



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. S001-ES0C2/4/2026- EST

Date: 09.06.2026

NOTICE INVITING TENDER (NIT) E-Tender cum Auction

E-TENDER CUM AUCTION FOR GRANT OF EXCLUSIVE ADVERTISEMENT RIGHTS ON THE REVERSE SIDE OF PASSENGER TICKETS GENERATED THROUGH ELECTRONIC TICKETING MACHINES (ETMs) OF KSRTC FOR A PERIOD OF TWO YEARS ON YEARLY BASIS WITH AN ESCALATION OF 10% OF LICENSE FEE ON COMPLETION OF ONE YEAR OF LICENSE PERIOD ON COMPOUNDING BASIS.

COMMERCIAL BID

a	Tender No. & Date	TENDER No S001-ES0C2/4/2026-EST dtd.09/06/2026
b	Tender Details	E-Tender cum Auction for Grant of Exclusive Advertisement Rights on the Reverse Side of Passenger Tickets Generated Through Electronic Ticketing Machines (ETMs) of KSRTC for a Period of Two Years on Yearly Basis with an Escalation of 10% of License Fee on Completion of One Year of License Period on Compounding Basis.
c	Place of Opening	Kerala State Road Transport Corporation, Transport Bhavan, Fort, Thiruvananthapuram.
d	Tender Form Fees (Non Refundable)	Rs.5,600/- (Rs. 5,000/-+ GST@ 12%) (Rupees Five Thousand and Six Hundred only)
e	Earnest Money Deposit. (EMD) EMD Exemption NOT allowed.	Rs. 2,00,000/- (Rupees Two Lakh 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/ Telephone number for enquiry and doubts	Estate Officer, Transport Bhavan, Fort, Thiruvananthapuram PIN: 695 023, Tel: No: 0471-2471011-(Extn: 232), Mobile: +91 9188619384, e-mail: estate@kerala.gov.in
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, Thiruvananthapuram – 695004 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.

KSRTC is introducing women free travel in its buses from 15th June 2026 by which the percentage of women traveller is expected to be increased by 30 to 50 percentage from the current strength of women passengers, thereby an increase in the total passengers in KSRTC buses.

KSRTC intends to Grant Advertising Rights for Displaying Advertisements Behind ETM Ticket Rolls. An average 18,00,000 to 19,00,000 printed tickets are being issued through Electronic Ticketing Machines (ETMs) every day. It is expected to rise further upon implementation of the free travel scheme for women. There is a wide reach of these buses to the travelling public as well the common public. KSRTC considers it as a source of additional revenue to the Corporation.

2. Objectives

Kerala State Road Transport Corporation (KSRTC) invites online competitive bids through E-Tender cum Auction from eligible advertising agencies, media houses, advertising concessionaires, marketing firms and other qualified entities for obtaining the exclusive right to display advertisements on the reverse side of passenger tickets generated and issued through Electronic Ticketing Machines (ETMs) operated by KSRTC throughout Kerala.

The selected bidder shall be granted the right to procure advertisements, design, print and display advertisements on the reverse side of ETM tickets in accordance with the terms and conditions of this tender for the period of Two years with an escalation of 10% of License fee on completion of one year of license period on compounding basis. Those who submit e-Tender can only participate in the e-auction.

3. Scope of Work

a. Nature of Work

- i. The contract is for selection of an advertising agency to display of advertisements on the back side of passenger tickets issued through ETM (Electronic Ticket Issue Machine) thermal rolls of KSRTC.
- ii. 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.
- iii. Technical specifications of the ETM thermal rolls, including ticket size and print area as per **Appendix II**

b. Financial Structure

- i. The Licensee shall quote a monthly License Fee in Rupees excluding GST payable to KSRTC for displaying advertisement behind the ETM generated tickets. This amount excludes the cost of printing of advertisement.
- ii. 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.
- iii. 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.
- iv. 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.

c. 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.

4. 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. Some of the key statistics relating to KSRTC operations are as follows:

SI No	Descriptions	No's
1	Districts	14
2	Depots	93
3	Bus stations	Main Depots: 28 Sub-Depots: 41 Operating Centres: 18
4	Vehicles	5733
5	Schedules	4800
6	Schedule Kms per day	16.00 lakhs km
7	Average traffic revenue per day	Rs.7.5 crores
8	Average passengers travelled per day	21 lakhs
9	Average consumption of ETM thermal rolls per year	27.6 lakhs
10	Average consumption of ETM thermal rolls per Month	2.3 lakhs
11	Average no of tickets print from each ETM thermal roll.	230 tickets

6. PRE QUALIFICATION 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 following eligibility criteria will be summarily rejected.

Sl. No.	Basic Requirement	Specific Requirements	Documents Required
1	Business Entity	Individual, Proprietorship Firm, Partnership Firm, Company, Corporation, Consortium, or Joint Venture registered under applicable Indian law.	Certificate of incorporation / registration under relevant statute
2	Bidder Entity	Consortium/Joint Venture is allowed and one of the parties in the consortium/Joint Venture partner will be the Prime Bidder / Lead Bidder. Prime Bidder / Lead Bidder shall be treated as "Bidder", Any of the parties of the consortium/Joint Venture partner or the Prime Bidder/Lead Bidder may meet the technical criteria. However, the Prime Bidder/Lead Bidder alone should meet the financial criteria.	Copy of the consortium / Joint Venture agreement in case of consortium/Joint Venture, clearly specifying the role and area of specialization of the individual parties of consortium /Joint Venture, duly signed by consortium/Joint Venture parties on Rs.100/- non-judicial stamp paper should be enclosed.
3	Experience	The agency should have an experience of minimum 2 years in the field of indoor / outdoor Advertisement.	Bidder shall 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.
4	Annual Turnover	The Bidder must have an average annual turnover of at least Rs.50.00 lakh during the last Three financial years as on 31.03.2026. (FY 2023-24, 2024-25 & 2025-26)	Audited and Certified Balance Sheet and Profit / Loss Account for the last three Financial Years should be enclosed.23-24 2024-25 & 2025-26. CA Certificate should be enclosed as per Annexure II.
5	Tax Registration	The Bidder or the Prime Bidder / Lead Bidder should have a registered number of GST where his business is located Income Tax PAN	Copies of relevant Certificates of Registration.
6	General	1. Aadhar card 2. PAN Card. 3. GST ID 4. Power of attorney	1. Self Attested copy of PAN, TAN card and GST Registration of the bidder. 2. Power of Attorney/Authority Letter to sign the Tender Document as applicable.
7	Non-Blacklisting, Non-litigation, Non-dispute	The bidder must not have been blacklisted /terminated by any Government, PSU or corporation in the last two years Bidders those who are having unsettled disputes /unnecessary litigation with existing contracts with KSRTC will be considered Disqualified.	Notarised Undertaking (Annexure-III)

	Declaration	Any promoter or director of a firm, or any member of a consortium or joint venture, who has been barred or blacklisted by KSRTC, the Government of Kerala, or any entity of the Government of Kerala, or any other state or central government department/organisation in India, shall be disqualified	
--	-------------	--	--

7. KSRTC's Rights & Limitations

- a. The Chairman and Managing Director shall have the absolute right to reject all or part of any advertisement content, or to require modifications, if the content is objectionable, contrary to the interests of KSRTC / Government / the general public, or otherwise inappropriate. No advertisement shall be displayed without prior approval.
- b. KSRTC reserves the right to increase or reduce the number of ETM thermal rolls at its discretion, and to modify the format or specifications of passenger ticket thermal rolls. No claim for compensation shall lie against KSRTC on account of such changes.
- c. KSRTC reserves the right to print advertisements of its own choice on up to ten percent (10%) of the total number of ETM rolls. The Licensee shall have no objection and shall not claim any revenue in respect of such rolls.
- d. KSRTC is at liberty to display advertisements of its own, or of Government Departments / Government-sponsored schemes / Private parties, on rolls reserved for KSRTC's use.
- e. KSRTC reserves the right to appoint separate agencies for display of advertisements on other types of tickets not covered by this contract.
- f. Ticket size is approximately 5.9 cm (height) × 5.5 cm (width) and is subject to variation. The Licensee shall prepare artwork according to the actual space available. While issuing tickets, the advertisement may occasionally be split across two tickets; KSRTC shall not be responsible for such occurrences.

8. General Clauses:

1. KSRTC provides only the space on the back side of passenger tickets in a Single colour or multi colour. No financial liability whatsoever shall attach to KSRTC during the contract period as per **Appendix -II**
2. No guarantee is given for continuous display of advertisements on any particular route or any particular space on the back side of passenger tickets.

3. No refund shall be allowed for any advertisement not displayed due to unavoidable or unforeseen circumstances, including but not limited to electricity breakdown, bundhs, agitations, court directives, strike, lockout, civil commotion, war, or any other emergency. However, if any such event continues for more than fifteen (15) days across the entire State, the contract period shall be proportionately extended.
4. KSRTC shall not be liable for any loss or damage suffered by the Licensee, its bankers, financial institutions, customers, or personnel on account of any advertisement being printed or not printed for any reason.
5. The advertising contracts are accepted subject to the rules, regulations, and policies of KSRTC, as amended from time to time.
6. The Licensee shall be authorised to carry only such advertising as is permissible under applicable law.
7. The Licensee shall not display or exhibit pictures, posters, statues, or other material that is repugnant to public taste or is of an indecent or immoral character. KSRTC's decision in this regard shall be conclusive and binding on the Licensee.
8. KSRTC shall not be accountable for any loss or damage suffered by the Licensee on account of any advertisement being printed or not printed for any reason.
9. KSRTC shall not be responsible for any technical problems encountered on the e-procurement portal resulting in delay, loss, or non-receipt of any submission.
10. While issuing tickets, the advertisement printed on the back may occasionally appear split into two parts, for which the Corporation shall not be held responsible.
11. Corporation will arrange for printing of advertisements by the ETM Rolls supplier and circulation according to its scheduled program. The agency shall abide by such scheduled program. The approximate time required for printing advertisements is one to three months.
12. KSRTC shall have the right to reject either whole or part of the content of the Advertisement, or to ask for modification if the advertisement is objectionable and against the interests of the Corporation/Govt./general public or not worthy for display.

13. The advertising agency will have to bear the cost of making soft copy of art/design proposed to display the advertisement on backside of passenger tickets ETM thermal rolls.
14. The KSRTC shall have the rights to increase / reduce the number of passenger ticket thermal rolls and to change or modify the passenger ticket thermal rolls for displaying advertisements at its discretion.
15. KSRTC shall not be responsible for any loss, damage, wear and tear the advertisement /space on back side Passenger Tickets if any after or during the period of display / contract.
16. The Licensee shall also be responsible to pay the fees for permission to display advertisements on back side of Passenger Tickets in accordance with the provision of Motor Vehicle Act 1988, Kerala Motor Vehicle Rules, 1989 and the Govt. Notifications issued there under.(if applicable)
17. The Licensee is also responsible for payment of any new taxes introduced by the Corporations/ Government etc. herein after.
18. In the event of non-display of any advertisement on backside of passenger tickets of the Corporation on account of the suspension or cancellation of its transport services due to the existence of prevalence of a state of war directly or indirectly affecting the Union of India, or riot or civil commotion, or any other emergency in the State and / or strike or other concerned refusal to work on the part of the employees of the Corporation or in the event of a lock-out being declared by the Managing Director of the Corporation, the Licensee or the advertising party shall not be entitled to any abatement or refund of the rent. The Licensee shall not have any claim for non-display of advertisements due to the said causes against the Corporation. However, in case any of the events continues beyond a period of fifteen days over the entire state, the contract period would be proportionately extended.
19. No guarantee is given for continuous display of advertisements on any particular routes nor is any guarantee given that the advertisements shall be displayed on any particular space on back side of Passenger Tickets No refund shall be allowed for any advertisement not being displayed due to any unavoidable or unforeseen circumstances. Further the Corporation reserves its rights to withdraw tickets according to the needs & requirements of the KSRTC. No claims or legal proceedings for damages in such cases shall be maintainable or instituted.

20. The Advertising Agency shall make good all losses if any and settle all disputes / complaints of the advertisers from whom he procured advertisements for printing.
21. The Advertising Agency shall have to obtain any certificate or permission or license as may be necessary or required from the concerned authorities of Central Government / State Government / Local body for display of advertisements.
22. The Advertising Agency shall comply with all the rules and procedures obtaining in the local / within the territorial limits, in which the business is carried on and shall pay all the Taxes, fees or other sums payable to the local or any authorities for the purpose of carrying out the business of display of advertisements and there shall be no dues payable to any authority.
23. The Advertising Agency shall not procure for display of advertisements concerning Tobacco, Liquor, Alcoholic products – Narcotics, Obscene material, Religious / Political and Election campaign slogans or any other product prohibited by the Corporation / Government from time to time which direct or indirectly promotes.
24. The Advertising Agency shall not procure any advertisements for printing beyond the date of expiry of the agreement.
25. The Licensee shall not display of any advertisement which is prohibited by any law.
26. The Corporation shall not be liable for any loss incurred by the advertising agency to its Bankers, Financial institutions, customers, personnel engaged by the advertising agency or any other person connected with the business of the advertising agency.
27. The Advertising Agency shall furnish information that may be required by the Corporation from time to time, connected with the procurement of advertisements.
28. The Corporation shall not be accountable for any loss or damage etc. that the advertising agency may suffer on account of any advertisements printed / not printed for any reason.
29. The Advertising Agency shall not appoint other firms / agencies / individuals as sub –agencies to carry out the business.

9. General Conditions of the contract

- 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 Licensee shall quote a monthly License Fee in Rupees excluding GST payable to KSRTC for displaying advertisement behind the ETM generated tickets. This amount excludes the cost of printing of advertisement.
- c. The Monthly License Fee quoted by the tenderer shall be entirely for the Display of Advertisement behind the Tickets generated through ETMs. Split rate for different quantity of tickets or space of display is not allowed and the License Fee quoted shall be exclusive of GST.
- d. The licence will be confirmed to the Party who quotes the highest amount in the Tender / Auction.
- e. 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.
- f. The tenderer should specify in the tender the experience he possesses and the extent of the present business in the relevant field.
- g. The Earnest Money of Rs.2,00,000/- should be remitted through e- payment in favour of the Financial Advisor & Chief Accounts Officer, Kerala State Road Transport Corporation, Transport Bhavan, Thiruvananthapuram.
- h. If any tenderer 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 tenderer 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 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 a successful tenderer will be realised from the tenderer in any manner Corporation may think fit.
- i. 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 shall be realised (*i.e. interest will be calculated from the 1st day of the respective month*). Default of any monthly instalment beyond thirty days shall not be allowed under any circumstances and the license will be terminated without prior notice. The licensee is liable to compensate the Corporation the loss, if any, so sustained.

- j. The successful tenderer shall be required to execute an Agreement (Licence 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.
- k. 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.
- l. In the case of failure of the successful tenderer to fulfil the conditions herein stated, before the commencement of the contract or to remit the payment of the monthly instalments on the due dates 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 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 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 licensee on any account or in any other manner as the Corporation may deem fit.
- m. No representation for the reduction of rates once accepted will be entertained under any circumstances.
- n. 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.
- o. 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 realised from the amount remitted by the licensee towards security deposit. If such liability exceeds the Security Deposit, it will be realised under the provision of Kerala Revenue Recovery Act or any other law then in force in respect of present as well as future claims.
- p. The security amount will be refunded to the licensee after the expiry of the licence 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.
- q. If the licensee retracts from the fulfilment of the contract, 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 or by invoking provisions of any other law.

- r. No space shall be let out to the licensee for the display of advertisements beyond the date of expiry of contract.
- s. 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.
- t. The Chairman & Managing Director, KSRTC, has the right to impose penalty / fine, if any, for the violation of any of the conditions mentioned herein.
- u. Once the Licensee entered into the agreement, any grievances or complaints shall be entertained within 30 days only. Any requests received after 30 days time shall be rejected.
- v. If the successful tenderer 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 realised from the defaulted tenderer by invoking provision of Kerala Revenue Recovery Act or any other law then in force.
- w. If the licence 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.
- x. Neither KSRTC nor Licensee 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:
 - Earthquake, Flood, Inundation, Landslide.
 - Storm, Tempest, Hurricane, Cyclone, Lighting, Thunder or other extreme atmospheric Disturbances.
 - Fire caused by reasons not attributable to the Licensor. Acts of terrorism.
 - War, hostilities (whether war be declared or not), invasion, act of foreign enemy, rebellion, riots, weapon conflict or military action or civil war.
 - Strikes or boycotts, other than those involving the Licensor, its contractors, or their employees, agents etc, and
 - Any other similar things beyond the control of the party, except court order/ court judgment.
- y. Any dispute/complaint arising out of this tender will be addressed in writing to the General Manager (Estate). 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.
- z. Disputes if any, arising out of this agreement shall be settled within the jurisdiction of Courts at Thiruvananthapuram.

10. SPECIAL CONDITIONS

1. No minimum number of tickets is guaranteed.
2. Ticket volume may increase or decrease based on operational requirements.
3. Advertisement display shall commence within 30 days of execution of agreement.
4. Any interruption in passenger ticketing operations attributable to the licensee shall be treated as a material breach of contract.

11. MODE OF SUBMITTING TENDERS

Tender documents shall be submitted through e-Tender. One for **Pre- Qualification Bid** and the other for **Price Bid**.

12. 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

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

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.

Round 3 : Opening of Price Bid.

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.

13. Opening of PRICE BID

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.

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.

The bidders have the liberty to resubmit fresh tender/documents till the last date and time of submission of the e-tender.

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.

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 or in the interest of the corporation.

14. **GENERAL INSTRUCTIONS TO BIDDERS**

- a) Tender shall be submitted in English Language only.
- b) Firms who are not blacklisted by KSRTC or by Govt. of Kerala can participate in the tender.
- c) 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.
- d) **ON LINE 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 shall under no circumstance be responsible for failed transactions due to non compliance of the above procedure.
- e) 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.
- f) **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; e-mail: 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.

- 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 Kerala State Road Transport Corporation, 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.

CHAIRMAN & MANAGING DIRECTOR

Place: Transport Bhavan, Fort
Thiruvananthapuram
Date: 09/06/2026

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:



KERALA STATE ROAD TRANSPORT CORPORATION

Appendix-I

S001-ES0C2/4/2026- EST

Date: 09/06/2026

E-TENDER CUM AUCTION FOR GRANT OF EXCLUSIVE ADVERTISEMENT RIGHTS ON THE REVERSE SIDE OF PASSENGER TICKETS GENERATED THROUGH ELECTRONIC TICKETING MACHINES (ETMs) OF KSRTC FOR A PERIOD OF TWO YEARS ON YEARLY BASIS WITH AN ESCALATION OF 10% OF LICENSE FEE ON COMPLETION OF ONE YEAR OF LICENSE PERIOD ON COMPOUNDING BASIS.

- 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 Licensee shall quote a monthly License Fee in Rupees excluding GST payable to KSRTC for displaying advertisement behind the ETM generated tickets. This amount excludes the cost of printing of advertisement.**
- 3 On satisfactory performance and on completion of a period of one year there will be an escalation of 10% of license fee, on compounding basis.
- 4 The licence 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.2,00,000/- 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-III** 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 contract period without interest. In the event of failure on the part of the contractor to remit the instalments in the manner specified herein, interest @18% per annum for the defaulted days. The security amount will be refunded to the contractor after the expiry of the licence period and after the successful completion of the contract period and upon clearance of taxes, if any, statutory levies etc., if any, due to Government or local bodies, as well as after deducting liability if any. Default of any payment beyond the specified time shall not be allowed under any circumstances and the Corporation reserves the right to cancel the contract in such cases, without prior notice. The contractor is liable to compensate the Corporation the loss, if any, so sustained.
- 13 If the licensee 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) 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, within 30 days from the date of provisional confirmation order.
- 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 fulfil 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 licensee 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 licensee shall not have any right to continue beyond the date of expiry of contract.
- 22 The extension of the contract will be only on the discretion of the Corporation considering the circumstances safe guarding its interests and obligations and the licensee cannot claim it as a mandatory provision.
- 23 The licensee 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 licensee. In case any such payments are made by the Corporation, the contractor shall reimburse the same to the Corporation.
- 24 The licensee shall comply with all the provisions of Contract Labour (Regulation and Abolition) Act, 1970. The Corporation is not liable for any violations of the above Act by the Contractor.

- 25 All other statutory levies, taxes etc., imposed by State & Central Governments, Local bodies etc., shall be borne by the contractor for conducting the business.
- 26 The Chairman & Managing Director, KSRTC has the right to impose penalty/fine, if any, for the violation of any of the conditions mentioned herein.
- 27 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.
- 28 If the licensee fails to begin functioning of the advertisement services on or before Thirtieth day, 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.
- 29 The licensee shall have no right to assign, sublet or underlet the license to any others.
- 30 Force majeure clause: Neither KSRTC nor licensee 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 / licensee 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 licensee shall not have any right to object the same.
33. Confidentiality clause: licensee 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 licensee under this agreed contract or any information which has been generated during the running of the project. The licensee 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. 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: 09.06.2026

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

Signature of bidder:

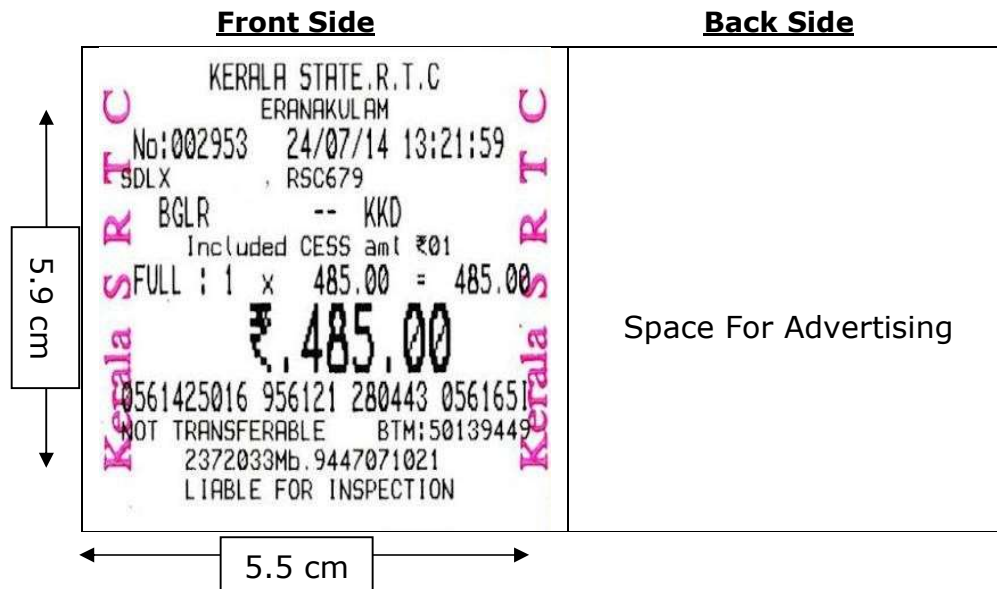
Name of bidder:

Address of bidder:

Mobile No. of bidder:

APPENDIX - II

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.

Appendix - III

MODE OF PAYMENT FOR SUCESSFUL BIDDER FOR THE PERIOD OF Two YEARS		
1	EMD – Rs. 2,00,000/-	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 - First 6 Months License fee + 18 % GST	On or before 30th day of date of receiving Temporary Confirmation
	Balance 6 Months License fee +18% GST	In the first half on or before 5th of every month.
4	2nd Year -10% hike. First 6 Months License fee + 18% GST	Before Commencement of license period from 2nd Year.
	Balance 6 Months License fee + 18% GST	In the first half 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

ANNEXURE - I

(Proforma of Certificate be furnished along with Technical Bid)

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

1	Name of the Tenderer 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.					
Nature of Business						
5	Display of advertisement behind the Reverse Side of ETM Generated Passenger Tickets Issued through Electronic Ticketing Machines (ETMS) of KSRTC.					
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 Corporation or any of its promoters in the past?			Yes / No	
9	Whether any unsettled dispute/litigation pending with KSRTC				
10	Any default in payment of license fee and violations of terms and conditions in earlier business with KSRTC.				
11	Whether blacklisted by the Central Govt/any State Govt/State Transport undertaking.				
12	GST No.				
13	Other relevant Information provided *				
Date:		Office Seal		Signature of the tenderer	

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-II

(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 - III

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

AFFIDAVIT

Format for Affidavit

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 thisDay of, 20....

Signature, Name &
Address of the Tenderer