



भारतीय विमानपत्तन प्राधिकरण  
AIRPORTS AUTHORITY OF INDIA

क.भाविप्रा/खजु./वाणिज्यक/विज्ञापन/2024/५५५०

दिनांक :19.03.2024

प्रति,

मेसर्स मुद्रिका इनकॉर्पोरेशन,  
ई-8/76, रेल्वे कॉलोनी, अरेरा कॉलोनी,  
भोपाल (म.प्र.) – 462039  
ई-मेल : [mudrika.inc@gmail.com](mailto:mudrika.inc@gmail.com)

(Kind Attn : Proprietor- Monika Shrivastava)

**विषय: Letter of Intent to Award (LOIA) for Exclusive Advertisement Rights concession to design, develop, operate and market the advertisement opportunity at Khajuraho Airport, Khajuraho.**

महोदया/महोदय,

Reference may please be made to proposal submitted by **M/s Mudrika Incorporation, Proprietor- Monika Shrivastava** in response to the RFP invited by Airports Authority of India (E-tender no. 2024\_AAI\_184630\_1) for Exclusive Advertisement Rights Concession to design, develop, operate and market the advertisement opportunity at Khajuraho Airport, Khajuraho which was opened on 28.02.2024 (Technical Bid) and 12.03.2024 (Financial bid).

We are hereby pleased to inform that the proposal of **M/s Mudrika Incorporation, Proprietor- Monika Shrivastava** has been accepted by the competent Authority of Airports Authority of India for award of Exclusive Advertisement Rights concession to design, develop, operate and market the advertisement opportunity at Khajuraho Airport, Khajuraho on following broad terms and conditions:

**1. Assigned Advertisement Area:**

Total Area admeasuring to **1840 Sq. ft. (640 Sq.ft. towards Indoor advertisement and 1200 sq.ft. Towards Outdoor advertisement as envisaged in the Location Layout plan provided at Schedule-A of RFP).**

**2. Concession Term:**

- (a) The Concession is proposed to be granted for **Five (05) years.**  
(b) The Concession Term shall be reckoned from the Concession Fee Commencement Date as defined in the RFP.

**3. Concession Fee**

- (a) "Concession Fee Commencement Date" shall mean the 61<sup>st</sup> day in respect of all tendered sites i.e. at the expiry of the Gestation Period of 60 days, reckoned from the Access date or a later date if notified by Authority. However, in the event of concessionaire commencing commercial exploitation of the advertisement locations as a sample

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कार्यालय— निदेशक विमानपत्तन, नागर विमानक्षेत्र, खजुराहो, छतरपुर (म.प्र.) – 471606

दूरभाष – (07686) 272805, 274767, 274041, फैक्स—272810, 274765

Office of the Airport Director, Civil Aerodrome, Khajuraho, Chhatarpur, (MP)-471606

Ph. (07686) 272805, 274767, 274041 Fax- 272810, 274765

“हिन्दी पत्रों का स्वागत है”

“पर्यावरण की रक्षा, धरती की सुरक्षा”

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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.

- (b) In respect of the additional Advertisement Locations over and above the tendered area handed over at a sub sequent stage, the concession fee applicable will be the Concession Fee applicable for Advertisement Locations handed over at the first instance. For the sake of clarity, if additional Location is handed over in the second concession Year, the Concession Fee applicable for such location will be the Concession Fee for second Concession Year.

**Determination of Concession Fee and Annual escalation of License fee: -**

The Concessionaire agrees and undertake that the concession fee shall be payable as under :

- (a) Total area earmarked for Advertisement is 1840 Sq. ft. mentioned in RFP.
- (b) Initially, License fee shall be payable for 400 sq ft. Advertisement area or actual area occupied by the licensee, whichever is higher.
- (c) On completion of two years of contract period, License fee shall be payable on pro-rata basis for the advertisement area whichever is higher of below three;
- (i) 400 sq ft advertisement area, OR
- (ii) 50% of total area earmarked for Advertisement, OR
- (iii) Actual area occupied by the licensee
- (d) On completion of three years of contract period, License fee shall be payable on pro-rata basis for the advertisement area whichever is higher of below two;
- (i) 75% of total area earmarked of Advertisement, OR
- (ii) Actual area occupied by the licensee.

**Annual escalation of License fee:**

Nil escalation upto three years, thereafter as per existing formula linked with CPI and Traffic Growth w.r.t. previous year Traffic data subject to a minimum of 10% and maximum 20%.

4. **Service Area Allotment:** The concessionaire shall pay to the Authority, the following amounts in relation to each of the Service Area(s) if allotted to the concessionaire in respect of this concession in accordance with this Article.
- (a) Space rent at rates as notified from time to time.
- (b) Common Area Maintenance (CAM) charges.
- (c) Utility Charges, as per metered actual consumption.

5. **One Month Advance License Fee:** Payment of one month advance license fee of **Rs. 99,592/- (400X211= 84400/- + GST @18% Rs. 15192/-)** for 400 Sq.ft. Advertisement area through RTGS/NEFT in favour of **Airports Authority of India payable at Khajuraho** within 15 days date of issuance of this award letter. If actual area occupied more than 400 Sq.ft So revised one month advance license Fee amount will be deposited by the licensee before commencement of license.

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**6. Security Deposit:-**

- (a) The Licensee shall deposit 06 (Six) Months License fee of the 1<sup>st</sup> (first) year as interest free Security Deposit in the form of DD/RTGS/NEFT/Bank Guarantee, BG valid for 05 year and six months. The bank guarantee from an Indian Scheduled Bank (not from co-operative bank) only will be accepted. Accordingly SD Amount of **Rs. 23,29,440/-** shall have to be deposited on or before the date of Execution of agreement or within 15 days from the date of LOIA.
- (b) The Authority reserves the right to modify the definition of Security Deposit and enhance the same according to prevailing Authority policies and guidelines from time to time. The Security Deposit shall be interest free and the Concessionaire agrees and acknowledges that the Authority shall not be liable to pay any interest on the Security Deposit.
- (c) Failure of the Concessionaire to provide and /or maintain the Security Deposit for the prescribed amounts in accordance with the provisions hereof, shall entitle the Authority forfeit and appropriate the Security Deposit as damages, and to terminate this Agreement.

**7. Submission of Media Plan by the Concessionaire.**

- (a) The Selected Bidder, within Fifteen (15) days from the date of LOIA, shall submit a detailed Draft Media Plan in consonance with Location Layout Plan of the Authority, indicating therein location wise, sizes, type of medium, fixing and hoisting arrangements, material specifications, illumination requirements etc. For consideration of Authority. It is further provided that Authority shall communicate to the selected Bidder observations, if any, on the Draft Media Plan within Ten(10) days of submission of the Draft Media Plan by the Selected bidder. The Revised Draft Media Plan after incorporating necessary rectification/ modification in respect of the observations of Authority need to be submitted back by the Selected Bidder within Ten (10) days of receipt of observations of Authority for final approval within the limitations of the Draft Media Plan Approval Protocol. On receipt of the Revised Draft Media Plan the Authority would approve the same at its earliest but in any case not later than Sixty (60) days from the date of LOIA within the business incubation period/access date.
- (b) It is provided that on receipt of draft Media Plan of the selected bidder, if no observation communicated by Authority within Ten (10) days from the submission of Draft Media Plan, it may be presumed that AAI has no observation in respect of the Draft Media plan of the Selected Bidder.
- (c) It is further provided that if approval is not communicated by Authority to the Selected Bidder within sixty (60) days from the date of LOIA within the business incubation period/access date, then the Draft Media Plan /Revised Draft Media Plan submitted by the Selected bidder would be deemed to be approved.



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8. **Access date:** “Access Date” shall mean the date on which the Concessionaire is handed over physical possession of the Advertisement location (after completion of the contractual formalities like acceptance of LOIA, submission of security deposit, signing of agreement etc). Within the incubation period. In case the agency fails to take over the advertisement sites within 60 days of LOIA, the 61<sup>st</sup> day from LOIA shall be deemed to be the access date.
9. **Business Incubation Period**” shall mean a period of sixty (60) days from the date of issuance of Letter of Intent to Award the concession to the selected bidder. (Refer clause 4.2.1 of RFP). The concessionaire shall be under obligation as will be specified in the LOIA by Authority.

**10. Gestation Period:**

- (a) The Gestation Period will be that of **Sixty (60) days** starting from the Access Date and expiring on the Concession Fee Commencement date.
- (b) The Gestation Period of **Sixty (60) days** is a Concession Fee holiday period. However, it is expected that the Concessionaire within this period completely installs the Advertising Hardware as per the Location Layout Plan and approved Media plan and puts in place the required marketing team to market the Advertising Product in full swing.
- (c) The Concessionaire however would be permitted Sample Marketing during this Gestation Period and 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.
- (d) The Concessionaire would be entitled to a Resurrection Period of **Thirty (30) days** in respect of Displaced, & Withdrawn Locations which have to be resurrected at an Alternate Location from its Original Location. This resurrection period would be a Concession Fee Holiday Period on proportionate basis in respect of the affected locations only.

**11. Conditions of Award - Timelines:**

- (a) The concessionaire shall submit the Security Deposit in the form and manner as specified in this RFP (Article 7) prior to signing of the concession Agreement.
- (b) The concessionaire shall execute the Integrity Pact as per the Draft integrity Pact forming part of this RFP as per Technical **Form-VII within 7 (seven) days from the date of receipt of LOIA** prior to signing of the concession Agreement.
- (c) The concessionaire shall execute the Concession Agreement as per the provisions of the Proposal Documents **not later than thirty (30) days from commencement of the Business Incubation period.**
- (d) The concessionaire shall, at its own risk and cost, obtain the security clearances required to carry out commercial activities in the security restricted area from the Bureau of Civil Aviation Security (BCAS) or any other relevant Governmental Authority and submit copies thereof to the Authority.

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- (e) The Concessionaire within **Fifteen (15) days** from the date of LOIA, shall submit a detailed Draft Media Plan in consonance with the Location Layout Plan of the RFP.
- (f) The Concessionaire has to convey the acceptance within 07 working days of the receipt of this letter.

This Letter of Intent to Award and RFP Document Shall form part and parcel of the Concession Agreement.

भवदीय,

  
(ओ. पी. शर्मा)

प्रभारी (व्यापिक)

In Charge (Commercial)

कृते निदेशक विमानपत्तन

For Airport Director

नागर विमानक्षेत्र खजुराहो (म.प्र.)  
Civil Aerodrome Khajuraho (M.P.)

Signature Not Verified

Digitally signed by RAVI SINGH  
Date: 2024.04.09 12:35:15 IST  
Location: eProcurement System for  
Central PSUs