



KERALA CRICKET ASSOCIATION
Member - Board of Control for Cricket in India

Kerala T20 Premier League (KT20PL) 2024 Information Document.

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1) About Kerala Cricket Association (KCA):

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) and is the governing body of the game of cricket in the State of Kerala. The aims and objectives of the KCA is to promote, popularize, conduct and control cricket in the State.

KCA as part of its Vision Beyond 2020 intends to conduct and establish a T20 League aiming to showcase the best of local cricket talent and provide a platform for up-and-coming cricketers of Kerala. This document constitutes an invitation to any person/Organization who wishes to own and operate a Team on a franchise basis in the premier league.

2) Overview of Kerala T20 Premier League (KT20PL) 2024:

Kerala T20 Premier League is a Franchisee based Premier T-20 cricket tournament of KCA. K T20PL will be conducted under the aegis of the Kerala Cricket Association (KCA) and played on the lines of the IPL. KT20PL will be held at the iconic Sports Hub, Greenfield International Stadium, Thiruvananthapuram. To achieve mass viewership and coverage across the globe, **KT20PL will be broadcast live on Star Sports and streamed live on Fancode.**

The League will initially comprise six teams, each identified from among the 14 districts of Kerala such as:

- | | | |
|-----------------------|---------------|-------------------|
| 1. Thiruvananthapuram | 2. Quilon | 3. Pathanamthitta |
| 4. Alappuzha | 5. Kottayam | 6. Idukki |
| 7. Ernakulam | 8. Thrissur | 9. Palakkad |
| 10. Malappuram | 11. Kozhikode | 12. Wayanad |
| 13. Kannur | 14. Kasaragod | |



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Details of KT20PL 2024 are as under:

- a. The start date for KT20PL 2024 is expected to be in the 1st week of September (tentative).
- b. KT20PL 2024 will have a total of 6 teams representing Districts from KCA jurisdiction.
- c. **Six highest bidders shall be awarded the right to own and operate a Team (subject to eligibility) and auction in the event of tie breaker in case of bidding for same team/district(if any).**
- d. Each team will play against each other in a round-robin league stage consisting of 10 matches per team.
- e. The top 4 teams from the league stage will play the semi-finals and the finals.
- f. KCA will select registered players from Kerala to be made available for KT20PL player auction.
- g. A player draft/auction will be conducted for the team owners to acquire cricketers for their respective teams.

3) Invitation to Bid:

KCA hereby invites tenders from reputed companies/firms/individuals/ consortiums to acquire the right and obligation to operate a Team in the manner described in this document.

4) Team Bid Process:

- a. The base price for each team will be INR 1 crore (plus 18% GST) per year.
- b. Interested parties pay the KCA, a non-refundable fee of INR 50,000/- plus GST (INR Fifty Thousand only plus 18% GST) & communicate this in their 'Expression of Interest' (EOI) in prescribed format. The form/format can be obtained by hand from the Office of the Hon. Secretary in the address given below or through e-mail on sharing of supporting showing remittance of Bid Fee.



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5) Bidding Criteria:

- a. Entities and Individuals:** Any registered entities, persons who meet the required criteria shall be eligible to bid for a franchise. Individuals who meet the domicile, Fit and proper and financial criteria can also submit bids for the potential franchisees.
- b. Consortium:** In addition to the bids submitted by entities/registered companies or individuals, consortia between companies and/or individuals shall also be allowed (maximum 3 numbers), subject to meeting the other financial and domicile criteria as laid out by the KCA.
- c. Domicile Requirements:**
 - i. Company/Registered entity:** The company should have either the parent company or a subsidiary registered in India preferably in the state of Kerala.
 - ii. Individual:** The person should have a resident domicile in India preferably in the state of Kerala.
 - iii.** In the case of a consortium between a company and an individual, either of the above conditions of domicile should be met.
- d. Fit and Proper:** Each bidder or a consortium should meet the fit and proper criteria as follows:
 - i.** Not having been convicted by a criminal court including offences involving moral turpitude in the last 10 years (traffic violations are not included).
 - ii.** The individual and or/organization should not have been convicted of any legal offence by any sporting body in the last 10 years.
 - iii.** Active cricketers who are, at the time of submission of the Bid contracted to play under the aegis of BCCI, are not entitled to submit a Bid or otherwise participate in the RFP process.
 - iv.** Any businesses or individuals associated with Betting or Gambling activities are not allowed to bid for a franchisee.
 - v.** The bidder should not in any way be related to the Kerala Cricket Association or its administrators/ officials as laid out under Conflict-of-Interest clause of the bye law of the association.

For the purpose of corporates, the consideration of Fit and proper will be for the board of directors of the bidding entity.



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e. Financial Standing:

i. Company/Registered entity/Consortium:

- Annual turnover of an average of INR 75 crore in the last 5 Financial Years (FY20 – FY24).
- Average net worth in the last 5 years of at least INR 100 crore.
- Both the turnover and net worth criteria must be met.
- For the purpose of net worth and annual turnover, the financials of the parent company (or which the bidder/corporate entity is a subsidiary of) will also be considered.

ii. For an individual:

- Average Annual Net worth of INR 50 crore over the last 5 years.
- If Individual is associated with a company/companies and has stakes in it, then the value of that stake shall also be counted for net worth.

6) Bid Rejection:

Any Bid submitted by an entity which fails to satisfy the eligibility requirements set out in this document may be accepted or rejected by KCA in its absolute discretion. KCA shall not pre-judge or advise a Bidder whether it is qualified or not. The Bidder must submit its Bid in accordance with the process specified in this document and enable KCA to then evaluate its Bid.

7) Reserve Price for the bidding:

- Ceiling price for the bidding:** KCA has decided to have a ceiling price of 2.5x the base price which must be adhered by all entities/individuals/consortium interest in the bidding process. (For example: If the base price for a franchise is at INR 1 crore, then the maximum bidding price cannot exceed INR 2.5 crore).
- KCA is at its absolute discretion to revise the ceiling price at every renewal of the franchise contract basis the viewership and performance of the league.



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8) Roles and responsibilities of the franchise:

a. Terms of engaging with KCA:

- i.** Contract duration of 10 years for the franchisee, subject to review every three (3) years/ extendable subject to agreement on the commercial terms.
- ii.** Team Strength – Minimum of 16 players to a maximum of 20 players including 1 Icon Player.
- iii.** KCA reserves the right to revise the franchise fee post 3 years on the basis of performance of the league. This will be done in discussions with the franchisees.
- iv.** KCA reserves the right to renegotiate other commercial terms post 3 years on the basis of the performance of the league.

b. Responsibilities of the franchise:

- i.** Responsible for the payment of the annual franchisee fee to the KCA as per the payment terms/milestone herein defined/detailed.
- ii.** Compliance with the Standard Operating Procedures (SOP) for the league laid down by the KCA and the organizing team.
- iii.** Successful bidder / franchise to execute valid Contract Agreement with KCA.
- iv.** Responsible for managing and bearing the cost of the following for the T20 tournament:
 - Cost of accommodation, food and local/intra state transport for the players
 - Cost of accommodation, food and local/intra/interstate transport for the team officials
 - Payment of player fee (within the salary cap)
 - Cost of procurement of the apparel for all the team players and officials
 - Marketing expenses for promotion the team at their own discretion
 - Team official salaries/professional fee:
 - Other General and administration expenses pertaining to running of the franchisee including providing training/camp sessions.

c. Payment milestones:

- i.** Payment milestones for the franchise fee are as follows (for each year of the contract period):
 - 30% on signing of the franchise agreement.
 - 30% on successful completion of the auction.



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- Balance 40%, 14 days before the start of the season i.e., the first match of the season.
- ii. Teams to furnish a Bank Guarantee (BG) which is equivalent to the franchise fee amount for that year, upon the signing of the franchise agreement. The same BG shall be renewed for the subsequent seasons.
 - The Bank Guarantee shall be returned in the case of no default.
- iii. Cure Period: In case the franchisee does not deposit the full franchisee amount as per the said timelines, a 14-day cure period shall be provided. In case of continued default at the end of cure period, KCA shall have the right to encash the performance bank guarantee (to the extent of the remaining amount of the franchise fee)
- iv. Also, in the case of a franchisee fee payment default leading a BG encashment, the franchisee shall be terminated for the next season onwards.

9) Benefits for franchisees:

- a. Prize Money: Winners – INR 30 Lakhs, Runners up – INR 20 Lakhs, Teams finishing 3rd and 4th – INR 5 Lakhs each.
- b. 300 seconds of Free Commercial Time on television (on a leading sports broadcaster in India- **Star Sports and streamed live on Fancode**) per match.
- c. Monetization of the advertising slots available on player apparels/jerseys (except 2 slots for central sponsors).
- d. 6 boards - on ground available during each match to the franchisee.
- e. The franchisees can also engage with their own sponsors for franchisee level sponsorships.
- f. Franchisee Team logo exposure across KCA traditional and digital marketing channels, on ground property including dugouts, common areas, team box, boundary cushions, LED and other displays and presentation backdrops.
- g. Franchisees will also be provided with dedicated corporate boxes for each match.
- h. Sharing of additional revenue viz. gate collection etc with the successful bidder/franchisee can be mutually discussed and agreed upon at the discretion of the Governing Council of KCA.



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10) Bid submission:

- a. Only the entities/individuals which comply with the eligibility requirements set out in above are entitled to participate in this tender process and to submit a Bid. Any Bid submitted by any other entity/individual who is not eligible as per the requirements of the above- mentioned eligibility section may be rejected by KCA in its absolute discretion.
- b. The Bidders shall deliver to KCA the original of the tender documents duly filled in and signed and sealed along with all supporting documents and papers with one exact and legible copy thereof.
- c. Bidders are required to respond in 14 days from the date of this document.

11) Selection Criteria:

- a. The six Franchises will be awarded according to the following process:
 - i. Bidding to be done on a two cover system comprising of (i) Technical bid (ii) Financial (in sealed cover basis) from out of all responding to this EOI and are meeting the eligibility criteria.
 - ii. In case of tie-breaker the selection of successful franchise will be based on an open auction on the same day.

12) Team Management Standards for Team Owners:

- a. Team owners must enter formal contracts with their players.
- b. Contract fees must be paid to players 7 days prior to the tournament.
- c. All Team owners must pay their players, daily allowance of at-least Rs. 1,000/- during practice camps and matches.
- d. Accommodation facility provided for players must be in hotels of at-least 3-star standard.

13) Player Auction Process:

- a. Once team ownership is finalized, KCA will conduct a player auction.
- b. KCA will provide a pool of talented cricketers from Kerala for the KPL auction.
- c. Each team will have a purse of INR 35 lakhs for buying players.
- d. Each team must have a squad of minimum 16 players to a maximum of 20 players
- e. Players will be graded into three categories for the auction process:



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- i. Icon Players:** This category will consist of international players and other prominent players of KCA having representation in IPL etc.
 - ii. Category A:** This category includes all first-class/list A/senior T20 players.
 - iii. Category B:** This includes all state-represented players who have participated in age-group cricket in Kerala (Under 19, 23).
 - iv. Category C:** This category will include club/District represented players.
- f. Key Information on the auction process:
- i.** Player reserve prices to be communicated 10 days before the auction.
 - ii.** Player who are Icons to be communicated 10 days before the auction.

14) Contact Details:

Office of the Hon. Secretary, Kerala Cricket Association: 0471 2326522/+91 9633298982

Transaction Advisor to KCA: +91 7207205462

Interested bidders can contact the above person from KCA for clarifications (if any).

15) Bid Time Schedule

Activity	Date
Bid document available from the Office or through E-mail on payment of Tender Fee	From 26 th June 2024 , 5 pm onwards
Last date of submission of EOI along with Price Bid	15 th July 2024
Selection & Shortlisting process	15 th July to 18 th July 2024
Intimation of bidders	18 th July 2024
Auction & Announcement of Franchisees	18 th July 2024

The selection for empanelment of the firms / companies shall be taken up through the committee appointed by KCA.

KCA reserves the right to amend / modify / cancel EOI documents and/or to reject any or all EOIs without assigning any reasons thereof.



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Office address:

Kerala Cricket Association
KCA Complex, Thycaud
Thiruvananthapuram
Kerala -695014

Procedure to procure the Bid Documents:

The bid documents shall be shared only upon receiving the payment and details as mentioned below:

Payment of Rs.50,000+9000(GST) i.e. Total Rs.59,000 is to be made to the following bank account:

Bank Account Details:

Account Name: Kerala Cricket Association

Account No.: 13800100303237

Name of Bank: Federal Bank Ltd.

Branch: Ernakulam/Palarivattom Br.

IFSC code: FDRL0001380

Once the payment is made , the payment confirmation is required to be shared by email to office@keralacricket.in, governing.council@keralacricket.in with subject/title "PAYMENT Confirmation Bid Fee – Kerala T20PL 2024 along with the following details to raise GST e-invoice:

Name of the Party/Firm/Company:

Registered Address:

PAN No.

GST No.

Secretary

Kerala Cricket Association

26.06.2024