

KERALA FINANCIAL CORPORATION
VELLAYAMBALAM, THIRUVANANTHAPURAM -695033

Kerala, India; Phone: 0471-2737576, 2737590

Web: www.kfc.org, Email: bd@kfc.org

Inviting Expression of Interest (EOI) for Selection of an Agency to set up Kerala Financial Corporation (KFC) Stalls at 'Ente Keralam 2025' at Thiruvananthapuram, Kollam, Ernakulam, Thrissur and Kozhikode districts

Notification No. KFC/HO/C&PR/EOI/01/2025-26 dated 22.04.2025

1. Introduction.

Kerala Financial Corporation (KFC), incorporated under the State Financial Corporations Act of 1951, is a trend setter and path breaker in the field of long-term finance, playing a major role in the development and industrialization of Kerala. Established as the Travancore Cochin Financial Corporation on 01.12.1953 and renamed as Kerala Financial Corporation consequent to the reorganization of states on linguistic basis in November 1956, KFC has now become a pioneer in industrial financing and is among the best SFCs of the country. KFC is an ISO certified organization, posting profits continuously, having 22 Branch Offices with its Headquarters at Thiruvananthapuram and Zonal Offices at Kozhikode, Ernakulam and Thiruvananthapuram.

Government of Kerala, as part of 4th year anniversary celebrations, is organizing 'Ente Keralam 2025' exhibition and trade fair in all districts from 21.04.2025 to 23.05.2025, with 7 7-day duration for each exhibition.

KFC invites Expression of Interest (EOI) from PRD empanelled agencies for setting up KFC stalls at the upcoming 'Ente Keralam 2025' event in five districts (Thiruvananthapuram, Kollam, Ernakulam, Thrissur and Kozhikode).

This EOI is intended to identify and select one agency that can undertake the design execution, fabrication, and installation of exhibition stalls that reflect the identity and spirit of the products and services of KFC.

2. Objective.

To select a capable and experienced agency to design, fabricate, install, and manage KFC-branded exhibition stalls in five districts, adhering to KFC's branding and design guidelines, with a focus on quality, timely execution, and efficient logistics.

3. Scope of Work.

The selected agency will be responsible for:

- Setting up exhibition stalls (3m x 2m) at the specified venues.
- Fabricating stalls using plywood with paint finish.
- Installing a 50" display screen in each stall for video streaming.

- Creating an interactive game zone with touchscreen and video display, along with spot prizes.
- Setting up a social media campaign zone with associated giveaways.
- Implementing thematic lighting and sound design.
- Managing transportation, installation, and dismantling of stall infrastructure.
- Providing all necessary utilities: lighting, electrical setup, internet, furniture, and branding elements.
- Ensuring hygiene, safety, and high-quality execution.
- Coordinating with KFC's local branch team for smooth operations.
- Photo and Video Recording of the inaugural session at each venue.
- Photo and Video Recording of the conclusion session at Thiruvananthapuram.

4. Eligibility criteria of Agencies.

Only agencies empanelled by PRD in Category B (Print/ Outdoor Creatives) as per GO (MS) NO.4/2024/I&PRD dated 20.02.2024 shall apply.

5. Timeline

- EOI Release Date: 22.04.2025
- Last Date for Submission: 28.04.2025, 2 PM
- Financial Bid opening: 28.04.2025, 3 PM
- Concept and plan presentation: 28.04.2025, 4 PM
- Awarding the work: 28.04.2025
- Execution of the Work: as per the schedule fixed by the Government (tentatively Kozhikode May 3-12, Kollam May 11-17, Ernakulam May 17-23, Thiruvananthapuram May 17-23 and Thrissur May 18-24). However, in case of a change in dates or change in venue or change in districts, the agency should be willing to set up the stalls accordingly.

6. Evaluation Details.

EOIs will be evaluated based on:

- **Technical Score (70%):** Based on stall design, layout, engagement concepts, execution strategy, timelines, and resource planning.
- **Financial Score (30%):** Based on the cost quoted.

Final selection will be based on a combined score (Quality and Cost-Based Selection method).

7. Submission Details:

Interested agencies must submit their sealed EOIs addressed to:

The Deputy General Manager,

C&PR Department,

Kerala Financial Corporation,

Head Office, Vellayambalam,

Thiruvananthapuram

Contact: 0471-2737576 | Email: bd@kfc.org

EOIs must be submitted on or before 2:00 PM on 28.04.2025. A hard copy of the presentation shall be handed over during the evaluation meeting.

Standard guidelines for submission of EOIs shall apply.

Thiruvananthapuram
22.04.2025

(Sd/-)
Executive Director
Kerala Financial Corporation

**KERALA FINANCIAL CORPORATION
VELLAYAMBALAM, THIRUVANANTHAPURAM -695033**

Financial Quote to Set Up Kerala Financial Corporation (KFC) Stalls at Ente Keralam 2025 at Thiruvananthapuram, Kollam, Ernakulam, Thrissur and Kozhikode districts (Notification No.KFC/HO/C&PR/ EOI/01/ 2025-26 dated 22.04.2025)

Name of Agency:

Address of the agency:

Phone No:

Whether empanelled by PRD as per GO (MS) NO.4/2024/I&PRD dated 20.02.2024:

	Specification	Cost per stall	No of Stalls	Total cost
		A	B	A x B
1	Setting up the stall in 3 x 2 m size with 50" video streaming in plywood with paint finish , with all other cost		05	
2	Setting up a game zone with a touch screen and video display and social media campaign zone within the stall		05	
3	Gifts for winners (Appx Rs.10/- each)		05	
4	Photography and videography		05	
5	Other costs of any		05	
6	Total (sum of 1 to 6)		05	
7	GST		05	
8	Grand Total (7+8)		05	