



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA

कालिकट अंतर्राष्ट्रीय विमानपत्तन / CALICUT INTERNATIONAL AIRPORT

कालिकट विमानपत्तन(पी.ओ.), केरल / Calicut Airport (P.O), Kerala - 673 647

दूरभाष/Phone : 0483 271 2630, फैक्स/Fax : 0483 2711406, ई-मेल/E mail : apd_calicut@aai.aero

By Regd.Post /E-Mail

No. AAI/CL/B.12020/21/CAS/

Date: 21.12.2020

To
The Proprietor
M/s. Marquis Advertising & Marketing
Marquis Advertising and Marketing
25, Geetai, Jaa Bhavani Soc.,
Shahupuri,
Satara-415 002

Subject: Letter of Intent to Award (LOIA)- Advertising Rights Concession to Design, Develop, Operate and Market the Advertising Opportunity in the Entire Airport Estate at Calicut International Airport-Reg.

Sir,

Reference is invited to the proposal submitted by M/s. Marquis Advertising & Marketing, in response to the Request for Proposal (RFP) invited by Airports Authority of India (AAI) Calicut Airport on 18.08.2020 vide Tender (Tender ID No. 2020_AAI_55364_1) for Concession to Design, Develop, Operate and Market the Advertising Opportunity in the Entire Airport Estate at Calicut International Airport, the Technical bid of the subject tender was opened on 24.09.2020 and Financial Bid on 14.10.2020.

In this regard, the Competent Authority has hereby approved to grant the Advertisement Rights Concession to M/s. Marquis Advertising & Marketing to Design, Develop, Operate and Market the Advertising Opportunity in the Entire Airport Estate at Calicut International Airport provisionally, at the designated locations mentioned in the location layout plan to be submitted by the Licensee on the following broad terms and conditions.

1. General

1.1 The Selected Bidder Viz. M/s. Marquis Advertising & Marketing shall within seven (07) days of receipt of this letter i.e. LOIA. shall submit a detailed Draft Location

DEPARTMENT OF COMMERCIAL, CALICUT INTERNATIONAL AIRPORT
E-Mail ID- Coml_cl@aai.aero

Phone No.- 0483-2719410/2719409

Layout Plan indicating specific locations, sizes, type of medium, fixing and hoisting arrangements, material specifications, illumination requirements etc. for consideration of Authority as per RFP Clause 5.1.2.

- 1.2 The Selected bidder shall within 60 days of issue of this letter fulfil all the conditions of post award formalities as per Clause 4.2 of RFP.

2. Concession Term

- 2.1 The Terms of Concession of this award will be for 07 (Seven) Years with effect from Concession Fee Commencement Date as per the terms of RFP i.e. the 61st day in respect of all tendered sites i.e. after the expiry of the Gestation Period of 60 days, reckoned from the Access date. However, in the event of concessionaire commencing commercial exploitation of the approved advertisement locations as a sample marketing exercise, the concession fee shall be charged on Pro Rata basis.

No claims for discounts / reductions / abatements in Concession Fee shall be admissible for any Location(s) lying unsold, after taking over the possession from Authority.

3. Concession Fee

- 3.1 The Concessionaire shall in consideration of the Concession Agreement granted by Authority, pay to the Authority, as per Clause 5.4 of RFP, the Concession fee of **Rs.7,59,800/- Per Month** (Rupees Seven Lakhs Fifty Nine Thousand Eight Hundred Only) i.e. Rs.131/- Per Sq.Ft.Per Month for an area of 5800 Sq.Ft., plus applicable taxes and other payments in accordance, as per Clause No.5.5 and 5.6 of RFP .

4. Security Deposit

- 4.1 On or before the date of execution of Concession Agreement, the Selected bidder shall deposit 08 (EIGHT) Months License fee as interest free Security Deposit as per Clause 5.7 of RFP with AAI in the first phase with validity up to 04 years
- (a) Security Deposit in the form of Bank Guarantee (BG) for Rs.45,58,800/- (Rupees Forty-Five Lakhs Fifty-Eight Thousand Eight Hundred Only) equivalent to Six (06) months License Fee of the 1st (First) Year from Scheduled Bank only. BG from Co-operative Bank and FDR are not acceptable.
- (b) Security Deposit in the form of DD/PO for Rs.15,19,600/- (Rupees Fifteen Lakhs Nineteen Thousand Six Hundred Only) equivalent to Two (02) months License Fee.

- (c) On or before the commencement of 4th year, BG equivalent Six (06) months License Fee of 4th year and Two (02) months license fee of 4th year in DD/PO to be deposited in second phase with validity up to Six (06) months from the date of expiry of contract.

5. Gestation Period

5.1 The Gestation Period or Development Period means, the period in respect of each sites, commencing on the Date of Handing /Taking over of locations i.e. Sixty (60) days starting from the Access Date and expiring on the Concession Fee Commencement date, which is 61st day and expiring on the 120th day from the date of issue of LOIA or commencement of business, whichever is earlier, unless extended by Authority. Handing Over/Taking Over of the premises shall be as per RFP conditions. The Gestation Period of Sixty (60) days is a Concession Fee holiday period.

The Concessionaire is expected to completely installs the Advertising Hardware as per approved Location Layout Plan and puts in place the required marketing team to market the Advertising Product in full swing within this period.

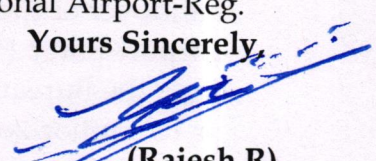
5.2 The Concessionaire operates the concession partly for Sample Marketing during the Gestation Period, the Concessionaire would be liable to pay the proportionate concession Fee for the actual Advertisement Area put to use without having any effect on the Concession Fee Commencement date, i.e. full Concession Fee will be charged from the Concession Fee Commence Date i.e. after expiry of gestation period.

6. BCAS Security Programme/Clearance.

6.1 The Concessionaire shall, at its own risk and cost and as a condition precedent to handover of these locations, obtain and maintain the necessary security clearance/ Airport Entry Permits (AEPs) for the Concessionaire and its employees/personnel from the Bureau of Civil Aviation Security (BCAS) or any Governmental Authority or its authorized representatives at its own cost and risk and the Authority may assist and co-operate with the Concessionaire for obtaining the necessary Airport Entry Permits (AEPs). However, the Authority shall not be responsible in the event BCAS refuses to grant clearance to the Concessionaire or its employees/personnel. The Concessionaire shall be liable and responsible for planning the movement of its goods and services in line with BCAS/Security requirements to ensure problem free and uninterrupted operations.

- 6.2 You are required to submit the Security Programme as prescribed by BCAS in Triplicate within 30 days of issue of award letter and full fill all the requirement under Article -11 of the RFP before the expiry of Gestation period.
- 7 You are requested to fulfil the conditions specified in the Letter of Intent to Award to the satisfaction of Authority (unless any of the conditions are waived in writing by Authority)
- a) The Concessionaire shall within Seven (07) days from the date of receipt LOIA shall submit their acceptance of the terms and conditions of LOIA as detailed above.
 - b) The Concessionaire shall execute the Concession Agreement within the Business Incubation Period i.e. within 60 days from the date of issue of LOIA.
 - c) The Concession shall submit to the Authority a detailed program comprising of its, draft location layout plan, installation methodology with all other relevant details for approval of Authority within the Business Incubation Period, as per the time schedule mentioned in the RFP.
- 8 Non-compliance of post award formalities within the Business Incubation Period i.e. within 60 days from the date of issue of LOIA, may invite action as per Clause 2.20.7, 4.3 & 4.4 of RFP.
- 9 In addition, all the terms and conditions enumerated in the RFP and the Concession Agreement and its Corrigendum's shall form part and parcel of the Letter of Intent of Award.
- 10 Kindly return a sealed & signed copy of this letter within 7 days from the date of receipt as a token of your acceptance of provisional award for the Advertising Rights Concession to Design, Develop, Operate and Market the Advertising Opportunity in the Entire Airport Estate at Calicut International Airport-Reg.

Yours Sincerely,


(Rajesh R)
Dy.G.M(Commercial)
For Airport Director

Copy to:

- 1. ED(Commercial), A.A.I, CHQ, New Delhi- 110 003
- 2. Jt.G.M(Commercial), A.A.I, RHQ, SR, Chennai- 600 027

Internal: SM(EA) to APD/ Jt.G.M(E-E)/Jt.G.M(CNS)/DGM(Ops)/DGM(E-C)/DGM(F&A) / AGM(Security) / AGM(FS)

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E-Mail ID- Coml_cl@aai.aero Phone No.- 0483-2719410/2719409

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Signature Not Verified

Digitally signed by Padmanand M P
Date: 2021.01.13 19:02:20 IST
Location: eProcurement System for Central PSUs