



**ALL INDIA FOOTBALL FEDERATION**

**Request for Proposal (RFP) for Commercial Rights**

**PREMIER DOMESTIC COMPETITIONS 2024-25**

**Date of Issue: 23 October 2024**

**Last date to seek clarifications: 25 October 2024**

**Last date of submission of Bids: 8 November 2024**

## **DISCLAIMER**

- The information contained in this RFP, or any information provided subsequently to the Bidder(s) whether verbally or in documentary form by or on behalf of AIFF, is provided under the terms and conditions set out in this RFP and all the other terms and conditions subject to which such information is provided.
- This RFP is neither an agreement nor an offer. The purpose of this RFP is to provide the Bidder(s) with information to assist them in the formulation of their proposals. This RFP does not claim to contain all the information each Bidder may require. Each Bidder should conduct its own investigation and analysis and should check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice wherever necessary. AIFF makes no representation and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP.
- AIFF may, in its absolute discretion, but without being under any obligation to do so, update/ amend and/or supplement the information in this RFP. Such updates/amendments and/or supplements to this RFP will be done only on AIFF's Website <<https://www.the-aiff.com/>>.
- No commitment, contractual or otherwise whatsoever, shall arise from the RFP process until a formal contract is executed by the duly authorised signatory of AIFF and the selected Bidder as set out under this RFP.

## 1. INTRODUCTION, PURPOSE AND INVITATION

- 1.1 AIFF is the governing body for football in India which has the sole mandate to govern and conduct all activities for both men and women's football in India. AIFF organizes the following competitions annually:
- a) I-League, the second tier of India's domestic professional football league competitions for men to be conducted in 2024-25;
  - b) I-League 2, the third tier of India's domestic professional football league competitions for men to be conducted in 2024-25;
  - c) IWL, the top tier of India's domestic professional football league competitions for women to be conducted in 2024-25;
  - d) Santosh Trophy, a men's competition organized for teams representing the member associations of AIFF to be conducted in 2024-25; and
  - e) Rajmata Jijabai Senior Women's National Football Championship, a women's competition organized for teams representing the member associations of AIFF to be conducted in 2024-25.  
(collectively the "**Competitions**" and individually each a "**Competition**").
- 1.2 AIFF shall administer all its obligations under this RFP and the Contract (defined below), solely through the President, AIFF.
- 1.3 With reference to the above, AIFF is desirous of engaging a Person to undertake certain obligations that will facilitate the production and live broadcast of match footage as per specifications contained herein in respect of the Competitions during the Season 2024-25 and related events ("**Rights Holder**"). The detailed scope of services required to be extended by the Rights Holder is set out under Annex-I of this RFP.
- 1.4 In furtherance thereof, AIFF hereby invites proposals from interested entities in respect of the aforementioned with an aim of ensuring (a) high quality production of the broadcast feed of the Competitions, their matches and related events as per the technical specification mentioned; (b) distribution of the broadcast of the Competitions, their matches and related events, complementary to the efforts of AIFF and/or its partners; and (c) widespread availability of the broadcast of the Competitions, their matches and related events for broadcast via a nationally available sports broadcasting television channel and/or streaming platform.
- 1.5 Interested parties with impeccable record, meeting the eligibility criteria contained herein may submit their Bids for selection, complete in all respects by way of email to <legal@the-aiff.com>.
- 1.6 Filled-in Bids with all credentials and other documents in support of the eligibility criteria must be submitted before the date and time specified in Section 9 below. Incomplete Bids and Bids received by AIFF, after the last date and time of submission will not be accepted.

1.7 Upon selection of a Bidder by AIFF as the Rights Holder, AIFF and the Rights Holder shall enter into a detailed long form agreement incorporating the provisions of this RFP and the successful Bid (“**Memorandum of Agreement**” or “**Contract**”). However, the Rights Holder’s obligation will commence from the date of the award of the Bid. The Bidders acknowledge that all rights awarded under the Contract shall be subject to Regulations, as amended from time to time.

## 2. DEFINITION

2.1 In this Request for Proposal and the associated documentation, the following terms shall, unless repugnant to the context or meaning thereof, have the following meanings:

- (a) “**Affiliate**” means with respect to any Person: (a) any other Person which owns at least 50% (fifty per cent) of the share capital or equity interest or membership interest of such Person; (b) in which such Person owns at least 50% (fifty per cent) of share capital or equity interest or membership interest; (c) at least 50% (fifty per cent) of the shares / membership interest of which are owned by the ultimate parent company of such Person; or (d) any other Person that Controls, is Controlled by or is in common Control with such Person. The term ‘Control’ shall mean the power to determine the policy and affairs of an entity whether by virtue of voting rights, right to appoint a majority on the board of directors of an entity, by contract or otherwise;
- (b) “**AIFF**” shall mean the All India Football Federation;
- (c) “**Applicable Law**” means the laws and any other instruments having the force of law in India for the time being and any other applicable law/rules/regulations;
- (d) “**Bidder**” means any private or public entity including Group Entities that seeks to hold the Rights, and submits a Bid thereof, in line with the terms of this RFP, to be appointed as the Rights Holder;
- (e) “**Bid**” or “**Proposal**” (including the term “tender”, “offer”, “quotation” or “proposal” in certain contexts) means an offer submitted to AIFF to secure the Rights in accordance with the terms and conditions set out in this RFP;
- (f) “**Broadcast**” shall mean broadcasting, distributing, exhibiting and/or making available audio and/or audio-visual programming of the Feed relating to the Competitions along with any Commentary;
- (g) “**Broadcast Sponsor**” in respect of the Competitions shall mean all sponsors under the broadcast partner category to whom the Rights Holder has granted broadcast designations and/or sold commercial inventory for such Competitions;
- (h) “**Linear Media Delivery**” shall mean the delivery of audio-visual content by means of cable television or SMATV system (whether delivered via fibre optic, coaxial or other cable or MMDS or relayed in whole or in part by encrypted multi-channel multi-point microwave transmission or any combination of such technology) located in the Territory which the operator is authorised to operate pursuant to any applicable law(s) in the Territory;

- (i) “**Ceremonies**” means opening and closing ceremonies and award ceremonies relating to the Competitions and/or the matches thereof being broadcast live;
- (j) “**Clips**” means clips of non-live audio-visual coverage of the Competitions (including the Matches, Ceremonies, players, and guide commentary), of limited duration (as may be determined by AIFF in the Contract) in part or in full;
- (k) “**Commentary**” means, in respect of a Match or Ceremony, the contemporaneous verbal account and description of such Match or Ceremony produced in relation to the Competition and incorporated in the Feed by the Rights Holder;
- (l) “**Commercial Bid**” shall mean the part of the Bid submitted by the Bidder setting out the proposed fee payable by such Bidder on appointment as the Rights Holder;
- (m) “**Competition Marks**” shall mean the official logos of the relevant Competitions including any translation, permutation and derivation thereof, registered/applied for registration by AIFF in relation to the Competitions;
- (n) “**Competition Rules**” shall mean all rules and regulations published and/or adopted by AIFF from time to time in relation to each Competition as may be amended from time to time;
- (o) “**Competition Sponsor**” shall mean any entity that has been appointed as a sponsor of a Competition(s) by AIFF or the Rights Holder;
- (p) “**Competitor**” means any Person who promotes and/or markets its business involving the provision of services or the sale, manufacture or distribution of goods which fall within the Primary Product Category of the relevant Competition Sponsor(s);
- (q) “**Digital Platform**” shall mean the digital platform(s) owned and/or operated by the Bidder, on which content is made available using Digital Transmission;
- (r) “**Digital Transmission**” means the delivery or provision of access to audio and/or visual material and/or audio-visual material in an intelligible form using the Internet and Mobile Technology including the exercise of Mobile Rights;
- (s) “**DTH**” shall mean the transmission of audio-visual content in an intelligible form by means of a signal which is transmitted direct from a satellite to a satellite dish (or any other form of satellite reception equipment now available or developed in future) at the place of reception for the purpose of re-transmission to any place other than that place of reception including, without limitation, satellite master antennae systems, operated on an “Intermediate Frequency” basis (commonly referred to as “SMATV I.F.”), including satellite systems commonly referenced as direct-to home satellite or direct broadcast satellite (DBS) systems;
- (t) “**Feed**” shall mean the live and continuous moving image video signal of the Competitions (including the Ceremonies and the Matches) of the minimum standard and specification that is consistent with the then prevailing market standard (*and in any*

*case not less than the standards prescribed by AIFF in this RFP*), which also incorporates slow motion replays, titles and any graphics selected by or on behalf of the Rights Holder;

- (u) “**Financial Year**” or “**F.Y.**” shall mean the financial year consisting of 12 (twelve) months, commencing from the first day of the month of April and ending on the last day of the month of March of the succeeding year;
- (v) “**Force Majeure Event**” shall mean an event or circumstance which is beyond the reasonable control and foresight of a party and which makes a party’s performance of its obligations impossible and includes but is not limited to wars, acts of terrorism, civil riots, hostilities, public disorder, epidemics, pandemic, fires, acts of God, Court orders or governmental restrictions and actions, acts and decisions of regulatory and sports authorities;
- (w) “**Group Entities**” means: (a) the Bidder; (b) Affiliates of the Bidder; (c) the shareholders / members of the Bidder who hold at least 50% (fifty per cent) of the share capital or equity interest or membership interest of such Bidder; (d) all entities whose accounts are consolidated on a line by line basis in the audited financial statements of members / shareholders covered under (c); (e) any joint venture company in which a member / shareholder covered under (c) holds at least 50% (fifty per cent) interest and the other joint venture partner of such joint venture company;
- (x) “**GST**” shall mean the goods and services tax as levied under the Applicable Law;
- (y) “**Highlights**” means any edited recorded segment(s) or extract(s) of the League (including the Matches, Ceremonies, in part or in full);
- (z) “**IFAB**” shall mean the International Football Association Board, the body in charge of publishing and updating the Rules of Football from time to time;
- (aa) “**Internet**” means the global communications system of computer networks accessible by the public which interconnect, either directly or indirectly, individual computers and/or networks by making use of TCP / IP transport protocols (or derivatives thereof) which may be accessed by means of the world wide web and derivate URL addresses and which enables users to engage in two-way transmissions of data over such networks in order to receive content (including by fixed, wireless network and transmission by satellite, mobile, DSL, ISDN, WiMAX, other broadband links, or any other technology, whether current or supplemental or successor or new, but excluding Mobile Technology and Television);
- (bb) “**Match**” shall mean all matches forming part of the Competition in the Season;
- (cc) “**Match Staging Regulations**” means the regulations relating to the staging of Matches which shall be provided to the Rights Holder by AIFF (as the same may be amended from time to time);
- (dd) “**Memorandum of Agreement**” or “**Contract**” shall have the meaning prescribed to it in Section 1.7;

- (ee) “**Minimum Broadcast Obligations**” shall have the meaning prescribed to it in Section 6.2(a)(ii);
- (ff) “**Mobile Broadcast Technology**” means each wireless standard or technology which is used during the Term for the point to multi-point broadcast of audio-visual images to mobile devices including:
  - (i) Digital Video Broadcasting-Handheld (DVB-H);
  - (ii) Digital Audio Broadcasting (DAB);
  - (iii) Digital Multimedia Broadcasting Terrestrial (DMB-T);
  - (iv) Digital Multimedia Broadcasting-Satellite (DMB-S);
  - (v) Integrated Services Digital Broadcasting-Terrestrial (ISDB-T);
  - (vi) Qualcomm’s Media FLO technology; and
  - (vii) derivative systems and services but excluding any Mobile Telecommunications Technology
- (gg) “**Mobile Technology**” means Mobile Broadcast Technology or any other technology, whether current or supplemental or successor or new Mobile Telecommunications Technology and Mobile Broadcast Technology, for the broadcast of audio-visual images to Mobile Devices;
- (hh) “**Mobile Devices**” means any handheld portable personal device (whether now known or hereafter developed) which is primarily designed or adapted to be capable of being used while in motion and which when connected to a mobile communications network uses Mobile Communications Technology to send and receive voice and data (including without limitation audio and audiovisual content);
- (ii) “**Mobile Rights**” shall mean the delivery or access to the audio video content for reception and viewing in an intelligible form on a Mobile Device where the communication link(s) used in such delivery comprises, at least in part, any mobile communications technology (*that is now in use or hereinafter developed*) and/or Mobile Broadcast Technology;
- (jj) “**Operational Rules**” shall mean the rules and/or regulations adopted by AIFF in respect of the operations of, and commercial rights relating to Competitions (as may be amended from time to time by AIFF);
- (kk) “**Person**” shall mean and include an individual, an association, a corporation, a firm, a partnership, a joint venture, a venture capital fund, a trust, an unincorporated organization, a joint stock company or other entity or organization, including a government or political subdivision, or an agency or instrumentality thereof and/or any other legal entity;
- (ll) “**Pre-Bid Conference**” shall have the meaning prescribed to it in Section 10.3;
- (mm) “**Primary Product Category**” means the primary product category designated in the relevant agreement between AIFF and the relevant Competition Sponsor and agreed by the Rights Holder;

- (nn) “**Proposal Due Date**” shall mean the date on which all Proposals must be submitted in response to this RFP and shall be 8 November 2024;
- (oo) “**Qualified Bidder**” shall have the meaning prescribed to in in Section 14.1(e);
- (pp) “**Regulations**” shall together mean the Rules of Football, Operational Rules, the Match Staging Regulations and the Competition Rules;
- (qq) “**Rights**” shall have the meaning prescribed to it in Section 6.1;
- (rr) “**Rights Holder**” means the successful Bidder with whom AIFF enters the Contract;
- (ss) “**RFP**” means this Request for Proposal;
- (tt) “**Rules of Football**” shall mean the rules of football published by IFAB (including any amendments and modifications thereto from time to time);
- (uu) “**Season**” shall mean the 2024-25 season as notified by AIFF in which one edition of each Competition will be played;
- (vv) “**Technical Bid**” shall mean the part of the Bid submitted by the Bidder demonstrating the technical qualifications of the Bidder and evidencing the Bidder’s qualification for appointment as the Rights Holder in accordance with the eligibility criteria, and for the exploitation of rights that are provided to a successful Bidder under this RFP and/or the Contract;
- (ww) “**Television**” means the transmission of audio-visual programming by means of Terrestrial Television, DTH, Cable TV Delivery, IPTV, or any other technology, whether current or supplemental or successor or new, transmission of which or retransmission thereof is solely intended for intelligible reception on the screen of television monitors. For the avoidance of doubt, Television shall specifically exclude, without limitation, Digital Transmission;
- (xx) “**Term**” shall mean such period for which the Rights Holder has been awarded the rights under the Contract, which in any case shall not extend beyond the end of the Season;
- (yy) “**Terrestrial Television**” means linear Television transmitted over-the-air through terrestrial frequency bands whether in analogue or digital format, standard definition, high definition or any evolution thereof or otherwise by an authorized and licensed broadcast station and intended for direct reception by the general public using reception antennas for no fee or charge (other than any tax, levy or fee imposed by any governmental, administrative or other public authority in the relevant territory or part of it). For clarity, Terrestrial Television shall include the right to make a simulcast / re-broadcast of such Terrestrial Television distribution via cable television, satellite television and IPTV (to the exclusion of any Digital Transmission), including where there is a charge for such simulcast / re-broadcast distribution as part of a package or service (e.g. a “basic package” where a simulcast / re-broadcast of a Terrestrial



Television channel is part of a basic subscription package of a satellite television service);

(zz) “**Territory**” shall mean worldwide;

(aaa) “**Website**” shall mean the website of AIFF accessible at the following URL:  
<<https://www.the-aiff.com/>>

2.2 In this RFP, unless repugnant to the context:

- (a) any reference to the singular shall include the plural and vice-versa;
- (b) any references to the masculine, the feminine and the neuter shall include each other;
- (c) references to a “Section” or “Sections” refer to the relevant Section or Sections of this RFP, unless otherwise stated;
- (d) the Annexures form part of this RFP and shall have the same force and effect as if expressly set out in the body of the RFP, and any reference to this RFP shall include reference to any annexures to it; and
- (e) “written” or “in writing” means hand-written, typewritten, printed or electronically made.

In the event of any difference or dispute with respect to the interpretation of any term of this RFP, the interpretation of AIFF shall be final and binding.

### 3. **INSTRUCTIONS TO THE BIDDERS**

#### 3.1 **Bid Preparation Cost**

- (a) The Bidders shall bear all costs associated with the preparation and submission of the Bid. AIFF will not be responsible and liable for any costs, regardless of the conduct or outcome of the Bid and/or Bid process.
- (b) All papers submitted with the Bid are neither returnable nor claimable.

#### 3.2 **Right to accept and reject any or all Proposals**

- (a) Notwithstanding anything contained in this RFP, AIFF reserves the right to accept or reject any Bid and to annul the bidding process and reject all Bids, at any time without any liability or any obligation for such acceptance, rejection, or annulment, without assigning any reason;
- (b) AIFF reserves the right to reject any Bid if:
  - (i) at any time, a material misrepresentation is made or discovered, or
  - (ii) the Bidder does not respond to requests for supplemental information required for the evaluation of Bids within the stipulated time period or any time period as may be communicated to the Bidder by AIFF; or
  - (iii) the Bidder does not adhere to the formats provided in the Annexures to the RFP while furnishing the required information/details.

### 3.3 **Amendment of the RFP**

- (a) At any time prior to the Proposal Due Date, AIFF, for any reason, whether at its own initiative or in response to a clarification requested by eligible Bidder/s, may modify the RFP by way of issuance of an addendum. Such amendments shall be uploaded on the Website through a corrigendum and form an integral part of this RFP. The relevant clauses of the RFP document shall be treated as amended accordingly. It shall be the sole responsibility of the prospective Bidder to check the Website from time to time for any amendment in the RFP document/s. In case of any failure on the part of the Bidder to check and consider the amendments made, if any, AIFF shall not be responsible for any consequences resulting therefrom.
- (b) To provide the Bidders with a reasonable time to examine the addendum, or for any other reason, AIFF may, at its own discretion, extend the Proposal Due Date by way of communication published on the Website.

### 3.4 **Data Identification and Collection**

- (a) It is desirable that the Bidder submit their Proposal after verifying the availability of the data, information and/or any other matter that they consider relevant.
- (b) It would be deemed that by submitting the Proposal, the Bidder has:
  - (i) Made a complete and careful examination and accepted the RFP in totality;
  - (ii) Received all relevant information requested from AIFF in relation to the submission of its Bid; and
  - (iii) Made a complete and careful examination of the various aspects of the scope of work.
- (c) AIFF shall not be held liable for any mistake or error on the part of the Bidder in respect of the above.

### 3.5 **Preparation and submission of Proposals**

- (a) **Language and currency**
  - (i) The Proposal and all related correspondence and documents shall be written in the English language. Supporting documents and printed literature furnished by the Bidder with the Proposal may be in any other language, provided they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not duly translated into English and certified by a notary or the relevant sub registrar's office, may not be considered for evaluation. For interpretation and evaluation of the Proposal, the English language translation shall prevail.
  - (ii) The currency for the purpose of the Proposal shall be Indian Rupees (INR).

### 3.6 **Format and signing of Proposals**

- (a) The Bidder shall prepare electronic copies of the Technical and Commercial bids/ Proposals separately.
- (b) The Bidders shall provide all the information as per the RFP and in the specified formats. AIFF reserves the right to reject any Proposal that is not in the specified formats.
- (c) In case the Bidder intends to provide additional information for which specified space in the given format is not sufficient, it can be furnished in duly stamped and signed PDFs.

### 3.7 Submission of e-bid/Proposal

- (a) Each Bidder satisfying the Conditions of Eligibility shall, if it wishes to Bid, submit password protected pdf versions of the Technical and Commercial Bids, simultaneously (being, together referred to as the “**Bid Documents**”) as set out below by way of email to <legal@the-aiff.com>. The attention of Bidders is drawn to the fact that failure to supply any of the relevant information and/or any material deficiency in the same may as described in this RFP, may lead to the disqualification of such Bids under this RFP.
- (b) The Bidders shall send to AIFF by way of an email to <legal@the-aiff.com> on or before 17:00 hrs IST on the Proposal Due Date, a pdf version of the Bid Documents duly filled in and completed, initialed on each page, signed (where appropriate) by a duly authorised representative of the Bidder and scanned along with attested scanned copies of all supporting documents and papers.
- (c) All Bid Documents must be delivered to AIFF as part of **one (1) email** and no further documents will be accepted after the above-mentioned time and date. In addition, the Bidder shall share a separate email with a list of the documents forming a part of the Bid Documents mapped with the relevant passwords, which email shall be sent on <legal@the-aiff.com>, on or before 18:00 hrs IST on the Proposal Due Date.
- (d) Once submitted, no Bid shall, save as provided for herein in the event of a tie, be subsequently amended without the prior written consent of AIFF, which consent AIFF may withhold at its discretion.

### 3.8 Late submission

The time at which the email is received by AIFF is used to determine the time of submission. Once the Proposal submission date and time is over, the Bidder cannot submit its Proposal. Bidder must start the Bid submission well in advance so that the submission process occurs smoothly. The Bidder shall be solely responsible if its Proposal is not submitted in time due to any problems/faults attributable to the Bidder, for whatsoever reason, during the Proposal submission process.

### 3.9 Withdrawal and resubmission of Proposal

- (a) At any point in time, a Bidder may withdraw its Proposal, before the Proposal Due Date, by way of an email sent from the address using which the Bid Documents were submitted to AIFF.
- (b) No Bid can be resubmitted after the deadline for withdrawal, i.e., the Proposal Due Date.

### 3.10 Contacting AIFF

- (a) From the time the Proposals are opened to the time the Contract is awarded, if any Bidder wishes to contact AIFF, on any matter related to their Proposal, it shall do so in writing. Any effort by the Bidder to influence any officer/office bearer of the AIFF in relation to the Proposal evaluation or contract award decisions may result in the rejection of the Bidder’s Proposal.

### 3.11 Right to Vary Scope of Work

AIFF may, at any time during RFP process, by a written order given to the Bidder, make changes within the general scope of the work. The Bid shall accordingly be amended by the Bidder.

#### 4. ELIGIBILITY CRITERIA

4.1 Bidders must carefully read the conditions of eligibility (the “**Conditions of Eligibility**”) provided herein. Proposals of only those Bidders who satisfy the Conditions of Eligibility will be considered for evaluation by AIFF.

4.2 Each Bidder must fulfil the following qualification criteria:

- (a) **Valid Incorporation:** The Bidder must be validly incorporated under the laws of India and be an existing and going concern in India; and
- (b) **Turnover:** The Bidder must have an average annual turnover of at least INR 100,00,00,000 (Indian Rupees One hundred crores) during the last 3 (three) Financial Years ending –that is FY 2021-2022, FY 2022 – 2023 and FY 2023 – 2024. In this regard, it is clarified that in the context of any Consortium Bidder, the cumulative minimum net worth of the Consortium Bidder (i.e., the aggregate of the net worth of all the Consortium members), shall be a minimum of INR 100,00,00,000 (Indian Rupees One hundred crores) during the last 3 (three) Financial Years.
- (c) **Fit and Proper Person:**  
For determining whether a Bidder is a 'Fit and Proper Person', AIFF may take the indicative criteria mentioned in this clause.
  - (i) Financial integrity of the Bidder.
  - (ii) Ability of the Bidder to undertake all obligations and exploit all rights set out under the RFP.
  - (iii) Absence of convictions or civil liabilities against the Bidder.
  - (iv) Absence of any previous debarment of the Bidder, in accordance with the General Financial Rules, 2017 (provided such debarment is still existing).
  - (v) Absence of any disqualification as specified below:
    - I. Conviction of the Bidder or any of its respective directors, partners, executives, or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or any other law for the time being in force.
    - II. Admission of an application for winding up, or liquidation under Applicable Laws against the Bidder or any of its or their respective directors and partners.
    - III. Any action or proceeding being initiated under the insolvency and bankruptcy laws under the Applicable Law, including but not limited to declaration of insolvency or bankruptcy, disqualification or derecognition by any professional body being initiated against the Bidder.
    - IV. Current or previous banning of the Bidder or its respective directors, partners, executives, or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason.
    - V. Default by the Bidder or any of its or their respective directors of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) Financial Years.
    - VI. Blacklisting of the Bidder by any government authority.
- (d) In case of a Consortium, each member of the Consortium which has submitted a Consortium Bid must be a Fit and Proper Person.

4.3 Consortium, joint ventures or joint bidders (each a “**Consortium**”) may submit a Bid (“**Consortium Bid**”) provided that:

- (a) each Consortium member satisfies the criteria for Bidders set out in this RFP;
- (b) each Consortium member is jointly and severally liable for the acts of the other member(s) forming a part of the Consortium in relation to its Bid;
- (c) For each Consortium:
  - (i) the Consortium must fully describe in its Bid the relevant Consortium agreement and all relevant arrangements in relation to the Consortium, and produce the same upon request;
  - (ii) the Consortium must nominate one (1) Consortium member (“**Lead Member**”) to be the contact person for AIFF in relation to this RFP and any Bid submitted by it, and AIFF shall deal with such Lead Member in place of the remaining members of the Consortium in relation to this RFP and any Bid submitted by such Consortium. In case of a joint venture, it is clarified that the Lead Member should be the majority shareholder (i.e., owning not less than 51% of the shares) or interest holder in the Consortium; and
  - (iii) there must be no more than four (4) Persons who are members in the Consortium.
- (d) Any Person who is part of a Consortium will not be eligible to submit any other Bid, whether individually or as part of any other Consortium.
- (e) If the Bidder is a joint venture company, the Bidder is required to submit a certified copy of the joint venture agreement and all relevant arrangements in relation to such joint venture, along with the Bid, and there shall be no changes to the membership of the Consortium during the Term without AIFF’s prior written approval.

## 5. **RFP PROCESS**

5.1 This RFP is only illustrative in nature and all narrations are intended to be used by the Bidder as preliminary background information. This RFP is not exhaustive and does not necessarily contain all the relevant information in relation to the Bid process.

5.2 AIFF reserves the right to withdraw the RFP and/ or amend the requirements or information contained in this RFP at any time prior to the submission of the Bid, save in relation to the eligibility criteria, technical requirements, and the evaluation principles of the Bids.

5.3 AIFF reserves the right to:

- (a) rank the Bidders in order of the attractiveness of the respective Bids submitted.
- (b) review, reconsider and amend the rights and/or obligations associated with the Competitions at any time prior to the first Bid submission date.
- (c) accept or reject any or all Bids (including the most competitive Commercial Bid) in its absolute discretion, without assigning any reasons for the same.
- (d) extend the time for submission of Bids at its sole discretion at any time prior to the due date, in case of any amendments in the RFP, with the amended RFP to be duly notified on the Website and the same to be binding on all the Bidders.

- 5.4 In the event of any misstatement or misrepresentation being discovered or detected in the information furnished / documents submitted by the Bidder in response to this RFP or at any later stage or in the event of any contravention by the Bidder of any condition or criterion stipulated by AIFF, AIFF shall have the right to terminate or cancel the appointment / engagement of the Bidder, and nothing shall be payable or be paid by AIFF to the Bidder as damages or penalty. The penal provisions as stated in Earnest Money Deposit declaration, submitted by the Bidder, shall stand forfeited forthwith, without any further notice from AIFF.
- 5.5 AIFF will not be liable for any costs, damages or losses arising out of, or in relation to the Bid process, incurred by any Bidder participating in this RFP, if AIFF decides to cancel the RFP process, for any reason whatsoever. The Bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including but not limited to costs incurred in conduct of informative and other diligence activities, participation in meetings / discussions / presentations, preparation of proposal or costs incurred for providing any additional information required by AIFF to facilitate the evaluation process.
- 5.6 The submission of a response to this RFP by any Bidder confirms the Bidder's acceptance of all terms and conditions of this RFP including the amended terms and conditions (if any). Further, by doing so, the Bidder acknowledges that it has:
- (a) examined and understood the extent of the rights, obligations and other information made available in writing by AIFF, for the purpose of this RFP;
  - (b) examined all information relevant to the risks, contingencies and other circumstances that could affect the RFP; and
  - (c) satisfied itself as to the correctness and sufficiency of the RFP.
- 5.7 Bidders to this RFP or their agents may not make any contact with any party employed by or directly associated with AIFF or any of its government partners in relation to this RFP. Any clarifications and all information must be sought via e-mail only to <legal@the-aiff.com>. No queries shall be entertained by AIFF after scheduled date and time mentioned in Section 9.

## 6. **GRANT OF RIGHTS AND SCOPE OF SERVICES**

### 6.1 **Grant of Rights**

The Rights Holder shall be granted the following rights for the Term, on an exclusive basis within the Territory, subject to the terms of the Contract ("**Rights**") collectively for the Competitions (*including all the Matches and any other programmes created in relation to the Competitions*):

- (a) The Rights Holder will have the right to be designated as the title sponsor for each of the Competitions. For example, in the event an entity named 'ABC' is appointed as the Rights Holder, the I League to be held in the Season 2024-25 may be referred to as the ABC I League
- (b) The Rights Holder will have the right to distribute the Feed by licensing it for Broadcast and/or Digital Transmission in accordance with the terms of this RFP;
- (c) The Rights Holder shall have the right to use and/or commercialise the Feed by selling the following specific designations to Broadcast Sponsors:
  - (i) Title Sponsor (*to the extent the Rights Holder does not exercise its right under sub-section (a) above*);
  - (ii) Co-Sponsor;
  - (iii) Associate Sponsor;
  - (iv) Powered by;

- (v) Co-powered by; and
  - (vi) any other designation determined by AIFF from time to time.
- (d) The Rights Holder shall have the right to use and/or sell in stadia branding rights towards (i) unless otherwise agreed by AIFF, the display of logos on sixty five per cent (65%) of the static perimeter hoardings<sup>1</sup> that will surround the field of play during each Match forming a part of the Competitions, provided that the Rights Holder shall reserve two (2) static perimeter hoardings for the display of logos of Freewill Sports Private Limited (dealing with goods with the brand name of 'Nivia') from the static perimeter hoardings allocated to it under this sub-clause, or (ii) provide exposure on digital perimeter hoardings that will surround the field of play during each Match forming a part of the Competitions (*if such digital perimeter hoardings are available*). It is clarified that any exposure that the Rights Holder may use and/or sell on such digital perimeter hoardings will be subject to rights awarded to existing sponsors of the Competitions that may be appointed by AIFF and/or Football Sports Development Limited ("FSDL"). It is further clarified that all costs and/or expenses associated in relation to use, sale and/or servicing of any in stadia branding rights described in this sub-clause shall not be borne by AIFF and/or any teams that participate in the relevant Competitions. It is clarified that the Rights Holder shall not award the rights under this section to any Competitor of Freewill Sports Private Limited and/or Sportradar AG.
- (e) Subject to the Regulations and AIFF's prior written approval, the Rights Holder shall have the right to install digital perimeter hoardings at any venue for Competitions. The Rights Holder may use and/or sell exposure on such digital perimeter hoardings subject to any rights awarded to existing sponsors of AIFF and/or FSDL.
- (f) The Rights Holder shall have the right to use and/or sell upto sixty five per cent (65%) of the backdrop during any post match ceremonies that may be conducted at the end of each Match forming a part of the Competitions.
- (g) The Rights Holder shall have the right to, with the prior written approval of AIFF, either sponsor or procure sponsor for awards such as 'player of the match', 'highest goal scorer', or 'player of the tournament'. The costs relating to such awards shall not be borne by AIFF.
- (h) AIFF shall on a best effort basis and at its sole discretion endeavour to ensure that the Rights Holder's logo appears in each situation where AIFF's partners' logos and/or signages are presented.

Subject to Section 6.2(b) below, the Rights Holder shall have exclusivity over a category in which it carries out its business, and in case the Rights Holder's business covers more than one category, then the category of business identified in the Contract.

- (i) The Rights Holder shall have the right to use and/or sell all free commercial time relating to the Broadcast of the Feed, which time shall only be exploited before the start of a match, after the end of the match (*but during programming related to the match*) and between two (2) halves of a match or other breaks recognized by the Rules of Football;
- (j) be entitled to commercialise broadcast elements that can be incorporated into the Broadcast without obstructing the flow of play during the Matches including score bug, replay bug and other in-Match inventory as per the Regulations;

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<sup>1</sup> Note to Bidder: Subject to the regulations relating to each Competition, the standard size of perimeter hoardings used during the Competitions are of the dimensions 20 feet x 3 feet or 18 feet x 3 feet.

- (k) access to Players to be provided by AIFF on a best effort basis, subject to availability of the Players, at the Rights Holder's cost and not as a deemed obligation of AIFF for the following:
  - (i) at the Rights Holder's request, AIFF shall request the teams participating in Competitions to provide the Rights Holder with access to the players participating in such Competition, provided that such request is reasonable and is made with sufficient time for AIFF to reasonably request the teams for such access;
  - (ii) such access shall be provided at the request of the Rights Holder, only for the purpose of creating audio visual promotions, video clips, ad films, and any other promotional activity in relation to the Competitions;
  - (iii) for the purpose of promoting or increasing the viewership of the Competitions, take reasonable efforts to ensure that the Rights Holder has the right to photograph the players participating in the Competition(s), as well as the right to film, televise, photograph, identify and otherwise record the player and his/her performance during the Season and periods ancillary thereto, including training and press conferences;
  - (iv) AIFF shall take reasonable measures to allow the Rights Holder the right to use the player identification of each player participating in the Competition(s) which shall include the name, reputation, nickname, fame, image, shirt number, signature, voice and any other portrayal or characteristics of any kind of the player (whether real or virtual and in any format whether in film, by of a photograph, virtual, electronic or otherwise) for the purposes of promotion of the relevant Competitions in which such players take part;
  - (v) AIFF shall take reasonable measures to provide the Rights Holder with the right to (i) use the audio-visual and/or visual and still images of players participating in the Competition(s) in advertisements and/or promotions of forthcoming coverage of the Season of the Competitions on any platforms; and (ii) operate any competition or contest relating to the Competitions within the Territory using the AIFF Marks and/or Feed.
- (l) In the event, the Rights Holder wishes to procure any Broadcast Sponsors or in stadia sponsors for activations that are not covered in this Clause 6.1 ("**New Rights**"), such rights shall be mutually agreed between AIFF and the Rights Holder, and the Rights Holder may use and/or sell such New Rights only after obtaining the AIFF's approval in writing, in each case.
- (m) AIFF shall provide the Rights Holder with the right to use all recorded information relating to the Matches during the Season and players, including all fixture lists, scores and/or statistical information relating thereto, regardless of form or the media on which it may be recorded. Further, AIFF shall make available to the Rights Holder, all timely data in respect of the Match results and other developments during the Season.

## 6.2 **Consideration**

- (a) In consideration of the Rights granted in Section 6.1 above, the Rights Holder will be required to provide the following:
  - (i) Produce and distribute the Feed relating to each Match forming a part of the Competitions, by itself or through an AIFF approved sub-licensee, on a live basis, through each of Television and Digital Transmission, respectively as notified by AIFF, on a free, social media, pay-per-view or pay basis, in full or in part, in English language and any other languages as it deems fit, and exercise other rights as set out in Annexure A, subject to any restrictions that AIFF may impose in the Contract.



- (ii) Facilitate Broadcast of each Match forming a part of the Competition, by itself or through an AIFF approved sub-licensee, once, on a live and delayed basis (including any repeats and Highlights), through each of Television and Digital Transmission, on a linear, downloadable basis, at least the minimum number of Matches specified in Annexure B (“**Minimum Broadcast Obligations**”).
    - (iii) Produce the Feed of the Competitions in accordance with minimum specifications provided in Annexure C consisting of Part A (*Feed Production*), Part B (*Minimum Specifications*), and Part C (*Prescribed Camera Set up*) and provide the copy of a clean Feed in a manner required by AIFF.
  - (b) Ensure that it shall not select or appoint any Broadcast Sponsor which are Competitors of (i) a Competition Sponsor in, or (ii) (I) Freewill Sports Private Limited (dealing with goods with the brand name of ‘Nivia’), or (II) Sportradar AG. AIFF shall provide the Rights Holder with a list of Competition Sponsors reasonably prior to the commencement of the Season along with their relevant Primary Product Category(ies). Should AIFF not provide the Rights Holder with the list by dates as stipulated herein, the Rights Holder shall be free to invite sponsorships and/or inventory from any Person, including any Competitor of the Competition Sponsor(s) except those which may be Competitors of Freewill Sports Private Limited and/or Sportradar AG.
  - (c) Facilitate and/or provide coverage of the Competitions on a linear channel and/or platform that has prior experience of broadcasting national and/or international football cup and/or league competitions.
  - (d) Facilitate and/or provide coverage of the Competitions on a Digital Platform that is available to all mobile subscribers in India. For sake of clarity, the availability of the Competitions cannot be restricted to any one handset/mobile operator.
  - (e) Within ninety (90) days of the conclusion of the last day of the last Match forming a part of the Competitions during a Season, the Rights Holder shall provide a written report to AIFF, which shall specifically detail out the following:
    - (i) The Television channels/Digital Platforms on which the media rights were exploited.
    - (ii) Viewership numbers and statistics of each Competition on Television/Digital Platforms.
    - (iii) Computation of marketing spends and spend on inventory support incurred by the Rights Holder; and
    - (iv) Timeline of marketing activity from commencement of marketing campaign to end of the last Competition forming a part of the Season.
- 6.3 In consideration of availing of and exercising the Rights (including media rights relating to the Competitions), the Rights Holder shall pay AIFF a fee that shall form a part of the Commercial Bid submitted by the Rights Holder to AIFF (“**Fee**”).
- 6.4 To enable the Rights Holder to render the services and exercise the Rights, AIFF will, at its own cost, provide support to the Rights Holder as set out in Annexure D.
- 6.5 **Reserved Rights:** All rights not specifically granted to the Rights Holder shall be reserved to AIFF and may be exercised or exploited by AIFF itself, or granted to third parties, on terms determined by AIFF in its absolute discretion.

- 6.6 Notwithstanding anything contained in this RFP or the Contract, the Rights Holder shall provide Clips to AIFF and/or FSDL, upon request, at no cost, and AIFF and/or FSDL shall have the right to transmit (on a delayed basis of three (3) hours post completion of a specific Match) Clips thereof on their owned website and owned social media platforms/accounts, respectively.
- 6.7 Subject to Section 6.1 (xiii) above, it is clarified that none of the Rights granted to the Rights Holder shall be exclusive in nature, unless explicitly identified in the Contract.
7. **EARNEST MONEY DEPOSIT (EMD)**
- 7.1 The Bidder shall furnish along with its Bid, a Bid Security/ Earnest Money Deposit for an amount of INR 5,00,000 (Indian Rupees Five lakhs).
- 7.2 The Bid Security is required to protect AIFF against the risk of the Bidder's unwarranted conduct as amplified under subsequent sections of this RFP. Non-submission of Bid Security shall be considered as a major deviation and hence, any Bid made without furnishing Bid Security shall not be considered valid by AIFF.
- 7.3 In the event the Bidder is exempted from furnishing such Bid Security pursuant to any notification of AIFF to that effect, then the Bidder shall furnish the relevant notification along with required documents. If no such notification or relevant documents is furnished along with the Bid, the Bid shall be treated as unresponsive and shall be summarily ignored without any further reference.
- 7.4 The Bid Security shall be furnished in one of the following forms:
- (a) Any online acceptable method (NEFT/RTGS) as per the following details (the Bidder must submit a copy of UTR No. in case the transaction is done by this method)
  - (b) A/C NAME: All India Football Federation  
A/C NUMBER: 10076105671  
BANK NAME: IDFC First Bank  
BANK BRANCH: Gurgaon Golf Course Road Branch  
A/C TYPE: Savings  
IFSC CODE: IDFB0021001
  - (c) Demand Draft/Bankers Cheque/Fixed Deposit Receipt from a Scheduled Commercial Bank drawn in favor of All India Football Federation on or before the Proposal Due Date, and a scanned copy of the same shall be submitted along with the Technical Bid submitted under this RFP.
- 7.5 The Bid Security shall be valid for a period of 45 (Forty-Five) days beyond the validity period of the Bid as mentioned in Section 8.1.
- 7.6 Bid Securities of unsuccessful bidders during first stage i.e. technical evaluation will be returned within thirty (30) days of declaration of result of first stage i.e. technical evaluation. Bid Securities of unsuccessful bidders during second stage i.e. financial evaluation will be returned within thirty (30) days of signing of the Contract with the successful Bidder. The Bid Security of successful Bidders will be returned without any interest after execution of the Contract.

7.7 The Bid Security may be forfeited if a Bidder:

- (a) Withdraws or amends or impairs or derogates its Bid during the period of Bid validity; or
- (b) Fails to accept orders issued in its favour for execution, and / or violates the terms and conditions of the Contract after submission of the Bid; or
- (c) Successfully qualifies for the Bid but fails to sign the Contract within the stipulated time.

## 8. BID VALIDITY

8.1 The Bids shall be valid for a period of forty-five (45) days from the date of submission of the Bids. A Bid valid for a shorter period may be rejected as non-compliant. On completion of the validity period, unless the Bidder withdraws the Bid in writing, it will be deemed to be valid until such time that the Bidder formally (in writing) withdraws the same.

8.2 In exceptional cases, the Bidders may be requested by AIFF to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, shall extend the same without any change or modification of their original Bid.

8.3 In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for AIFF, the Bid validity shall automatically be extended up to the next working day.

## 9. BID SCHEDULE

The schedule and various other details for submission of Bids have been set out below:

Sr. No	INFORMATION	DETAILS
1	Publishing of RFP online	23 October 2024
2	Last date for submission of written queries for clarifications.	25 October 2024
3	Date of Pre-Bid Conference (Video Conference)	28 October 2024
4	Bid submission start date	28 October 2024
5	Last date (deadline) for Bid submission	8 November 2024
6	Opening of Technical Bids	9 November 2024
7	Opening of Commercial Bids	9 November 2024

AIFF reserves the right to amend/vary or discontinue the process or any part thereof at its absolute discretion at any point of time.

## 10. **BIDDERS' QUERIES AND RESPONSES THERETO**

- 10.1 All enquiries from the Bidders relating to this RFP must be submitted exclusively to the contact person at the given email address: <legal@the-aiff.com>.
- 10.2 All enquiries or requests for clarification should be sent to AIFF through email only. AIFF shall not be responsible for ensuring that Bidders' enquiries have been received by them. AIFF shall provide a timely response to all questions to all the Bidders. However, AIFF makes no representation or warranty as to the completeness or accuracy of any response, nor does AIFF undertake to answer all the queries that have been posed by the Bidders. All responses given by AIFF will be distributed to all the Bidders.
- 10.3 AIFF will host a pre-bid conference, scheduled as per the details in Bid Schedule in Section 9 ("**Pre-Bid Conference**"). The representatives of the interested Bidders may attend the Pre-Bid Conference at their own cost. The purpose of the conference is to provide Bidders with information regarding the RFP and discuss Bidder's queries, together with proposed solutions. AIFF shall provide each Bidder with an opportunity to seek clarifications regarding any aspect of the RFP during the Pre-Bid Conference.
- 10.4 Within two (2) days from the Pre-Bid Conference, AIFF shall issue responses to all the Bidders' written queries raised prior to the Pre-Bid Conference or at the Pre-Bid Conference, together with any other revised documents (if required).

## 11. **SUBMISSION OF BID**

- 11.1 All documents are to be submitted by the Bidder as password-protected PDF or scanned copies.
- 11.2 The Bidder is required to submit:
- (a) Bid Eligibility Criteria documents submitted as mentioned in this RFP;
  - (b) Technical Bid documents to be submitted as mentioned in this RFP;
  - (c) Commercial Bid as per this RFP;
  - (d) Bidder must complete and sign the Undertaking at Annexure E and required documents;
  - (e) The Bid should be filled by the Bidder in English language only; and
  - (f) Hard copy of the Bids shall not be entertained whatsoever.
- 11.3 The Bids submitted must be without any overwriting, interlineations, corrections, double typing, etc. and AIFF reserves the right to reject the Bids submitted in contravention of the Operational Rules.
- 11.4 Bidder must ensure that the Technical Bid soft copies do not contain any commercial items /prices.
- 11.5 The Bids shall be valid for a period as mentioned under Section 8.1.
- 11.6 In exceptional circumstances, at its discretion, AIFF may solicit the Bidder's consent for an extension of the validity period. The request and the responses thereto shall be made in writing or by fax or email.

11.7 The Bid should be an unconditional Bid. In case of any condition, the Bid shall be treated as non-responsive and be disqualified.

11.8 The Bid should be only in the prescribed format. It should also be accompanied by all the requisite documents.

11.9 Rejection of Technical Bids

- (a) In addition to any other reasons stipulated in this RFP, Technical Bids may be rejected under any of the following circumstances:
- (i) incomplete Bids that do not provide for the complete scope of services as indicated in the Bid-related documents, addendum (if any) and any subsequent information given to the Bidder; or
  - (ii) information that is found to be incorrect / misleading at any stage during the tendering process; or
  - (iii) inclusion of Commercial Bid details in a Technical Bid, or Technical Bids that reveal financial quotations or terms, in any form; or
  - (iv) non-fulfilment of the eligibility criteria, set out in Section 4, by the Bidder.

11.10 Rejection of Commercial Bids

- (b) In addition to any other reasons stipulated in this RFP, Commercial Bids may be rejected under any of the following circumstances:
- (i) incomplete Bids that do not set out the Fee for the complete scope of work as indicated in the Bid-related documents, addendum (if any) and any subsequent information given to the Bidder; or
  - (ii) commercial bids made through Telefax/Telegraphic/Fax/ by post; or
  - (iii) Bids which do not confirm unconditional validity of the Bid for forty five (45) days from date of submission of the Bid; or
  - (iv) Bids which do not conform to AIFF Bid format; or
  - (v) any Commercial Bid that does not comply with the conditions laid down by AIFF.

11.11 Other Reasons for Rejection of Bids

- (c) In addition to any other reasons stipulated in this RFP, Bids may be rejected under any of the following circumstances:
- (i) Bids in which the Bidder seeks to influence AIFF bid evaluation, bid comparison, or contract award decisions; or
  - (ii) In view of two Bid systems, AIFF may first open Technical Bids. If the same is not complete and lacking with respect to any requirement(s), the same would be rejected straightaway, without opening the Commercial Bid; or
  - (iii) By adopting the procedure above, the Commercial Bids of those Bidders, whose Technical Bid(s) are found acceptable, shall be opened, and processed further as per rules laid down for the same; or
  - (iv) Bids that are submitted late will be rejected.

#### 11.12 Correction of Errors

- (d) Bidders are advised to exercise adequate care in quoting the figures. No excuse for corrections in the quoted figures will be entertained after the Commercial Bids are received by AIFF.
- (e) Arithmetic errors in Proposals will be corrected as follows: In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern. The amount stated in the Proposal form, adjusted in accordance with the above procedure, shall be considered as binding, unless it causes the overall Proposal to fall, in which case the higher price shall govern.

#### 12. **CONFIDENTIALITY**

- 12.1 The Bidder agrees and acknowledges that this RFP is confidential and the Bidder, by purchasing the tender document, agrees and undertakes that nothing contained in this RFP shall be disclosed in any manner whatsoever, except to the financial and legal advisors of such Bidder. The undue use by any Bidder of confidential information related to the Bid process may, at the sole discretion of AIFF, result in the rejection of its Bid. The Bidder shall ensure that such financial and legal advisors of the Bidder maintain confidentiality of the RFP and any information disclosed to them in relation thereto.
- 12.2 The Bidder is not authorized to waive or release any privileged information obtained from or on behalf of AIFF. The Bidder is required to maintain the confidentiality of all privileged information. This requirement is perpetual i.e., it will continue even after the termination of the relationship between the Bidder and AIFF. This requirement is also intended to prohibit the Bidder from using information obtained from or on behalf of AIFF or its successors or assignees, including work product prepared at AIFF's expense, for other clients of the Bidder without the prior written approval of AIFF. The Bidder is not authorized to identify AIFF as a client for the purposes of marketing or for advertising, without the prior written approval of AIFF. Upon termination of the relationship, the Bidder agrees to return promptly all information obtained from or on behalf of AIFF or any copies thereof to AIFF. The Bidder is not authorized to communicate with the public, including the press, about any matter in relation to its relationship with AIFF without the prior written approval of AIFF.
- 12.3 All information and documents that are furnished by the Bidder will be treated as strictly confidential by AIFF and shall not be disclosed by AIFF to any other party, or otherwise used by itself, other than (a) for evaluating the Bids submitted; or (b) as required by Applicable Law.

#### 13. **DOCUMENTS TO BE SUBMITTED ALONG WITH THE BID**

- 13.1 Bidders are requested to submit online the following pre-qualification documents in PDF/scanned copy.

13.2 Documents supporting the Eligibility Criteria as laid down in this RFP forming a part of the Technical Bid, in a password protected pdf format, including:

- (a) Certificate of incorporation of the entity in India.
- (b) A certificate issued by a licensed chartered accountant that the Bidder or any of its Group Entities has an average annual turnover of at least INR 100,00,00,000 (Indian Rupees One hundred crores) during the preceding 3 (three) Financial Years that is FY 2021-2022, FY 2022 – 2023 and FY 2023 – 2024. In the case of a Consortium, a certificate issued by a licensed chartered accountant that the average annual turnover (*calculated on the basis of the cumulative turnover of the members of the Consortium*) of the Consortium is at least INR 100,00,00,000 (Indian Rupees One hundred crores) during the preceding 3 (three) Financial Years, that is FY 2021-22, FY 2022-23 and FY 2023-2024. Such certificate should include the UDIN applicable to such attestation.
- (c) A one (1) page documents or a write-up to establish that the Bidder (and/or any of its Bidding partners or Group Entities) has prior experience within last three years (that is FY 2021-2022, FY 2022 – 2023 and FY 2023– 2024) in curating, selling, distributing and managing sponsorship, media and other commercial rights relating to multi-venue, large scale sports events in India;
- (d) A one (1) page document or write-up providing an exploitation plan for the Competitions. Such exploitation plan should detail the various marketing and distribution plans of the Bidder and should specifically establish the following:
  - (i) Details of the sports television channels on which the Competitions are proposed to be broadcast along with their average viewership reach for the immediately preceding six (6) months (basis BARC, All India, CS2+, Urban+Rural). Any change of the Linear Delivery partner will need the prior written approval of AIFF; and
  - (ii) The Digital Platform on which the Competitions will be streamed shall have its presence and availability on popular Mobile operating systems such as Android and iOS, without any geographic restrictions.
- (e) A letter indicating the commitment of a sports television channel and/or Digital Platform to carry the Feed relating to the Matches (on the letterhead of such television channel and/or Digital Platform, if available) that are described in the document submitted under sub-section 13.2(d) above.
- (f) A true copy of an appropriately notarized power of attorney or a certified true copy of a duly executed board resolution, in each case authorizing the relevant representative to sign all relevant documents asked in this RFP on behalf of the Bidder.
- (g) Undertaking that the Bidder meets the Fit and Proper Person criteria as laid down in this RFP.
- (h) Copy of ITR returns of the Bidder for the preceding three years, that is FY 2021-2022, FY 2022 – 2023 and FY 2023 – 2024.
- (i) A copy of the PAN Card and GST Registration of the Bidder.
- (j) Undertaking in format annexed at Annexure E.

#### 14. **TECHNICAL AND COMMERCIAL BID**

Bidders must carefully read the Conditions of Eligibility provided herein. Proposals of only those Bidders who satisfy the Conditions of Eligibility will be considered for evaluation.

14.1 **Technical Bid**

(a) **For Technical Bid – Documents Required**

S. No	Requirements	Documents Required
1.	Prior experience in curating, selling, distributing and managing sponsorship, media and other commercial rights relating to multi-venue, large scale sports events in India.	Self-Attested Declaration
2.	Aggregate amounts spent on marketing and promotional activities in relation to events mentioned at S No 1 above.	Submits the documents in support of highest marketing spend.
3.	Viewership reach of the sports television channels on which the Competitions are proposed to be broadcast (average viewership reach for the immediately preceding six (6) months).	Submits the documents in support of highest viewership.
4.	Content Utilisation Plan identifying the content proposed to be produced in relation to the Competitions, the proposed distribution channels, and related marketing and promotional plans.	Submit a proposed plan, self-attested by the authorized signatory of the Bidder on non-judicial INR 100 stamp paper

(b) **Technical Bid – Evaluation Criteria**

S. NO.	BID COMPONENT	WEIGHTAGE
1.	Prior experience in curating, selling, distributing and managing sponsorship, media and other commercial rights relating to multi-venue, large scale sports events in India.	10
2.	Aggregate amounts spent on marketing and promotional activities in relation to events mentioned at S No 1 above.	10
3.	Viewership reach of the sports television channels on which the Competitions are proposed to be broadcast (average viewership reach for the immediately preceding six months)	10
4.	Technical Presentation (basis content utilization plan and promotion & marketing plan for the Matches)	10
	<b>Total</b>	<b>40</b>

- (c) The Bids will be evaluated based on evaluation of Technical Bids of each Bidder by an internal committee constituted by AIFF, and the reasons for such evaluation will be recorded by the committee in writing.
- (d) For each of criterion 2) and 3) above, the Bidder who submits the documents in support of highest marketing spend/viewership reach/user base shall get the maximum score under that criterion and the bids of the other Bidders shall be granted scores in proportion to the Bid of



- the highest Bidder at the discretion of AIFF.
- (e) A Bidder must get a minimum of fifty per cent (50%) in each category described in sub-section (b) above, to qualify to proceed to opening of its Commercial Bid. A Bidder who gets the prescribed minimum points in the Technical Bid Evaluation shall constitute a “**Qualified Bidder**”.

#### 14.2 **Commercial Bid**

- (a) **Fee** (to be stipulated exactly in the Bid)
- (i) Bidders are required to submit bids for the proposed Fee collectively for the Competitions during the Term.
- (ii) Fee proposed shall be quoted in Indian Rupees and shall exclude indirect taxes (such as GST, etc.).
- (iii) Bidders should submit their Commercial Bid as per the format of Commercial Bid set out below.
- (iv) For Competitions:

S. NO.	SEASON/ YEAR	FEE (IN INR)
1.	I League 2024-25	
2.	I League 2 2024-25	
3.	IWL 2024-25	
4.	Final round of Santosh Trophy 2024-25	
5.	Final round of Rajmata Jijabai Senior Women's National Football Championship 2024-25	

- (b) **Production Rights**
- (i) The telecast / broadcast feed is to be provided to AIFF / or at AIFF's request to the agencies which are authorised by AIFF, which request shall not create a conflict with the Rights Holder's business.
- (c) The Bids will be evaluated based on evaluation of Commercial Bids of each Bidder, as per the following criteria: -
- (i) The Bid of the Qualified Bidder who submits the highest commercial value for Fee will be rated as the 'Best Bid' and will be declared as the successful Bidder for the grant of the Rights for the Competitions. If one or more Bidders have submitted the same commercial value, the Bid with the highest technical score will be rated as the 'Best Bid'.
- (ii) Further, if one or more Bidders with the same commercial value also have the same technical score, then the bid from the Bidder having highest average annual turnover in last three Financial Years will be rated as 'Best Bid'. AIFF may also exercise its discretion in declaring the successful Bidder by evaluating whether: (a) the commercial Bid of the Bidder rated as having submitted the 'Best Bid' is in accordance with the requirements set out in the RFP; and (b) the Bidder winning the 'Best Bid' is adequately equipped to perform the services in a satisfactory manner.



## 15. **DECLARATION OF SUCCESSFUL BIDDER; SIGNING OF CONTRACT**

- 15.1 Prior to the expiration of the validity period for the Bid, AIFF will notify the successful Bidder in writing by registered post or by facsimile or email transmission that its Bid has been accepted. AIFF will also send to the successful Bidder, a draft of the Contract, along with the notification. The successful Bidder and AIFF shall sign the Contract and each party shall retain one original of the signed Contract. It is clarified that the Contract will incorporate the provisions, intent and principles of the RFP and the Bid submitted by the successful Bidder. All costs relating to the execution of the Contract shall be borne by the Rights Holder including any stamp duty payable under Applicable Law. Further, concurrent with the signing of the Contract, the Rights Holder shall submit bank/corporate guarantees, as determined by AIFF, to (a) secure the payment of the Fee, in accordance with Section 16 below, and (b) fulfilment of the obligations of the Rights Holder (*as described in Section 6.2(a) above*) during the Term.
- 15.2 The failure of the successful Bidder to agree to the terms and conditions of the Contract within five (5) shall constitute sufficient grounds for the annulment of the successful Bid, following which AIFF may, in its sole discretion, either declare the next best Bid submitted in response to the RFP notice as the successful Bidder or call for fresh proposals. In the event the successful Bidder fails to sign the Contract then his/her Bid shall be cancelled, and penal provisions as stated in the EMD declaration shall be applicable.
- 15.3 Upon the successful Bidder and AIFF duly signing the Contract, AIFF will promptly notify the name of the winning Bidder to each unsuccessful Bidder.
- 15.4 **Term of the Contract:** The Contract shall commence on the date of its execution and shall be valid and subsisting during the Term.

## 16. **TERMS OF PAYMENT**

- 16.1 The Fee shall be paid by the Rights Holder to AIFF in the following manner:

<b>Payment Milestone</b>	<b>Percentage of Fee to be paid to AIFF (in %)</b>
At the time of signing the Contract	25
Not later than seven (7) days before the commencement of the first Competition scheduled under this RFP	25
Within seven (7) days of the completion of fifty per cent (50%) of the matches scheduled under this RFP	25
Not later than seven (7) days before the commencement of the last Competition scheduled under this RFP ( <i>as notified by AIFF</i> )	25

- 16.2 Time is an essence in relation to the Rights Holder's payment obligations hereunder. Interest shall be payable by the Rights Holder to AIFF on any late payments of any amount including any instalment of Fee at a rate of twelve per cent (12%) per annum.

17. **OTHER TERMS AND CONDITIONS OF THE BID**

- 17.1 All information / details submitted to AIFF shall be supported by documentary proof duly certified by the authorised signatory of the Bidder.
- 17.2 Save as expressly authorized by AIFF in writing, the Rights Holder shall not, without the prior express approval of AIFF, incur any liabilities on behalf of AIFF, pledge the credit of AIFF or make any representations or give any warranty on behalf of AIFF.
- 17.3 The mere submission of Bids in response to this RFP by a Bidder, or the rejection thereof by AIFF, in its absolute discretion, shall not itself constitute any relationship, legal or otherwise, between AIFF and the Bidder or give rise to or be deemed to give rise to any cause or grievance to the Bidder against AIFF and further shall not for any reason or in any manner confer on the Bidder any right or entitlement to raise any claim regarding any term or condition contained herein nor in respect of any act or omission or decision taken by AIFF.
- 17.4 The Bidder must strictly comply with all terms and conditions prescribed herein.
- 17.5 AIFF reserves the right to call upon any or all the Bidders to satisfy AIFF regarding the correctness and genuineness of any document submitted or information furnished by the Bidder or may call for any additional documents / information from the Bidders to verify the information provided by the Bidder or may further seek any clarification or elaboration from the Bidder at any time prior to the execution of the Contract. However, this shall not be construed to confer any kind of right or entitlement on the Bidder to submit any additional document / information after the submission of its Bid. Further, AIFF may call upon any or all the Bidders to make a presentation to AIFF in respect of the capabilities represented by the Bidder at any time prior to the execution of the Contract. Any Bidder who refuses to or otherwise neglects to make such presentation to AIFF shall not be considered for any further evaluation and shall stand immediately disqualified.
- 17.6 The Bidder shall maintain and provide, at its own expense and to the reasonable satisfaction of AIFF, such offices, and other premises, as may be necessary for the efficient and effective performance of its obligations under the scope of services.
- 17.7 Privileges: The Rights Holder shall also have the following rights:
- (a) describe itself as the Rights Holder of the Competitions during the Term;
  - (b) performance certificate issued by AIFF to the Rights Holder upon satisfactory discharge of its services in respect of the Competitions; and
  - (c) to be referred to as the title sponsor and/or partner (*as the case may be*), in relation to the Competitions, during the Term, by AIFF.
- 17.8 It will be the responsibility of each Bidder to fully acquaint itself with all operational and legal conditions and factors which may have any effect on the execution of the awarded Contract as described in the RFP. AIFF shall not entertain any request for clarification from the Bidder in relation to such operational or legal conditions. Further, no financial adjustments to the Bids shall be made after the submission of the Bid on account of the failure of the Bidder to appraise itself of any legal or local operational conditions / factors.
- 17.9 AIFF reserves the right to ask for the deployment of resources for coordination and smooth execution of the obligations.

18. **FORCE MAJEURE**

Neither party shall be responsible for any failure to perform due to Force Majeure Events.

19. **INTELLECTUAL PROPERTY RIGHTS**

19.1 The Rights Holder will ensure that there is no violation of Intellectual Property Rights (IPR) (*including any third party owned intellectual property right*) or any other law in force while rendering the services/exercising the Rights and shall comply with the terms stipulated in the Contract in this regard.

19.2 The Rights Holder acknowledges that any intellectual property that arises in the Feed shall vest solely with AIFF. The Rights Holder agrees to sign any documents and/or issue any waivers to assign such rights to AIFF, with immediate effect. In the event such rights are not assignable, by application of law, then the Rights Holder shall license such rights, in an unrestricted manner to AIFF, in perpetuity, for no consideration.

20. **INDEMNITY**

20.1 The Bidder shall, at its own cost and expenses, defend and indemnify AIFF against all third-party claims arising out of or relating to the performance of the services/exercise of Rights including those of infringement of IPR, including patent, trademark, copyright, trade secret or industrial design rights, arising from the actions of the Bidder, in India or internationally. The Bidder shall expeditiously meet and defend any such claims, upon being notified of the same by AIFF.

20.2 If AIFF is required to pay compensation to a third party resulting from infringement of IPR by the Bidder or otherwise on account of any wrongful actions attributable to the Bidder, the Bidder shall fully reimburse AIFF thereof, including all expenses and court and legal fees.

21. **OTHER CONDITIONS**

21.1 AIFF reserves the right to blacklist a Bidder for a suitable period in case the Bidder fails to honour the Bid without sufficient ground.

21.2 This RFP does not confer any right to any Bidder on the services rendered/ to be rendered/Rights proposed to be extended unless adjudged the winner and unless a Contract is executed between it and AIFF.

21.3 If deemed necessary, AIFF may seek clarifications on any aspect from the Bidder(s). However, that would not entitle the Bidder to change or cause any change in the substantive part of the documents submitted. Any non-substantive change in the documents submitted shall be with the leave of AIFF.

21.4 AIFF will not be obliged to meet and have discussions with any Bidder and/ or to entertain any representations during the evaluation process.

21.5 AIFF's decision in respect of evaluation methodology and short-listing of Bidders will be final and no claims whatsoever in this respect will be entertained. It is clarified that such evaluation methodology or manner of shortlisting shall be determined purely at AIFF's discretion, and no other party shall claim to have a right in determining such methodology and/or shortlisting.

## 22. **SUBCONTRACTING**

The Rights Holder may sub-contract some part of the services in this RFP, with the prior written approval of AIFF, which approval shall not be unreasonably withheld. However, the Bidder will be entirely and solely responsible for execution and performance of the services and will be wholly responsible and liable for the actions of the sub-contractors.

## ANNEXURE A – OTHER RIGHTS

<b>Replay</b>	The right to retransmit during the Term, up to six (6) repeat transmissions of Matches forming a part of the Competitions on a replay, deferred and/or delayed basis in full or in part (including as edited, cut down repeats) by means of Television and/or Digital Transmission.
<b>Clips and Highlights</b>	The right to transmit coverage of the Competition as Clips and Highlights by means of Television and/or Digital Transmission. The same shall be transmitted for at least four (4) minutes consisting of Clips and Highlights from each Competition, during the Term.
<b>Interactive rights</b>	The right to transmit audio-visual coverage of the Competitions with interactivity functionality that provides enhanced or specific viewing experience of the Competition or any other form of enhancement developed from time to time which may be accessed by individual viewers on demand or request, during the Term, e.g. voting, switching between match feeds, data overlay, participation in competitions/contests /promotions etc.
<b>Still Image Promotional Rights</b>	The right to use still shots from the coverage or other images of the Competitions for production of posters, flyers and other promotional material relating to the Competitions, during the Term.
<b>Scorecard</b>	The right to transmit and display on a live basis, the video scorecard and/or the audio scorecard in relation to each Match forming a part of the Competition.
<b>Editorial Descriptions</b>	The right to create and make available text commentary and other editorial descriptions of the Competitions (whether graphical or textual), in relation to the Broadcast.
<b>Trademarks and Logos</b>	The right to use the AIFF marks, Competition Marks and logos in connection with the exercise of its rights.
<b>Promotions</b> (if exercised by the Rights Holder)	The right to promote and advertise its services and itself as the title sponsor of the Competitions.
<b>Non-game content rights</b>	The right to access any behind the scenes coverage or to conduct interviews with players, the support staff of participating teams and the organisers.

## ANNEXURE B – MINIMUM BROADCAST OBLIGATIONS

### Minimum Broadcast Obligations

S No	Competition	Obligation
1.	I League 2024-25	<p>a) Transmit one hundred per cent (100%) of the Match fixtures on a live basis on Television;</p> <p>b) Ensure the live Digital Transmission of one hundred per cent (100%) of all Match fixtures; and</p> <p>c) Create highlights packages containing at least four (4) minutes of each Match and make the same available for Digital Transmission.</p>
2.	I League 2 2024-25	<p>a) Transmit one hundred per cent (100%) of the Match fixtures on a live basis on Television/by way of Digital Transmission; and</p> <p>b) Create highlights packages containing at least four (4) minutes of each Match and make the same available for Digital Transmission.</p>
3.	IWL 2024-25	<p>a) Transmit one hundred per cent (100%) of the Match fixtures on a live basis on Television/by way of Digital Transmission; and</p> <p>b) Create highlights packages containing at least four (4) minutes of each Match and make the same available for Digital Transmission.</p>
c)	Final round of Santosh Trophy	<p>a) Transmit one hundred per cent (100%) of all the Matches forming a part of the final round of the Competition on a live basis on Television/by way of Digital Transmission including the quarterfinals, semifinals and final.</p>
d)	Final round of Rajmata Jijabai Senior Women's National Football Championship	<p>a) Transmit one hundred per cent (100%) of all the Matches forming a part of the final round of the Competition on a live basis on Television/by way of Digital Transmission including all knockout matches leading to the final.</p>



## **ANNEXURE C – PRODUCTION SPECIFICATIONS**

### **PART A – FEED PRODUCTION**

1. The Rights Holder shall be required to facilitate the following services in accordance with the minimum requirements set forth in Part B of this Annexure:
  - 1.1 Production of a high-definition format for the Feed for the Term of the Contract and the provision of the Feed to a broadcaster or any other entity that has been approved by AIFF.
  - 1.2 Production liaison and administration of arrangements with AIFF, any other third-party entity approved by AIFF and any existing partners and/or contractors for the Competitions.
2. The Commentary included in the Feed in any language will require the following:
  - 2.1 At least one (1) commentator of national repute per Match; and
  - 2.2 At least two (2) commentators per Match for Television and/or Digital Transmission.
3. AIFF shall not be responsible for obtaining any permission and clearance to use and permit the use of such Commentary in all programming in the Territory in perpetuity. Obtaining such clearance shall be the sole responsibility of the Rights Holder.
4. At the end of the Term, the Rights Holder shall provide AIFF with the master copy of the Feed without any watermarks and/or commercial insertions in a format that is requested by AIFF along with digital files of each camera footage.

### **PART B – MINIMUM SPECIFICATIONS**

1. The Feed shall be consistent with presently accepted standard and specification of international broadcasts of football matches and which more particularly:
  - 1.1 is in 16:9 aspect ratio or any other ratio notified by AIFF;
  - 1.2 is suitable for international broadcast and is free from commercial breaks;
  - 1.3 is free of any audio-visual or graphical commercial elements; and
  - 1.4 consists of a clean signal.
2. The Feed for each Match forming a part of a Competition shall commence at least thirty (30) minutes before the scheduled start of play with continuous, clean transmittable wide shots of the warm-up of the teams participating in a Match. The live Broadcast of such Match shall commence at least twelve (12) minutes before the scheduled kick-off time.
3. Audio:
  - 3.1 Stereo for Television Broadcast;
  - 3.2 Mono for Digital Transmission; and
  - 3.3 All audio feeds to have split tracks.

4. The following elements must be incorporated into the Feed:
  - 4.1 Logo approved by AIFF;
  - 4.2 Teams taking the field of play at the start of a Match or every restart;
  - 4.3 Wide shots of the field of play;
  - 4.4 Teams leaving the field of play after each half and the end of a Match;
  - 4.5 Replays that do not interfere with the flow of play; and
  - 4.6 Any other element that AIFF requires the Rights Holder to incorporate into the Feed from time to time.
  
5. The Rights Holder may present new enhancements or technologies that can be integrated into the Feed to AIFF, from time to time. The approval of such enhancements to be incorporated into the Feed shall be solely at the discretion of AIFF.
  
6. The Rights Holder shall ensure that the Feed is produced basis the following minimum production specifications:

S No	Particulars	Quantity	Remarks
<b>4 NOS 4K/HD CAMERA SETUP FOR SPORTS EVENT</b>			
<b>CAMERA</b>			
1	2/3" CCD/CMOS 4K/HD Camera Chain Sony/any other camera chains of similar quality	4	With colour viewfinders, CCU, RCP, Tripod & head
2	Fiber/Traix cable	4	As per requirement depending on the Ground
<b>LENS</b>			
1	40x/42x	1	
2	22X/24X	3	
<b>AUDIO</b>			
1	Boom Mics	1	For Interviews if required
2	Effects Mic with Windshield	3	
3	Lip Mic	1	
4	Commentary Unit	1	
5	Audio Mixer	1	8 Channel
<b>ENGINEERING</b>			
1	1 ME Switcher	1	
2	Recorder	2	
3	HD Monitor 17"/20" With HD SDI inputs	2	
4	LED Display 32"	1	
5	Instant Replay	1	3-Play
<b>Streaming</b>			
1	Encoder	2	(Main + Standby)
<b>GRAPHICS</b>			
1	Graphics unit	1	
<b>UPS</b>			
1	3KVA UPS	1	

S No	Particulars	Quantity	Remarks
<b>6 + 2 NOS 4K/HD CAMERA SETUP FOR SPORTS EVENT ON-SITE VENUE</b>			
<b>CAMERA</b>			
1	2/3" CCD/CMOS 4K/HD Camera Chain Sony/any other camera chains of similar quality	6	With colour viewfinders, CCU, RCP, Tripod & head
2	Net Camera	2	
3	Fiber/Traix cable	6	As per requirement depending on the Ground
<b>LENS</b>			
1	22X/24X	3	
2	40X/42X	2	
3	Wide Angle Lens	1	
<b>AUDIO</b>			
1	Audio Desk	1	16/24 Channel
2	Boom Mics	1	For Interviews if required
3	Effects Mic with Windshield	4	
4	Audio Speaker	2	
<b>COMMUNICATION SYSTEM</b>			
1	Clearcom Unit/ Matrix	1	
2	Beltpack Headset	10	
3	Wired belt packs	10	
4	Interface Unit	1	
<b>ENGINEERING</b>			
1	Router	1	
2	Router Panel	2	
3	Multiviewer	1	
4	Recorder	1	
5	HD Monitor 17"/20" With HD SDI inputs	2	
6	Camera Tally	1	
7	55" Plasma	1	
8	Router	1	
9	SFP Switch	1	
<b>Streaming</b>			
1	8 Channel Encoder including communication	2	(Main + Standby)
2	1 Channel Decoder For Return Video	2	(Main + Standby)
<b>UPS</b>			
1	UPS providing minimum 20 minutes backup power	1	

<b>Equipment for Remote Production X 2</b>				
<b>S No</b>	<b>Particulars</b>	<b>Make</b>	<b>Quantity</b>	<b>Remarks</b>
	<b>SWITCHER, INSTA REPLAY &amp; GRAPHICS</b>			
1	2 ME HD Production Switcher		2	1 main and 1 stand by
2	High End Graphics Station along with output card (KEY & FILL)		2	
3	Instant Replays	3-Play	2	4/6 inputs 2 outputs
4	RCP WITH CABLE		6	
	<b>AUDIO</b>			
1	Digital Sound Mixer		1	Minimum 16 Channel
2	Commentary unit		1	
3	Lip Mic		2	
4	Rts Pannel 16 Button		5	
5	Matrix Base Unit 16 / 32 Port		1	
5	Interface unit		1	
6	Beltpack Headset		12	
7	Recorders		2	
8	Audio Speaker		1	
	<b>DISPLAY UNIT</b>			
1	Broadcast Monitors		2	
2	LED display for multiviewer		3	
3	LED display for 3 play unit		3	
	<b>ENGINEERING/STREAMING</b>			
1	8 Channel decoder with communication		2	(Main + Standby)
2	Transcoder / Encoder For Uploading The Feed		2	(Main + Standby)
3	Router			
4	SFP Switch		2	
5	40*40 Router		1	
6	Router Panel		2	
7	Video Distributor			
8	Audio Distributor/ amplifier			
9	Frame Synchronizer and Delay Unit		1+1	
10	Waveform/Vectorscope		1	
11	Camera Tally		1	
	<b>EDIT</b>			
1	Edit Setup		2	
	<b>UPS</b>			
1	UPS Providing minimum <b>120 minutes</b> Backup power		1	

S No	Particulars	Quantity	Remarks
<b>8+2 NOS 4K/HD CAMERA SETUP FOR SPORTS EVENT ON-SITE VENUE</b>			
<b>CAMERA</b>			
1	2/3" CCD/CMOS 4K/HD Camera Chain Sony/any other camera chains of similar quality	8	With colour viewfinders, CCU, RCP, Tripod & head
2	Net Camera	2	
3	Fiber/Traix cable	8	As per requirement depending on the Ground
<b>LENS</b>			
1	22X/24X	4	
2	40X/42X	2	
3	107x / 90x	1	
4	Wide Angle Lens	1	
<b>AUDIO</b>			
1	Audio Desk	1	16/24 Channel
2	Boom Mics	2	For Interviews if required
3	Effects Mic with Windshield	5	
4	Audio Speaker	2	
<b>COMMUNICATION SYSTEM</b>			
1	Clearcom Unit/ Matrix	1	
2	Beltpack Headset	13	
3	Wired belt packs	13	
4	Interface Unit	1	
<b>ENGINEERING</b>			
1	Router	1	
2	Router Panel	2	
3	Multiviewer	1	
4	Recorder	1	
5	HD Monitor 17"/20" With HD SDI inputs	2	
6	Tally Man for Camera Tally	1	
7	55" Plasma	1	
8	Cisco router	1	
9	Cisco SFP Switch	1	
<b>Streaming</b>			
1	8 Channel Encoder including communication	2	(Main + Standby)
2	1 Channel Encoder For Return Video	2	(Main + Standby)
<b>UPS</b>			
1	UPS providing minimum 20 minutes backup power	1	

<b>Equipment for Remote Production X 2</b>				
<b>S No</b>	<b>Description of Equipment</b>	<b>Make</b>	<b>Quantity</b>	<b>Remarks</b>
	<b>SWITCHER, INSTA REPLAY &amp; GRAPHICS</b>			
1	2 ME HD Production Switcher		2	1 main and 1 stand by
2	High End Graphics Station along with output card (KEY & FILL)		2	
3	Instant Replays		2	4/6 inputs 2 outputs
4	RCP WITH CABLE		8	
	<b>AUDIO</b>			
1	Digital Sound Mixer		1	
2	Commentary unit		1	
3	Lip Mic		2	
4	Rts Pannel 16 Button		5	
5	Matrix Base Unit 16 / 32 Port		1	
5	Interface unit		1	
6	Belpack Headset		12	
7	Recorders		2	
8	Audio Speaker		1	
	<b>DISPLAY UNIT</b>			
1	Broadcast Monitors		2	
2	LED display for multiviewer		3	
3	LED display for 3 play unit		3	
	<b>ENGINEERING/STREAMING</b>			
1	8 Channel decoder with communication		2	(Main + Standby)
2	Transcoder / Encoder For Uploading The Feed		2	(Main + Standby)
3	Router			
4	SFP Switch		2	
5	40*40 Router		1	
6	Router Panel		2	
7	Video Distributor			
8	Audio Distributor/ amplifier			
9	Frame Synchronizer and Delay Unit		1+1	
10	Waveform/Vectorscope		1	
11	Camera tally		1	

	<b>EDIT</b>			
1	Edit Setup		2	
	<b>UPS</b>			
1	UPS Providing minimum <b>120 minutes</b> Backup power		1	

### **PART C – PRESCRIBED CAMERA SET UP**

Unless otherwise provided hereinbelow, each Match forming a part of the Competitions shall be produced by a camera set up of at least 4 cameras and upto 8 + 2 cameras set up. The following requirements form a mandatory part of the requirements to produce the Feed, and failure to comply with the same shall be construed to be material breach of the Contract that the Rights Holder will enter into with AIFF:

<b>S No</b>	<b>Competitions</b>	<b>Percentage of Matches (in %)</b>	<b>Camera Set up (in nos.) *</b>
1.	I League	50	8 + 2
2.	I-League	50	6 + 2
3.	I League 2	100	4
4.	IWL	100	4
5.	Santosh Trophy	Semifinals and the final of Santosh Trophy	8 + 2
6.		All four (4) quarter finals of Santosh Trophy	6 + 2
7.		The thirty (30) matches forming a part of the final round	4
8.	Rajmata Jijabai Senior Women's National Football Championship	The semifinals and the final of Rajmata Jijabai Senior Women's National Football Championship	6 + 2
9.		The thirty (30) matches that form a part of the final round of the Rajmata Jijabai Senior Women's National Football Championship	4

\* The detailed description of each camera set up provided in the table above, shall be as per the description set out in Part – B of this Annexure.

All the Matches forming a part of the Competitions shall at least be telecast and/or broadcast by way of Linear Media Delivery/Digital Transmission.

## **ANNEXURE D – FACILITIES TO BE PROVIDED BY AIFF**

AIFF will provide the following support to the Rights Holder at no additional cost to the Rights Holder:

1. AIFF, by itself or through participating clubs, will be responsible for procuring the venue for each Match of the Competition. AIFF shall provide the Rights Holder and/or its subcontractors with access to these venue as may be required by the Rights Holder for exercising the Rights.
2. AIFF will procure all necessary governmental and/or regulatory approvals and licenses for the conduct and implementation of the Competitions.
3. AIFF shall set-up a dedicated AIFF officer as point of contact, who shall liaise with the successful Bidder in relation to the Competitions.
4. Any approvals sought by the Rights Holder from AIFF, while exercising its Rights shall not be unreasonably withheld or delayed, and any grant or rejection of such request for approval shall be communicated in writing forthwith to the Rights Holder.
5. AIFF/clubs/teams participating in the Competitions will be responsible for Venue management including:
  - 5.1 development of venues where Matches are proposed to be held, and provision of appropriate maintenance, power, lighting, air conditioning facilities etc.
  - 5.2 Production stands, rooms and other facilities (Broadcast Control Rooms) at the venue as requested by the Rights Holder.
  - 5.3 Arranging free of cost access to venues for the Rights Holder's employees and contractors for the purpose of production of Feed and Broadcast.
6. AIFF will market each Competition on its social media platforms.
7. AIFF will provide the following facilities at the venue of each Match held during the Competition:
  - 7.1 A production room with air conditioning;
  - 7.2 Necessary furniture, as mutually agreed between AIFF and the Rights Holder;
  - 7.3 Uninterrupted power supply with necessary power back up facilities;
  - 7.4 Camera stands, if required;
  - 7.5 Internet supply at a minimum of 50 Mbps with two (2) dedicated lease lines; and
  - 7.6 Any other facility mutually agreed between the Parties.



**ANNEXURE E – FORM OF UNDERTAKING**

To,  
President,  
All India Football Federation,  
Football House, Sector – 19, Phase 1,  
Dwarka, New Delhi – 110 075

[, I/WE <*insert name*>  
of <*insert business address*>

hereby submit our Bid in response to the Request for Proposal (RFP) to the Rights of the Competitions and undertake to utilise the Rights in a manner described in this RFP and the Contract to be signed by us. I/We understand that AIFF reserves the right to accept / reject any application, and the selection is at the sole discretion of AIFF.

Signature:  
Name (in full):  
Name of Organization:  
Title:  
Date: