



KERALA CRICKET ASSOCIATION

(Member – Board of Control for Cricket in India)

**REQUEST FOR PROPOSAL
FOR
PROFESSIONAL/CONSULTANCY SERVICE FOR CONDUCT OF T20 PREMIER
LEAGUE FOR KERALA CRICKET ASSOCIATION
AND
TRANSACTION ADVISORY FOR CLUB HOUSE PROJECTS AT
THIRUVANANTHAPURAM**

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LEAGUE FOR KERALA CRICKET ASSOCIATION
AND
TRANSACTION ADVISORY FOR CLUB HOUSE PROJECTS AT
THIRUVANANTHAPURAM**

KCA invites sealed proposals from the interested professional/consultancy firms for providing Consultancy Services for conduct of T20 Premier League for Kerala Cricket Association and Transaction Advisory for Club House Projects of Kerala Cricket Association at Thiruvananthapuram.

1.	Date of issuance of RFP	15 May 2024
2.	Last date for submission of Proposal	31 May 2024
3.	Proposal Opening Date	03 June 2024
4.	Place / Office & Address where proposal is to be submitted	Office of The Secretary Kerala Cricket Association KCA Complex, T C- 24/131 (1), Sasthamkovil Road, Thycaud, Thiruvananthapuram – 695014 0471 2326522

The Secretary

Kerala Cricket Association

1. BACKGROUND

The Kerala Cricket Association (KCA) is a society registered under the Travancore, Cochin, Literary, Scientific and Charitable Societies Registration Act, 1955 (Act XII/1955) Registration No. 468/88 having its Headquarters at KCA Complex, Sasthamkovil Road, Thycaud, Thiruvananthapuram.

KCA is an affiliate of the Board of Control for Cricket in India (BCCI). The aims and objectives of the KCA is to promote, popularize, conduct and control cricket in the State. KCA's vision is to constantly strive to excel in developing, organizing and promoting the game of cricket and its infrastructure in Kerala. Toward this end, the body of dedicated professionals that encompasses KCA, is engaged in utilizing all the resources at their command so that Kerala will be a force to reckon with where cricket is concerned. KCA constantly endeavours to make cricket healthy, competitive and safe – a wholesome experience that everyone can enjoy and cherish. KCA has decided to conduct T20 Kerala Premier League (KPL). KPL is conceived as a 20 / 20 cricket league featuring 6 teams representing various districts of Kerala.

Further, KCA is looking to develop the land and other resources which is owned by KCA. To initiate the process, KCA is looking towards developing a Club House projects in Thiruvananthapuram. KCA proposes to use two of its properties in Thiruvananthapuram: Property-1 : Head Office located at Sasthamkovil Road, Thycaud and Property -2: Cricket Ground & ancillary facilities (under construction) in Mangalapuram.

2. INVITATION FOR PROPOSAL

With above backdrop, KCA intends to engage the services of a consultant for undertaking below services:

- **Module-1:** Professional/consultancy service for conduct of T20 Premier League for Kerala Cricket Association
- **Module-2:** Transaction Advisory for the Club House projects at Thiruvananthapuram.

In this regard, KCA invites proposals from the interested consulting firms. The Applicants are encouraged to inform themselves fully about the assignment and the local conditions before submitting the Proposal.

3. SCOPE OF WORK

3.1 Module-1: Professional/consultancy service for conduct of T20 Premier League for Kerala Cricket Association

The Consultant shall undertake below activities as part of the **Module-1** of the consultancy services:

1) Conceptualization of the League

- a. Analysis of similar cricket and non-cricket leagues in India, including their financial and franchisee related aspects.

- b. Help conceptualize the structure of the league including the roadmap (5 years) around:
 - No. of franchisees,
 - Decision of City based vs. Brand based franchisees,
 - Mode of player selection and auction/draft,
 - Mode of franchisee selection.

2) Financial Viability and business plan preparation of the league and franchisees

- a. Outline a detailed excel based business plan of the league – Both from the league side and the franchisee side.
- b. The same would include the following elements:
 - Franchisee fee – What should KCA charge the franchisees,
 - Central pool definition and revenue sharing % with the franchisees (fixing of the base price and upper cap),
 - Estimation of the operating costs of the league including player salaries,
 - Suggest on whether the player salaries should be capped, or uncapped, and what should be the quantum of the salary cap (if KCA goes that route),
 - Sponsorship revenues and estimation of the same,
 - Taking into account existing leagues – Estimate the potential viewership of the proposed T20 Premier League,
 - Help estimate advertising revenue that could be generated in case KCA decides to purchase slots from broadcasters and sell/give out ad slots on their own to advertisers, partners, sponsors,
 - Help estimate other sources of revenues such as Gate fee, F&B.
- c. Draw up a 5-year P&L for the league as well as the franchisees, including potential year of breakeven for the franchises, including the return of investment analysis.

3) Assist KCA in laying down criteria for franchisee selection and handhold through the process of shortlisting and announcing franchisees

- a. Based on benchmarks for other leagues, lay down a criteria for franchisee selection and including weightages given to each of the parameters. These criteria could indicatively include:
 - Financial parameters including Solvency, Networth, minimum turnover.
 - Allowability of corporates, Individuals, Consortium with a combination of corporates and individuals.
 - Background KYC including association with prohibited activities in the past.
 - Potential involvement in sports (including but not limited to cricket)
 - Quantum of presence and turnover from the Kerala market.
- b. Lay out modalities for a potential auction in case the interest is higher than the number of team slots available. Help draw out the auction process, including the SOP for the same. The SOP should contain selection criteria in case the bid amounts are same for two or more entities.
- c. Support KCA in shortlisting entities for the auction basis the above criteria, and handhold through eventual selection of the franchisees.
- d. The auction will be held by KCA through a third-party auctioneer.

4) Connects with corporate houses and others for potential franchisees

- a. Support KCA in making connects and having an outreach with potential franchisees who may be interested in the league.
- b. Advise on the mode of outreach including private conversation, public advertisements, inquiries with select corporate houses and consortiums.
- c. This will include establishing connects, accompanying KCA for meetings and financial presentations on the viability of the league.

5) Advise KCA on the franchisee and Production house documents

- a. Advise on the commercial and operational aspects of documents pertaining to:
 - Agreement between KCA and the production house/organizer engaged for holding the inaugural season of the T20 Premier League,
 - Agreement between KCA and the franchisees.
- b. The legal aspects are not envisaged to reviewed by the advisor.

6) Advise on the financial account management

- a. Advise KCA team on the cash and account management of the proposed T20 Premier League.
- b. Advise on maintenance of league accounts including escrow mechanism for sharing of revenues, if envisaged, with the franchisees
- c. Monitor the inflows and outflows in line with the payment terms set out as per the franchisee agreements.
- d. The above advice is envisaged only for the inaugural season i.e. Season 1.

3.2 Module-2: Financial Feasibility Assessment for the proposed Club House projects and support KCA in identifying a suitable operator / hospitality partner for the Project

The scope of work for the **Module-2** of the consultancy services shall be carried out in two phases as below:

Phase – I : Preparation of Feasibility Report

The consultant will carry out a feasibility studies for the Projects while taking into account local and regional scenario, vision of KCA, applicable laws, regulations, standards, specification and other relevant considerations.

• **Regional Profile Analysis**

The purpose of this exercise shall be to understand general trends of the region that would impact the proposed development.

- Identification of the catchment region.
- Socio-economic & demographic profile - Spread of population, SEC classification, etc.
- Growth pattern and urbanization trends over the years.
- Location of major urban centres and connectivity amongst these centres.
- Prominent developments and trends in the region that shall have a bearing on the Project site.

- Existing and proposed significant infrastructure developments in the region bearing an impact on the Project site / envisaged development.

- **Site analysis**

The subject site shall be studied in detail to understand its potential/suitability for the envisaged development on following parameters.

- Analysis of factors influencing the site's potential: (i) Location (ii) Existing condition of the site, (iii) Connectivity (accessibility from key landmarks/destinations), (iv) Linkages (proximity to important commercial, transportation, institutional, residential nodes, etc.), (v) Status of supporting physical infrastructure, (vi) Physical features, economic activities & developments in context areas
- Conduct "Strengths, Weaknesses, Opportunities, Threats" (SWOT) analysis for the project sites.

- **Benchmarking Study**

This exercise shall include case studies and review of similar projects to highlight the critical success factors of implementing such projects. Similar developments shall be evaluated on the following parameters:

- Location and connectivity
- Development focus and target market
- Infrastructure availability
- Phasing strategy
- Critical success factors, etc

- **Market Demand Assessment**

This exercise shall include:

- A market analysis to understand demand drivers and dynamics, expected growth and level of competition, assess the extent to which there is a supply gap.
- Study of existing and proposed developments in the region bearing an impact on the subject site / proposed development
- Study of demand supply scenario for potential product mix options (based on benchmarking exercise) and for the related business/services like hospitality, F&B, retail, shopping, etc in order to know the marketability of these components.
- Assessment of prospective visitors that can be attracted at the project location based on Local resident population, Tourist (domestic and international), Income Qualified (Population to assess the market for the proposed project)

- Study of existing and upcoming similar developments in the region, if any, along with their key market implications
 - Location and Size of development
 - Facilities and services offered (key components)
 - Revenue Streams
 - Creation of an opportunity grid that indicates the various levels of attractiveness of the potential product mix options.
- **Project Conceptualization**

In this exercise the development plan for utilization of the subject site shall be finalized based on the learnings from previous exercises. Following steps shall be undertaken to derive the optimum product mix for the envisaged development:

 - Develop the project concept and key objective vision principles.
 - Identify initial list of critical project components.
 - Assessing the space requirements for development of individual components/facilities.
 - Size of proposed development based on marketability.
- **Financial Analysis**

This exercise shall include preparation of a financial model for the proposed project in the light of findings from the previous tasks. The model will be prepared at the project level from an investor's perspective and would indicate the financials based on specific time assumptions (including commencement of construction, regulatory other approvals, marketing activities, etc. Below activities shall be undertaken in this exercise:

 - Prepare the project cost estimates covering capital expenditures (CAPEX), operations and maintenance (O&M), cost escalation, financing cost, preoperative expenses, taxes and the required contingencies, etc.; and prepare the project's financing and procurement plans.
 - Develop cost recovery options (revenue generation options) to ensure that the project is sustainable.
 - Develop a financial model which should include, but not limited to all assumption made in relation to assess the cost and revenue of the project; demand forecast; project implementation schedule; funding structure; prevailing rates of inflation, tax and depreciation; cash flows; P&L account; balance sheet; etc.
 - Conduct a financial analysis - determination of financial internal rate of return (FIRR), net present value (NPV), debt service coverage ratio (DSCR) and other ratios. The financial analysis model shall have capabilities to perform sensitivity analysis for the purpose of quantifying the financial impacts of different structuring options.

Phase – II : Partner Search

The consultant shall carry out below tasks to identify a suitable operator / hospitality partner for the proposed projects.

- Prepare a Project information Memorandum (PIM) including the project brief and the proposed transaction structure. Share the PIM with the interested parties that are willing to partner with KCA.
- Assist KCA during marketing events/road shows.
- Undertake detailed interactions with interested parties to explain various aspects of the envisaged Project and to discuss the proposed transaction structure.
- Assist KCA in finalizing the transaction structure based on inputs received from the interested parties.
- Coordinate with KCA to provide requisite data / information / clarification to the interested parties for their due diligence.
- Co-ordinate site visits & facilitate meeting amongst KCA officials and interested parties.
- Assist KCA in evaluating the proposals submitted by interested parties and facilitate negotiation meetings amongst KCA and interested parties to determine the best commercial offer.
- Provide assistance and support till the execution of definitive agreement between KCA and the selected party.

4. CONSULTANCY DELIVERABLE

4.1 Module-1

S. No.	Deliverables	Duration from Commencement Date of the Consultancy (X)
1	Submission of League Blueprint Document	X+2 weeks
2	Submission of Business Plan– League and Franchisees	X+6 weeks
3	Submission of Information Dossier for the franchisees	X+8 weeks
4	Submission of Blueprint for the franchisee selection process	X+10 weeks

S. No.	Deliverables	Duration from Commencement Date of the Consultancy (X)
5	Partner/Franchisee search and connects	To be carried out parallelly post completion of S.No.3
6	Support on Financial Account Management	During the T20 Premier League phase + 2 months till the time all inflows and outflows are settled (estimated to be 45 days post conclusion of Season 1)

4.2 Module-2

S. No.	Deliverables	Duration from Commencement Date of the Consultancy (X)
Phase – I : Preparation of Feasibility Report		
1	Submission of Site Analysis and Benchmarking Study Report	X + 4 Week
2	Submission of Draft Feasibility Report	X + 8 Week
3	Submission of Final Feasibility Report	X + 10 Week
Phase – II : Partner Search		
4	Submission of Project information Memorandum (PIM)	X + 12 Week
5	Submission of Evaluation Report on the proposals received from interested parties.	Timelines to be agreed in mutual discussion with KCA
6	Signing of Definitive Agreement with the selected party.	

5. CONFIDENTIALITY

The Consultant shall keep confidential at all times even after the completion of the consultancy work, all the information gathered during the course of the consultancy and details regarding nature & content of the consultancy. The Consultant shall not

disclose any information as above to any third party and shall not use the information without the written permission of KCA. However, KCA as the sole beneficiary of the consultancy service shall have full right to utilise all information and data gathered during this consultancy for its purpose as KCA may deem fit.

6. GENERAL CONDITIONS

6.1 Criteria For Selection

Selection of the Successful Applicant shall be based on a combined score based on weighted average of relevant experience and Financial offer. The details are given below.

6.1.1 Relevant Experience of the Applicant (100 Marks)

S. No.	Evaluation Criteria	Marking Scheme	Maximum Marks
1.	<p>Experience of providing advisory services for setting up of a new sporting league:</p> <p>The Applicant should have experience of undertaking consultancy assignment for setting up of a new sporting league.</p> <p>The assignment must have been undertaken for clients in India within past 5 years preceding the Proposal Due Date.</p>	<ul style="list-style-type: none"> 20 marks for each assignment 	20 Marks
2.	<p>Experience of providing advisory services for sporting leagues and sports media:</p> <p>The Applicant should have experience of undertaking consultancy assignments to provide advisory services for sporting leagues and sports media.</p> <p>The assignment must have been undertaken for clients in India within past 10 years preceding the Proposal Due Date.</p>	<ul style="list-style-type: none"> 5 marks for each assignment 	20 Marks

S. No.	Evaluation Criteria	Marking Scheme	Maximum Marks
3.	<p>Experience of providing advisory services for media and entertainment projects:</p> <p>The Applicant should have experience of undertaking consultancy assignments to provide advisory services for media and entertainment projects relating to broadcast and streaming operations.</p> <p>The assignment must have been undertaken for clients in India within past 10 years preceding the Proposal Due Date.</p>	<ul style="list-style-type: none"> 10 marks for each assignment 	20 Marks
4.	<p>Experience of providing advisory services for sports / entertainment themed projects:</p> <p>The Applicant should have experience of undertaking consultancy assignment for conducting feasibility study / market assessment study for development of sports club / entertainment themed projects with project cost of atleast INR 200 Crore.</p> <p>The assignment must have been undertaken for clients in India within past 10 years preceding the Proposal Due Date.</p>	<ul style="list-style-type: none"> 10 marks for each assignment. 	20 Marks
5.	<p>Experience of providing advisory services in Kerala:</p> <p>The Applicant should have experience of undertaking consultancy assignment for carrying out Feasibility Assessment / DPR / TEFR preparation for a real estate project in Kerala.</p> <p>The assignment must have been undertaken for clients in India and</p>	<ul style="list-style-type: none"> 10 marks for each assignment undertaken in Kerala. 	20 Marks

S. No.	Evaluation Criteria	Marking Scheme	Maximum Marks
	completed within past 10 years preceding the Proposal Due Date.		

Notes for Assessment of Relevant Experience of the Applicant:

1. The Applicant shall not submit the same assignment for assessment under multiple Evaluation Criteria.
2. The Applicant shall submit documentary proofs in the form of a Copy of work order / contract / Completion Certificate issued by the client.
3. For Projects where the Applicant has worked as a consortium member, the Applicant shall furnish documents to substantiate the role of the firm in the project as a Lead Member.

6.1.2 Proposal Submission

- **ENVELOPE “A”: TECHNICAL PROPOSAL** to be submitted in a separate cover superscribed “TECHNICAL PROPOSAL - PROFESSIONAL/CONSULTANCY SERVICE FOR CONDUCT OF T20 PREMIER LEAGUE FOR KERALA CRICKET ASSOCIATION AND TRANSACTION ADVISORY FOR CLUB HOUSE PROJECTS AT THIRUVANANTHAPURAM ” and should contain Annexure-1 and Annexure-2.
- **ENVELOPE “B”: FINANCIAL PROPOSAL** to be submitted in a separate cover superscribed “FINANCIAL PROPOSAL - PROFESSIONAL/CONSULTANCY SERVICE FOR CONDUCT OF T20 PREMIER LEAGUE FOR KERALA CRICKET ASSOCIATION AND TRANSACTION ADVISORY FOR CLUB HOUSE PROJECTS AT THIRUVANANTHAPURAM” and should contain Annexure-3.

6.1.3 Proposal Evaluation

- **Evaluation of Technical Proposals**

In the first stage, the Technical Proposal of the Applicant will be evaluated on the basis of Technical Evaluation Criteria mentioned above. Applicant shall be ranked as per score achieved by them, from highest to the lowest technical score (S_T). The Applicants who achieves more than 70 marks out of 100 marks, shall be short-listed for financial evaluation in the second stage.

- **Evaluation of Financial Proposal**

In the second stage, the financial evaluation will be carried. For financial evaluation, the total fee indicated in the Financial Proposal (excluding GST) will be considered. Each Financial Proposal will be assigned a financial score (S_F). The lowest Financial Proposal (FM) will be given a financial score (S_F) of 100 points. The financial scores of other proposals will be computed as follows:

$$S_F = 100 \times FM/F$$

(F = amount of Financial Proposal)

- **Combined and Final Evaluation**

Proposals will finally be ranked according to their combined technical (S_T) and financial (S_F) scores as follows:

$$S = S_T \times T_W + S_F \times F_W$$

Where, T_W and F_W are weights assigned to Technical Proposal and Financial Proposal that shall be 0.8 and 0.2 respectively.

The Selected Applicant shall be the Applicant having the highest combined score.

6.2 CONSULTANCY FEES

1. Total comprehensive fees to be paid to the Consultant shall be indicated in the Financial Proposal (Annexure – 3), which has to be duly filled and submitted by the Applicant. The Applicant shall also quote applicable fees per man day for undertaking any related, incidental or extended activities relating to the scope of services. The additional man days, if any, required under any circumstances shall be arrived mutually before undertaking such activity.
2. The rate quoted by the Applicant shall be inclusive of the consultancy charges, travel for meetings/presentations, accommodation etc. It shall include all rates and taxes except GST, which shall be paid over and above the quoted lumpsum consultancy fee.
3. Payment will be through bank Transfer in Indian Rupees only and after deducting Statutory levies like TDS etc.
4. Stage Payments would be made based on completion of work and on submission of Report and Presentation.
5. The various stages / milestones upon which payment is to be made is as follows:

Module-1

S. No.	Deliverables	Payment Percentage
1	Submission of League Blueprint Document	10%
2	Submission of Business Plan– League and Franchisees	30%
3	Submission of Information Dossier for the franchisees	10%
4	Submission of Blueprint for the franchisee selection process	20%
5	Partner/Franchisee search and connects	20%
6	Support on Financial Account Management	10%
	Total	100%

Module-2

S. No.	Deliverables	Payment Percentage
Phase – I : Preparation of Feasibility Report		
1	Submission of Site Analysis and Benchmarking Study Report	10%
2	Submission of Draft Feasibility Report	30%
3	Submission of Final Feasibility Report	20%
Phase – II : Partner Search		
4	Submission of Project information Memorandum (PIM)	10%
5	Submission of Evaluation Report on the proposals received from interested parties.	10%
6	Signing of Definitive Agreement with the selected party.	20%
	Total	100%

6. This RFP document with all pages duly signed and sealed must also be placed with the Financial Proposal.

7. TENDER ACCEPTANCE

1. KCA shall be the Sole Accepting Authority for acceptance & rejection of the tender. KCA reserves the right at its discretion to reject/accept any tenders, cancel or retender without assigning any reasons whatsoever and amend /alter the terms and conditions of the tender for the benefit of KCA.
2. The decisions of KCA, regarding any matter related to this tender shall be final and binding on all.
3. The tender submitted shall be valid for acceptance for a period of 90 days from the date of submission of tender. During this time, no modification of the tender conditions shall be permitted. If any Applicant makes any modification of tender conditions during this period, his tender would be liable for rejection.
4. KCA shall have the right to go in for further negotiation on the financial proposals and also to increase or amend the scope of the Consultancy Services through negotiation.
5. On acceptance of the tender, the Letter of Award would be issued to the selected consultant indicating the date of commencement of the Consultancy works.
6. The selected consultant shall have to sign an agreement with KCA with regard to the Consultancy work assigned before commencement of the consultancy.

ACCEPTANCE LETTER

(To be submitted on Applicant's Letterhead)

To

Secretary
Kerala Cricket Association
KCA Complex, T C- 24/131 (1),
Sasthamkovil Road, Thycaud,
Thiruvananthapuram – 695014

Sir,

We, the undersigned, submit our technical and financial proposal for **“PROFESSIONAL/CONSULTANCY SERVICE FOR CONDUCT OF T20 PREMIER LEAGUE FOR KERALA CRICKET ASSOCIATION AND TRANSACTION ADVISORY FOR CLUB HOUSE PROJECTS AT THIRUVANANTHAPURAM”** in accordance with the Request for Proposal (RFP) issued by Kerala Cricket Association.

Our Proposal is binding upon us and we confirm to undertake the project.

We accept all the terms and conditions of KCA contained in the RFP document.

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Date:

Place:

Company Seal

DETAILS OF APPLICANT

1.	Name of the Applicant :	
2.	Year of establishment of the firm	
3.	Registered office Address	
4.	Registration No. with RoC (or other Equivalent) (Attach a copy certificate of incorporation)	
5.	Contact Person & Full Address	
6.	Telephone No. & Fax No	
7.	Email address	
8.	Details of the Key Personnel with their Professional Background	
9.	Experience of the Firm in accordance with Section 6.1.1 of the RFP	
10.	Any other information which the Applicant wishes to submit in support of its expertise.	

Note: Attach separate sheets, if required

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Date:

Place:

Company Seal

FINANCIAL PROPOSAL SUBMISSION FORM*(To be submitted on Applicant's Letterhead)*

To

Secretary
Kerala Cricket Association
KCA Complex, T C- 24/131 (1),
Sasthamkovil Road, Thycaud,
Thiruvananthapuram – 695014

Sir,

We, the undersigned, submit our financial proposal for **“PROFESSIONAL/CONSULTANCY SERVICE FOR CONDUCT OF T20 PREMIER LEAGUE FOR KERALA CRICKET ASSOCIATION AND TRANSACTION ADVISORY FOR CLUB HOUSE PROJECTS AT THIRUVANANTHAPURAM”** in accordance with the Request for Proposal (RFP) issued by Kerala Cricket Association

S. No.	Particulars	Amount in Figures	Amount in Words
1.	Fee for providing consultancy services for Module-1		
2.	Fee for providing consultancy services for Module-2		
3.	Total Fee = (1) + (2)		
4.	Fee per man day for any related, incidental or extended activities relating to the scope of services.		

[In case of difference between the amount quoted in figures and words, the amount in words would be taken as the quote]

1. This amount is inclusive of all rates & taxes except GST and also includes all our expenditure as per the terms of the RFP.
2. Our Financial Proposal shall be binding upon us up to expiration of the validity period of the proposal.

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Date:

Place:

Company Seal

Note: The RFP document with all pages duly signed and sealed must also be placed with the financial proposal.