Transport Undertaking will be considered disqualified for participating in the tender during the period of blacklisting. An affidavit as per format in **Annexure-03**. (Anti-Blacklisting Affidavit) should be submitted along with the technical bid.

15.MODE OF SUBMITTING TENDERS.

- 1. Tender documents shall be submitted through e-Tender. One for Pre- Qualification Bid and the other for Price Bid.
- 2. The bidder shall submit the tender documents as specified hereunder.
- 3. The relevant documents to be uploaded shall not be interchanged.

16.DOCUMENTS TO BE UPLOADED ALONG WITH PRE-QUALIFICATION BID

- 1 All pages of NIT, Appendix and Annexure duly signed and stamped by the bidder.
- 2 General information about the Bidder (**Annexure-01**) duly filled and signed by the bidder.
- 3 Annual Turnover Statement (**Annexure-02**) duly filled and signed by the Auditor.
- 4 Format for Affidavit certifying that Entity/Promoter(s) /Director(s)/Partners of Entity are not blacklisted / Defaulter /Involved in litigations (**Annexure-03**).
- 5 Self attested copy of PAN Card & Aadhaar card.
- 6 Details of experience, in the advertising field in the form of experience certificate, agreements and work orders.
- 7 Firm/ Company Registration Certificate. In case of consortium upload valid Consortium Agreement.

17.TERMS AND CONDITIONS

i. Bus Exterior & Interior Advertisement & Seat Back

- a. Fixing, and removing of advertisements shall be done by the licensee at his own risk and cost. The work of fixing advertisements must be carried out in such a way that it shall neither make hindrance to service. The works relating to advertisement shall be carried out preferably during night time. The licensee shall ensure the safety and security of Buses while doing the same. All the wastages and used materials should be disposed off by the licensee himself include pasting or removing the ads without littering in the premises of KSRTC.
- b. Advertisements which offend any law or hurt religious feelings of people or against public policy, morality or defamatory or the display of which is prohibited by any lawful authority, shall not be displayed by the licensee in the prescribed space. The licensee shall not be allowed to display any advertisement inside or outside the other than the prescribed space.
- c. The material used for advertisement shall be eco-friendly, without causing inconvenience to the passengers and the contents not prohibited by law.
- d. Display of advertisements will not be allowed in any Buses other than the ones allotted.
- e. The licensee shall display advertisements only in the space allotted and it is mandatory to display his License number in every advertisement.

- f. The Corporation reserves the right to shift the vehicles carrying advertisement from one station to another and no complaint will be entertained on that account.
- g. List of buses and respective depots will be provided by KSRTC before the execution of agreement. The licensee will only be allowed to advertise in those buses as per the provided list and any amendment in the list of bus will be provided by KSRTC in advance, due to the non availability of any of the buses due to any reasons.
- h. KSRTC has absolute right in withdrawing/detaining any buses for repairs, re-painting, preventive maintenance, CF repairs, accident repairs and overhauling or for the purpose of scrap even if any advertisement displayed on it. No complaint will be entertained on these accounts and no claim for compensation or any reduction in number of buses allowed on account of this, if the downtime of buses is below continuous 14 days. Any down time above continuous 14 days will be considered by KSRTC for the replacement of bus, wherever necessary, and may consider the compensation limited to the prevailing printing and pasting charges which is Rs. 15.10/- +GST per square feet.
- i. The Corporation undertakes no responsibility in the case of defacement of advertisement due to any mishaps and no compensation thereon.
- j. Bus wise individual claims/ complaints on day to day basis will not be considered. No future claims/complaints will be entertained if the buses kept idle for maintenance, repairs or any other administrative / operational matter of KSRTC.
- k. KSRTC will not be responsible for the damages made to the advertisement display material by the passengers/public.
- l. The Corporation reserves the right to exhibit any advertisement of KSRTC or any advertisement sponsored by the Corporation in its buses other than those allotted to the licensee. The Corporation will also be at liberty to utilize any space not included in the license for any purpose, if desires so.
- m. The Managing Director, KSRTC, has the right to impose penalty / fine, if any, for the violation of any of the conditions mentioned herein.
- n. Grievances, complaints on account of the advertisement activities during the contract period shall be entertained within 30 days only. Any requests received after 30 days time shall be rejected.
- o. The advertisement installed by the licensee shall be removed within One week at his own costs from the date of termination. In case the Corporation is constrained to remove the advertisement, that entire expenditure shall be recovered from the licensee.
- p. If any injury occurs to the public both personally and on ecological grounds, if any, the licensee shall undertake all responsibilities at his own risk and cost of damage shall be borne only by the licensee.

ii. Passenger Information System (PIS)

a. Security and Privacy

- The system shall comply with relevant data protection laws and KSRTC's internal security policies.

b. Other Points

- The licensee shall be responsible for the implementation of Passenger information system within the buses at his own cost and the installation should be complete within 90 days from the date of agreement.
- The suitable components shall be provided by the licensee to meet the required specification to display the advertisements remotely. The screens/display units shall be provided with good visibility, legible and attractive to grab more advertisements.
- The components installed shall not disturb the electric/electronic components of the bus system and should ensure safety standards in all aspects.
- All hardware components must be ruggedized and suitable for use in harsh bus environments.
- The installation shall be carried out without disturbing the regular service of each bus and the licensee shall schedule the installation time accordingly.

18.DIGITAL ADVERTISING MANAGEMENT SYSTEM

- a. The licensee shall provide a software to KSRTC with the dashboard to view the details of buses including Bonnet number, the date at which the advertisement pasted or displayed, Validity, Name of the firm/Agency, uptime etc.
- b. KSRTC shall have login access to relevant reports and dashboards.
- c. The licensee should report any discrepancies online in terms of operation of buses, down time, other issues related within 48 hours from the time of occurrence and any report beyond the stipulated time will be treated as void.
- d. The successful tenderer should demonstrate the online dashboard system within 15 days from the date of agreement and necessary amendments/ modifications, if any, shall be incorporated in consultation with KSRTC.

19.BRANDING AND AESTHETIC STANDARDS

All advertisements shall maintain the dignity and public image of KSRTC.

The Licensee shall not:

- Damage KSRTC property;
- Obstruct statutory information;
- Cover route numbers or destination boards;
- Obstruct safety equipment;
- Use inappropriate colours/designs that compromise visibility;
- Cause visual pollution;
- Install unauthorized structures.

20. STATUTORY APPROVALS

20.1 Statutory Compliance

The Licensee must secure for the KSRTC Advertising Right:

- Copyright Licences:** Legal clearance obtained from authors, composers, and publishers to use copyrighted literary, dramatic, or musical creations without violating intellectual property laws.
- Performance Rights:** Public performance permissions and royalty clearances secured from copyright bodies (such as IPRS and PPL in India) to legally play video recordings in public transit vehicles.
- Digital Broadcasting Permissions:** Regulatory permits required to stream and distribute digital content over wireless data networks to mobile public endpoints.
- GST:** Mandatory registration and timely filing of Goods and Services Tax for all commercial revenue, advertising billings, and vendor transactions.
- Labour Laws:** Full compliance with state and national labour regulations, including fair wages, working hours, and social security (EPF/ESI) for tech and installation staff
- Any Other Statutory Approval:**
 - No work shall commence without obtaining the required approvals.
 - KSRTC shall not be responsible for any licensing issues.

21. TENDER PROCESS:

The tender evaluation will be undertaken in four rounds.

Round 1 - Opening of technical bid documents

Round 2 - Document evaluation.

Round 3 - Opening of Price Bid.

Round 4 - E-Auction

1. Round 1- **Opening of Pre-Qualification bid documents:-** The documents uploaded shall be opened at the time and date mentioned.

2.Round 2: **Document evaluation:-** The terms and documents submitted as part of the bids shall be scrutinized by the Tender Inviting Authority. The Tender Inviting Authority may call for additional documents/clarifications through e-tender portal. The list of those who come out successfully of the evaluation of the documents as well as those rejected (with reasons for rejections) will be published on the website of KSRTC (www.keralartc.com), and objections/remarks against the list will be invited. The objections/ remarks received before the date and time specified in the notice will be considered by the Tender Inviting Authority and the final list of successful bidders of round 2 will be published.

3.Round 3 : **Opening of Price Bid.**

4.Round 4 : **e-Auction:-** The bidders shall seek the assistance of Kerala State IT Mission, e- Government procurement PMU & Help desk, Saankethika, Near EPF Office, Vrindavan Gardens, Pattom, Thiruvananthapuram 695004. Help Desk No. Ph: 0471-2577088, 2577188; Toll free No.18002337315; e-mail: etendershelp@kerala.gov.in; Website: www.etenders.kerala.gov.in and make himself conversant with procedure of E-Auction related with e-Tender. KSRTC shall under no circumstance be responsible for any failed e Auction transactions cum procedures.

22.OPENING OF PRICE BID

- a. The PRICE BID of those bidders, who satisfied all of the Prequalification Criteria, shall only be opened for further consideration. The PRICE BID of those bidders who do not satisfy even any one of the pre-qualification condition will not be opened.
- b. Opening of e-Tender will be done at the time and date noted in the e-Tender portal at the Office of the Managing Director, KSRTC.
- c. The bidders have the liberty to resubmit fresh tender/documents till the last date and time of submission of the e-tender.
- d. Resubmission of offer will not be allowed after the time and date fixed for bid submission. The offer once made cannot be withdrawn or modified after the closing of e-tender under any circumstances. Withdrawal or modification of the offer once made in e-Tender will be resulted in the forfeiture of EMD remitted. In such cases the bidder will not have the right to claim the refund of EMD.
- e. The Chairman and Managing Director KSRTC reserve the right to make any modifications or additions in this notice in the event if it is felt that it is in the public interest.

23.GENERAL INSTRUCTIONS TO BIDDERS

- a. Tender shall be made in English.
- b. In case of NEFT, remittance should be made only to the 22 digit beneficiary account number as seen in the remittance form which is available in the e-portal while submitting tender.
- c. **ONLINE PAYMENTS:-** The bidders shall seek clarification from Kerala State IT Mission, e-Government procurement PMU & Help desk, Saankethika, Near EPF Office, Vrindavan Gardens, Pattom, Thiruvananthapuram 695004. Help Desk No. Ph: 0471 - 2577088, 2577188; Toll free No.18002337315; e-mail:

- etendershelp@kerala.gov.in; Website: www.etenders.kerala.gov.in and make himself conversant with procedure for online payment of the Tender Fee and EMD. KSRTC SWIFT shall under no circumstance be responsible for failed transactions due to non compliance of the above procedure.
- d. The bids will be opened online through the e-GP website www.etenders.kerala.gov.in at the KSRTC, Transport Bhavan, Fort, Thiruvananthapuram. If the e-Tender opening date happens to be a holiday or non-working day due to any valid reason, the Tender opening process will be done on the next working day at the same time and place specified. Any change in the opening date/time/venue due to other reasons shall be informed by way of Corrigendum published in the e-GP website.
- e. **DIGITAL SIGNATURE CERTIFICATE:-** Bidders will have to procure legally valid Digital Certificate as per Information Technology Act, 2000 for digitally signing their electronic bids. Bidders can procure the same from any of the license certifying authority of India. For obtaining Digital Signature Certificate and help on e-tendering process, please contact Kerala State IT Mission, e- Government procurement PMU & Help desk, Saankethika, Near EPF Office, Vrindavan Gardens, Pattom, Thiruvananthapuram 695004. Help Desk No. Ph: 0471 - 2577088, 2577188; Toll free No.18002337315; email: etendershelp@kerala.gov.in. Website: www.etenders.kerala.gov.in on all government working days from 9.30 A.M to 5.30 P.M.
- f. E-Auction- The bidders shall seek the assistance of Kerala State IT Mission, e- Government procurement PMU & Help desk, Saankethika, Near EPF Office, Vrindavan Gardens, Pattom, Thiruvananthapuram 695004. Help Desk No. Ph: 0471-2577088, 2577188; Toll free No.18002337315; email: etendershelp@kerala.gov.in. Website: www.etenders.kerala.gov.in and make himself conversant with procedure of E-Auction related with e-Tender. KSRTC shall under no circumstance be responsible for any failed e-Auction transactions cum procedures.
- g. Bidders are advised to note the Tender ID and Tender No. & Date for future reference.
- h. All uploaded scanned documents should contain the signature and the office seal of the bidders and should be digitally signed while uploading in e-tender portal. Documents uploaded without digitally signing shall entitle rejection of the Tender.
- i. The digitally signed Tender document and other specified documents shall be submitted online through the e-GP website www.etenders.kerala.gov.in well in advance before the last date and time. No submission shall be allowed after the last date mentioned.
- j. Bidders are advised to go through all conditions of the Notice Inviting Tender and the Tender documents carefully and to comply them to avoid rejection of their tender.

- k. Furnishing of any false information / fabricated document would lead to rejection of the tender at any stage.
- l. The bidder shall bear all costs associated with the preparation and submission of its bid and KSRTC SWIFT Ltd, Thiruvananthapuram, hereinafter referred to as Tender Inviting Authority, will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.
- m. Conditional tenders will be summarily rejected.

24. GENERAL TERMS AND CONDITIONS

- a. The Tender Form containing the tender conditions can be downloaded from the e-Tender site. The cost of tender form shall be paid through e-payment. Cost of the tender form is not refundable under any circumstances.
- b. The bidder shall quote the **Monthly License fee payable to KSRTC** for the advertising rights in all the buses as per **Appendix – III** as a single unit.
- c. The Monthly License Fee quoted by the bidder shall be entirely for the Advertisement as per Appendix – I of NIT. Split rate for different category of uses or space of display is not allowed and the license fee quoted shall be exclusive of GST.
- d. The license will be confirmed to the Party who quotes the highest amount in the Tender / Auction.
- e. No representation for the reduction of rates once accepted will be entertained under any circumstances
- f. The Corporation shall normally accept the highest offer in the auction/tender but the Corporation reserves the right to accept or reject any of the tenders without assigning any reason whatsoever, if such a step is deemed necessary to safeguard the interest of the Corporation.
- g. The bidder should specify in the tender the experience he possesses and the extent of the present business in the relevant field.
- h. The Earnest Money of Rs.5,00,000/- should be remitted through e- payment in favour of the Financial Advisor & Chief Accounts Officer, Kerala State Road Transport Corporation, Transport Bhavan, Thiruvananthapuram.
- i. If any bidder withdraws his tender on or after the specified/prescribed time for opening Tender/Auction, the EMD shall be forfeited forthwith. Withdrawal of tender

by the successful bidder will entail forfeiture of EMD without further notice. Moreover, the difference in amount between the highest bidder and the second highest bidder will also be realized from the successful bidder invoking provisions of Kerala Revenue Recovery Act, 1968 as the case may be. The loss sustained due to the withdrawal of a successful bidder will be realized from the bidder in any manner Corporation may think fit.

- j. Three months license fees as security deposit **and 1 month license fees in full + GST** to be remitted within 30 days from the receipt of the provisional confirmation order (Shown in **Appendix-II**). If the party fails to remit the License Fee within the time limit, the provisional confirmation order will be cancelled without notice. Balance 11 months license fee should be remitted in equal installments on or before 5th of every month of the license period. Mode of Remittance included as **(Appendix-II)**
- k. The amount remitted as Security Deposit will be released to the party after the satisfactory completion of the contract period without interest. In the event of failure on the part of the licensee to remit the installments in the manner specified herein, interest @18% per annum for the defaulted days for each monthly installment must be realized (i.e. interest will be calculated from the 1st day of the respective month). If the licensee fails to remit the installments of license fees in the manner specified or make default in payment of license fees, the contract shall not be extended. The licensee is liable to compensate the Corporation the loss, if any, so sustained.
- l. The successful bidder shall be required to execute an Agreement (License Deed) in stamped paper worth Rs.500/- (Rs. Five Hundred only) as per the draft prescribed by the Corporation embodying the conditions specified herein and such other terms and conditions as may be decided from time to time if found necessary.
- m. The electoral ID card & Aadhar card number of the licensee and witnesses has to be entered in the agreement and it's self attested copy should be made part of Agreement.
- n. In the case of failure of the successful bidder to fulfill the conditions herein stated, before the commencement of the contract or to remit the payment of the monthly installments on the due dates or to abide by the terms and conditions of the

agreement, the Managing Director will have the right to cancel the contract and to award the contract to another contractor or to carry out the work by the Corporation as Corporation deems it fit and any amount paid by the licensee to the Corporation will be forfeited. Besides, the licensee shall be liable for any loss caused to the Corporation by reason of cancelling the contract. The amount due to the Corporation shall be realized under provisions of Revenue Recovery Act as arrears of land revenue or under the provisions of law in force from any amount due to the licensee on any account or in any other manner as the Corporation may deem fit.

- o. The Corporation shall have the power to cancel the contract entered into with the licensee with one-month notice, if it considers that such cancellation is necessary in the interest of the Corporation / General Public. The licensee shall abide by such decision of the Corporation.
- p. The licensee shall be liable to pay advertisement fee, taxes or any other amount levied by the Government, local or other authorities from time to time. The licensee shall remit GST if any, along with each payment. If the licensee fails to remit these statutory levies / taxes, the particular amount with interest, penalty imposed by Government / local bodies (i.e. taxes and levies etc.) will be realized from the amount remitted by the licensee towards security deposit. If such liability exceeds the Security Deposit, it will be realized under the provision of Kerala Revenue Recovery Act or any other law then in force in respect of present as well as future claims.
- q. The security amount will be refunded to the licensee after the expiry of the license period and after the successful completion of the contract period and upon clearance of advertisement taxes, statutory levies etc., if any, due to Government or local bodies, as well as after deducting liability if any.
- r. If the licensee retracts from the fulfillment of the contract, he must be liable to compensate the loss, if any, sustained to Corporation on account of this. The loss so sustained will be realized from the defaulter invoking provisions of Revenue Recovery act or by invoking provisions of any other law.
- s. If the successful bidder fails to execute the agreement as instructed in the provisional confirmation order, the Corporation will be at the liberty to confirm the

tender in favour of the second highest bidder, if it deems fit and loss on account of this (i.e. difference between the highest and second highest bid amount) will be realized from the defaulted bidder by invoking provision of Kerala Revenue Recovery Act or any other law then in force.

- t. If the license is terminated on attaining the agreed period, or otherwise, the licensee will only be responsible to the advertisers. The Corporation has no liability to the advertisers as the contract is only between the Corporation and the Licensee.
- u. The licensor will maintain an issue registers for recording the details of the buses issued including the date of issue, the period, to be maintained in the Unit with copy to Chief Office and representatives of both the parties must acknowledge the same.
- v. No space shall be let out to the licensee for the display of advertisements beyond the date of expiry of contract.

w. **TERMINATION**

KSRTC shall have the right to terminate the Agreement in the event of:

- Non-payment of license fee;
- Persistent breach of tender conditions;
- Unauthorized transfer/sub-licensing;
- Fraud or misrepresentation;
- Display of prohibited advertisements;
- Material damage to KSRTC property;
- Failure to commence operations;
- Persistent poor performance;
- Insolvency;
- Violation of statutory provisions;
- Any other material breach of the Agreement.

KSRTC may issue a notice of **30 days** for termination for specified contractual defaults, with immediate termination permitted for serious violations, fraud, illegal activities or other circumstances specified in the Agreement.

x. **CONFIDENTIALITY**

- The Licensee shall maintain confidentiality of commercial, operational, technical and other information provided by KSRTC.
- No information relating to KSRTC shall be disclosed to third parties without prior permission, except where required by law.

y. **INTELLECTUAL PROPERTY**

- The KSRTC name, logo, trademarks and other intellectual property shall remain the property of KSRTC.
- The Licensee shall not use the KSRTC logo/name for any purpose other than execution of the Agreement without prior written permission.

z. Any dispute/complaint arising out of this tender will be addressed in writing to the Chairman And Managing Director, KSRTC. The decision of the Chairman & Managing Director on all matters arising out of the agreement will be final, conclusive and legally binding on all parties concerned. The Chairman & Managing Director reserves the right to cancel the tender without showing any reason.

aa. Disputes if any, arising out of this agreement shall be settled within the jurisdiction of Courts at Thiruvananthapuram.

Tender Inviting Authority

Thiruvananthapuram

Date: 11/09/2026

I/We hereby accept all the above terms and conditions in its entirety.

Signature of bidder:

Name of bidder:

Address of bidder:

Telephone No. of bidder:



KERALA STATE ROAD TRANSPORT CORPORATION

Appendix-I

No: ES03/12/2025 EST KSRTC

Date: 11/09/2026

E-TENDER CUM AUCTION FOR AWARDING LICENSE FOR GRANT OF INTEGRATED ADVERTISING RIGHTS ON KSRTC BUS AS A WHOLE (Including Advertisement on the reverse side of ETM generated Bus Tickets).

- 1 The Tender Form containing the tender conditions can be downloaded from the e-Tender site. The cost of tender form shall be paid through e payment. Cost of tender form is not refundable under any circumstances.
- 2 The bidder shall quote the **Monthly License fee payable to KSRTC for the advertising rights in all the buses as per Appendix – III as a single unit excluding GST and all other levies.**
- 3 On satisfactory performance and on completion of a period of one year there will be an escalation of 5% of license fee per year, and 10% of license fee on completion of the fourth year of license period on compounding basis.
- 4 The license will be confirmed to the Party who quotes the highest license fee in the Tender.
- 5 The Corporation shall normally accept the highest offer in the e-tender cum auction but the Corporation reserves the right to accept or reject any of the tenders without assigning any reason whatsoever, if such a step is deemed necessary to safeguard the interest of the Corporation.
- 6 The "H-1" Bidder will be selected as the Successful Bidder after the approval from the Competent Authority and henceforth he will be issued a "Provisional Confirmation Order" by the Tender Inviting authority and communicated to the Successful Bidder by email.
- 7 The tenderer should specify in the tender the experience he possesses and the extent of the present business in the relevant field.
- 8 The Earnest Money of Rs.5,00,000/- should be remitted through e-payment in while submitting the e-tender.
- 9 If any tenderer withdraws his tender on or after the specified/prescribed time for opening Tender, the EMD shall be forfeited forthwith. Withdrawal of tender by the successful tenderer will entail forfeiture of EMD without notice.
- 10 Moreover, the difference in amount between the highest bidder and the second highest bidder will also be realised from the successful tenderer invoking provisions of Kerala Revenue Recovery Act, 1968 as the case may be. The loss

sustained due to the withdrawal of successful tenderer will be realised from the tenderer on any manner Corporation may think fit.

- 11 The successful bidder shall deposit an amount as detailed in Appendix-II as interest free Security Deposit within 30 days from the date of receipt of the provisional confirmation. The amount shall be paid to the Account of the Financial Advisor & Chief Accounts Officer, KSRTC.
- 12 The amount remitted as Security Deposit will be released to the party after the satisfactory completion of the contract period without interest. In the event of failure on the part of the licensee to remit the instalments in the manner specified herein, interest @18% per annum for the defaulted days for each monthly instalment must be realized (i.e. interest will be calculated from the 1st day of the respective month). If the licensee fails to remit the instalments of license fees in the manner specified or make default in payment of license fees, the contract shall not be extended. The licensee is liable to compensate the Corporation the loss, if any, so sustained.
- 13 If the contractor makes any default in the payment of license fees at any stage of the contract period, the agreement for the subsequent year may not be considered for further renewal.
- 14 The successful tenderer shall be required to execute an Agreement (Licence Deed), within 30 days from the date of provisional confirmation order, in stamped paper worth Rs.500/- (Rs. Five Hundred only) as per the draft prescribed by the Corporation embodying the conditions specified herein and such other terms and conditions as may be decided from time to time if found necessary.
- 15 The electoral ID card & Aadhar card number of the contractor and witnesses has to be entered in the agreement and it's self attested copy should be made part of Agreement.
- 16 Termination of contract: In the case of failure of the successful tenderer to fulfill the conditions herein stated, before the commencement of the contract or to remit the payments on the due date/time or to abide by the terms and conditions of the agreement, the Chairman & Managing Director will have the right to cancel the contract and to award the contract to another contractor or to carry out the work by the Corporation as Corporation deems it fit and any amount paid by the contractor to the Corporation will be forfeited. Besides the contractor shall be liable for any loss caused to the Corporation by reason of cancelling the contract. The amount due to the Corporation shall be realised under provisions of Revenue Recovery Act as arrears of land revenue or under the provisions of law in force from any amount due to the contractor on any account or in any other manner as the Corporation may deem fit.

- 17 No representation for the reduction of rates once accepted will be entertained under any circumstances.
- 18 The Corporation shall have the power to cancel the contract entered into with one-month notice, if it considers that such cancellation is necessary in the interest of the Corporation / general public. The contractor shall abide by such decision of the corporation.
- 19 The contractor shall be liable to pay taxes or any other amount levied by the Government, local or other authorities from time to time. The contractor shall remit GST if any, along with each payment. If the contractor fails to remit these statutory levies / taxes, the particular amount with interest, penalty imposed by Government / local bodies (i.e. taxes and levies etc.) will be realised from the amount remitted by the contractor towards security deposit. If such liability exceeds the Security Deposit, it will be realised under the provision of Kerala Revenue Recovery Act, 1968 or any other law then in force in respect of present as well as future claims.
- 20 If the contractor retracts from the fulfilment of the contract without valid reason, he shall be liable to compensate the loss, if any, sustained to Corporation on account of this. The loss so sustained will be realised from the defaulter invoking provisions of Revenue Recovery Act, 1968 or by invoking provisions of any other law.
- 21 The contractor shall not have any right to continue beyond the date of expiry of contract.
- 22 The Contractor shall at all times indemnify the Corporation from all claims, damages, compensation etc., under the provisions of all Laws and Acts pertaining to the Labour engaged by the contractor. In case any such payments are made by the Corporation, the contractor shall reimburse the same to the Corporation.
- 23 The contractor is liable to bear all expenses and pay compensation in case of death or injury (simple or grievous) caused in the Corporation premises to any person engaged, authorized or directed by the Contractor during the course of conduct of business. The Corporation is not liable to pay such compensation or to bear such expenses.
- 24 All other statutory levies, taxes etc., imposed by State & Central Governments, Local bodies etc., shall be borne by the contractor for conducting the business.
- 25 The Chairman & Managing Director, KSRTC has the right to impose penalty/fine, if any, for the violation of any of the conditions mentioned herein.
- 26 The date of execution of agreement and date of functioning of the advertisement services should be same. If the successful tenderer fails to execute the agreement within 30 days as stipulated in the provisional confirmation order, the Corporation will be at the liberty to confirm the tender in favour of the second highest bidder, if

it deems fit and loss on account of this (i.e. difference between the highest and second highest bid amount) will be realised from the defaulted tenderer by invoking provision of Kerala Revenue Recovery Act or any other law then in force.

- 27 If the contractor fails to begin functioning of the advertisement services on or before Thirtieth day, however KSRTC shall consider the starting of license period itself. However if the tenderer starts functioning earlier the period of license will be considered from that date.
- 28 The contractor shall have no right to assign, sublet or underlet the license to any others.
- 29 Force majeure clause: Neither KSRTC nor contractor shall be liable for any inability to fulfil their commitments and obligations hereunder occasioned in whole or in part by Force Majeure, any of the following events resulting in material adverse effect, shall constitute force majeure events:
 - a. Earthquake, Flood, Inundation, Landslide, Storm, Tempest, Hurricane, Cyclone, Lighting, Thunder or other extreme atmospheric Disturbances.
 - b. Fire caused by reasons not attributable to the Licensor. Acts of terrorism.
 - c. War, hostilities (whether war be declared or not), invasion, act of foreign enemy, rebellion, riots, weapon conflict or military action or civil war.
 - d. Strikes or boycotts, other than those involving the Licensor, its contractors, or their employees, agents etc, and
 - e. Any other similar things beyond the control of the party, except court order/ court judgment.
30. The decision of the Chairman & Managing Director on all matters arising out of the agreement will be final, conclusive and legally binding on all parties concerned. The Chairman & Managing Director reserves the right to cancel the quotation without showing any reason.
31. Disputes if any, arising out of this agreement shall be settled within the jurisdiction of Civil Courts at Thiruvananthapuram.
32. Non exclusive clause: The Corporation has the right to appoint any other Firms / Contractors for conducting the same or similar business or any other activity related to the business anywhere in the Corporation on "non exclusive basis" and the contractor shall not have any right to object the same.
33. Confidentiality clause: Contractor shall not disclose to any other party about the knowledge of KSRTC project system or pass-on the possession of material and information given to the contractor under this agreed contract or any information which has been generated during the running of the project. The contractor shall

hold such material and information in strict confidence, not to make use of them other than for the performance of this contract, except release it only to the designated employees requiring such information for the advertisements in buses. During execution of the contract and thereafter the above information shall not be released to any other parties.

34. Severability: If for any reason whatever any provision of this agreement is or becomes invalid, illegal or unenforceable, such invalidity, illegality or unenforceability shall not prejudice or affect the remaining provisions of the agreement which shall continue in full force and effect. The parties will negotiate in good faith with a view to agreeing upon one or more provisions which may be substituted as nearly as practicable to such invalid, illegal or unenforceable provision.
35. Wherever provision is made for giving or issuance of any notice, instruction, consent, approval, certificate or determination by any Party, unless otherwise specified, such communication shall be in writing in English and shall not be unreasonably withheld or delayed.

CHAIRMAN & MANAGING DIRECTOR

Place: Transport Bhavan, Fort Thiruvananthapuram
Date : 11.09.2026

I/We hereby accept all the above terms and conditions in its entirety.

Signature of bidder:

Name of bidder:

Address of bidder:

Mobile No. of bidder:

Appendix - II

MODE OF PAYMENT FOR SUCESSFUL BIDDER FOR THE PERIOD OF FOUR YEARS		
1	EMD – Rs. 5,00,000/-	To be included with e-Tender
2	Three months License Fee as Security Deposit exclusive of EMD	On or before 30th day of date of receiving Temporary Confirmation
3	1st Year – One (1) Month License fee in full + 18 % GST	On or before 30th day of date of receiving Temporary Confirmation
	Balance 11 Months License fee +18% GST	On or before 5th of every month.
4	From 2nd Year onwards-5% hike every year. One (1) Month License fee + 18% GST	Before Commencement of license period from 2nd Year and consecutive years
	Balance 11 Months License fee + 18% GST	On or before 5th of every month from 2nd Year onwards.
5	18% Penal interest for all delayed payment	To be calculated from the 1st day of default month

TENDER INVITING AUTHORITY

Place: Transport Bhavan, Fort Thiruvananthapuram

Date: 11.09.2026

Appendix - III

Tender Notice No: ES03/12/2025-EST

Date 11/09/2026

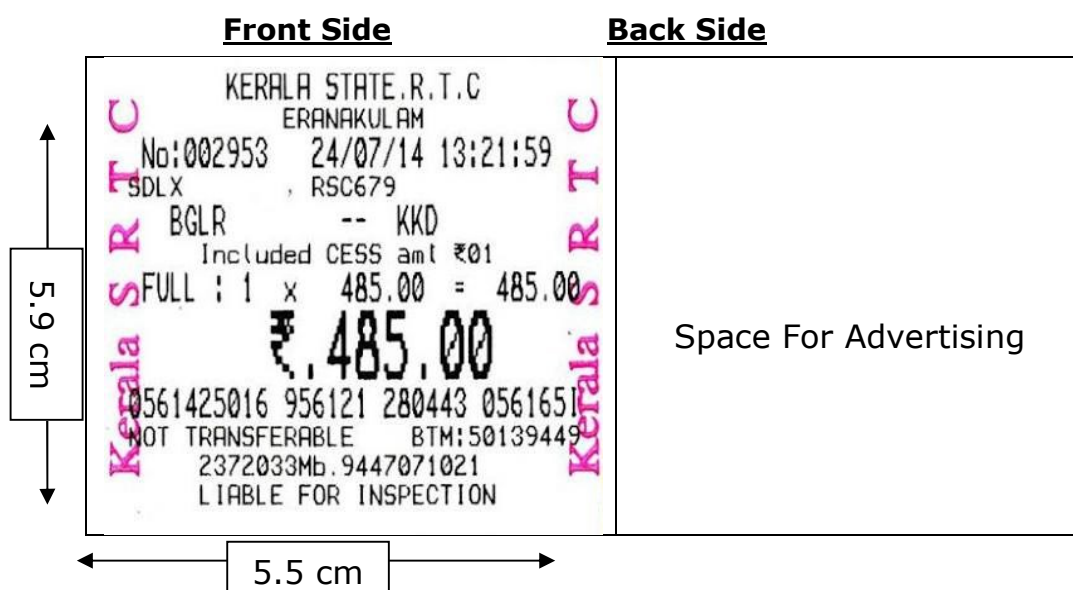
LIST OF KSRTC BUSES FOR ADVERTISEMENTS

Space available:

SL NO	CLASS	NUMBER OF BUSES
1	ORD	1550
2	FP	1000
3	SFP	164
4	JN A/C	50
5	JN Non A/C	236
TOTAL		3000

APPENDIX - IV

Specification and Details of Advertisement on the Reverse Side of Passenger Tickets Generated through Electronic Ticketing Machines (ETMS)



**The number of tickets & available space are given only for reference. (Model specification with minimum available dimensions are enclosed herewith for reference)*

TECHNICAL SPECIFICATIONS OF ETM THERMAL ROLLS

Sl.	Parameter	Specification
1.	Type of Ticket	ETM (Electronic Ticket Issue Machine) Thermal Roll
2.	Printing Side	Back side of passenger ticket
3.	Ticket Size (Approximate)	length -15 meter Width - 2.25 inches and mm(57+or-1mm)
4.	Substance (GSM)	54+-5 of the declared actual substance.
5.	Print Colour	Single colour or multi colour (as permitted by ETM Roll supplier)
6.	Advertisement Content Format	Soft copy of art/design in format prescribed by KSRTC
7.	Lead Time for Printing	Approximately 1 to 3 months from submission of approved artwork
8.	Artwork Submission Deadline	Minimum 10 days before scheduled printing
9.	Printing Cost	Borne by the Licensee, payable to KSRTC at rates communicated by KSRTC
10.	Artwork Approval Authority	Chairman& Managing Director, KSRTC

NOTE: These specifications are indicative. The Licensee must physically inspect the ETM roll advertising space before submission of the bid. No claim or modification request shall be entertained after submission.

ANNEXURE - 01

(Proforma of Certificate be furnished along with Technical Bid)

KERALA STATE ROAD TRANSPORT CORPORATION**GENERAL INFORMATION ABOUT THE BIDDER**

1	Name of the Bidder Registered address of the firm with GSTIN					
	State		District			
	Telephone No.		Fax			
	Email		Website			
Contact Person Details						
2	Name		Designation			
	Telephone No.		Mobile No.			
Communication Address						
3	Address					
	State		District			
	Telephone No.		Fax			
	Email		Website			
Type of the Firm (Please ✓ relevant box)						
4	Private Ltd.	☐	Public Ltd.	☐	Proprietorship	☐
	Partnership	☐	Society	☐	Others, specify	☐
	Registration No. & Date of Registration.					
5	Nature of Business:					
	Grant of Integrated Advertising Rights on KSRTC Bus as a whole (Including Advertisement on the reverse side of ETM generated Bus Tickets)					

Key personnel Detail (Chairman, CEO, Directors, Managing Partners etc.)				
6	in case of Directors, DIN Nos. are required			
	Name		Designation	
	Name		Designation	
Bank Details				
7	Bank Account No.		IFSC Code	
	Bank Name & Address		Branch Name	
	Tel No		Email ID	
8	Whether any criminal case was registered against the company or any of its promoters in the past?			Yes / No
9	GST No.			
10	Other relevant Information provided *			
Date:		Office Seal		Signature of the Bidder

I/We hereby certify that all the above information provided is true, complete and correct to the best of my/our knowledge and belief.

Name & Signature of Bidder

Annexure-02

(Proforma of Certificate be furnished along with Technical Bid)

ANNUAL TURN OVER STATEMENT

The Annual Turnover of M/s_____ for the past THREE years are given below and certified that the statement is true and correct.

Sl. No.	Year	Turnover in Lakhs (Rs)
1	2023 – 2024	
2	2024– 2025	
3	2025 – 2026	
Total		
Average Turnover per year		

Date:

Signature of Auditor
(Name in Capital)

Seal:

Annexure - 03

(Proforma of Certificate be furnished along with Pre Qualification Bid)

AFFIDAVIT

**Format for Affidavit certifying that Entity / Promoter(s) / Director(s)/Partners
of Entity are not blacklisted**

I, M/s. (Name of the firm), having registered office at hereby certify and confirm that we or any of our promoter(s) /director(s) are not barred by Department of Transport, Govt. of Kerala/ or any other entity of Government of Kerala or blacklisted by any state government or central government / department / organization in India from participating in Tender/s, either individually or as member of a Consortium as on the (Last date of submission of tender).

I, M/s..... (Name of the firm) also hereby confirm that we or any of our promoter(s) /director(s) is not having any unsettled disputes/ unnecessary litigation with existing or previous contracts with KSRTC and also are not defaulters in payment of licence fees or penalties or having any type of existing unpaid financial obligation with KSRTC.

We further confirm that we are aware that, our bid for the captioned tender would be liable for rejection in case any material misrepresentation is made or discovered at any stage of the Bidding Process or thereafter during the contract period.

Dated this Day of, 20....

Signature, Name &
Address of the Bidder