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## **KERALA STATE ROAD TRANSPORT CORPORATION**

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No ES04/49/2024-GMN-KSRTC-HQ

Date: 16-11-2024

### **INVITING EXPRESSION OF INTEREST FOR THE BRANDING OF VARIOUS BUS DEPOTS**

Sub :- **INVITING EXPRESSION OF INTEREST  
FOR THE BRANDING OF VARIOUS BUS DEPOTS**

Ref :-

BODY OF LETTER

The Kerala State Road Transport Corporation is one of the oldest and largest fleet operators of India. Daily 20 lakh passengers are depending in KSRTC to meet their travel requirements. This includes long route and Inter State Services. KSRTC has about 93 Depots situated in various prime locations throughout Kerala. Considering this KSRTC decided to invite EOI from reputed and experienced firms to participate in the branding of its bus stations. The goal is to enhance the passenger experience, provide effective advertising channels, and increase revenue through strategic partnerships. Those who are interested may submit their EOI and concept level proposals to the email

ID estate@kerala.gov.in on or before 06.12.2024

For more details contact: Phone - 0471 – 2471011 extn 232, Mobile numbers :9995707131, 9188619384 and Email id estate@kerala.gov.in

### **Objectives**

The selected firm will implement, and maintain a comprehensive branding strategy in the bus station/stations allotted. Bus Station branding refers to the visual identity and marketing elements applied to a Bus Station which includes

1. Enhance passenger experience
2. Create a recognizable identity
3. Communicate information effectively
4. Promote the transportation

### **The Main elements are:**

1. Logo and Color Scheme: KSRTC emblem along with the name KERALA STATE ROAD TRANSPORT CORPORATION should be notified in all bus stations
2. Signage: Clear directional signage, route information, and station names.
3. Digital Displays: Showing Arrival and Departure of buses and announcement.
4. Design: Architectural design reflecting the brand's Identity

### **The main benefits of branding are as follows**

1. Excellent Brand Visibility

2. Enhanced passenger satisfaction
3. Increased ridership
4. Improved navigation
5. Maximum Reach for the Offeror

### ELIGIBILITY CRITERIA

The respondent should have the capability to implement the projects in terms of geographical spread, industry experience, project management skills and quality.

1. The offeror should be a Company registered under the existing laws.
2. The offerors must have good financial background.
3. The offeror should not have been blacklisted by any Government/Government Agency in India.
4. The offeror should have an office in Kerala. However, if the local presence is not there in the State, the offeror should give an undertaking for establishment of an office.
5. The prospective offerors are to submit a concept level proposal with details of their plan as a portfolio either in hard copy and as soft copy along with EOI.
6. No other proposal other than Bus Station Branding will be entertained.
7. The Offeror shall be responsible for any repair and shall indemnify KSRTC from liabilities arising out of this during the contractual period.

## Terms and Conditions

1. The selected firm shall be responsible for the maintenance and cleanliness of the Bus Station.
2. The selected firm should maintain a Passenger waiting area.
3. The bus station building should be painted beautifully with their specific brand colours and livery. Selection of colours should be intimate to KSRTC and is subjected to the approval of KSRTC.
4. For the Prescribed period the offeror should do the minor repairs, related civil works and waste management of the bus station.
5. The offeror should make a garden in the bus station premises and the routine maintenance of the same should be done on a day-to-day basis.
6. In lieu of this, permission is given to display advertisement of the selected firm in the specified areas of the bus Station subjected to the terms and condition of KSRTC.
7. There will be a pre bid meeting by the offerors after the EOI submission.
8. The interested bidders will be short listed and awarded the contract through a selection process.
10. All necessary statutory approvals from the authorities concerned KSEB, Local Governing bodies etc are to be obtained by the selected firm.
11. Right to reject any or all Expressions of Interest- Notwithstanding anything contained in this document, the Authority reserves the right to accept or reject any EOI and to annul the Selection Process and reject all EOIs, at any time without any liability or any

obligation for such acceptance, rejection or cancellation.

12. The Authority reserves the right to reject any Expression of Interest, if (a) At any time, a material misrepresentation is made or uncovered, or (b) the offerer does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Expressions of Interest.

13. At any time before the submission of Expression of Interest, the authority may, whether at its own initiative or in response to a clarification requested by a potential offeror, amend the EOI by issuing an Addendum/Corrigendum, which shall be uploaded on website [www.keralartctender.com](http://www.keralartctender.com) only and also may extend the deadline for submission of Expressions of Interest.

**Chairman & Managing Director**

Yours faithfully,

P S PRAMOJ SANKAR  
CHAIRMAN & MANAGING DIRECTOR(KSRTC-HQ)

TO:

COPY TO :