



**Expression of Interest (EoI) for Selection of Agency for Conducting
Vardhapan day Event for MFSCDCL**

Reference No: Filmcity/Admin/03/2026-2027

Date: 21.09.2026

APPROX. COST : INR 32,80,000/-

MAHARASHTRA FILM STAGE AND CULTURAL DEVELOPMENT CORPORATION LIMITED

GOVERNMENT OF MAHARASHTRA

DADASAHEB PHALKE CHITRANAGARI, GOREGOAN EAST – 400065

TEL NO – 022-28497540/524,

EMAIL: promfscdc@gmail.com



1 Invitation for Proposal

The “Expression of Interest” is invited from “Agencies” approved as per the GoM GR dated 23.11.2023 for conducting event and related print/media awareness campaigns for MBCOWW Board.

The agencies empanelled on General Administration (DGIPR) panel vide above mentioned GR dated 23.11.2023 are invited make their presentations to the Committee on **24th September 2026 at 12:00 PM** at “Maharashtra Film Stage and Cultural Development Corporation Limited, Moti Mahal 12, Dinshaw Vacha Rd, next to The Cricket Club of India, Churchgate, Mumbai, Maharashtra 400020”

The bids submitted by the Bidder shall comprise of the following Two Sealed envelopes:

#	Documents Type	Document Format
Envelope –A: Technical Bid		
1.	Technical Presentation	Hard copy of Technical Presentation (2 Sets)
Envelope –B : Commercial Bid		
2.	Commercial Bid	The Commercial Proposal shall be prepared in accordance with the requirements specified in this EoI Document.



2 Introduction

Maharashtra Film, Stage and Cultural Development Corporation Ltd. (MFSCDCL), through its flagship Filmcity at Goregaon, Mumbai, has played a pivotal role in supporting the growth of India's film, television, digital media, and entertainment industry. Established in 1977, Filmcity has evolved into one of the country's premier integrated production destinations, providing world-class infrastructure, studios, outdoor locations, and production support services for the creative ecosystem.

The year 2027 marks a significant milestone as Filmcity completes 50 years of its illustrious journey, symbolizing five decades of contribution to Maharashtra's cultural, creative, and entertainment landscape. Over the years, Filmcity has emerged as a landmark institution that has facilitated thousands of productions and contributed substantially to employment generation, tourism, cultural promotion, and the growth of the media and entertainment sector.

To commemorate this historic occasion, MFSCDCL proposes to organize a "Filmcity Golden Jubilee (50th Anniversary) Celebration" aimed at celebrating the legacy, achievements, and future vision of Filmcity. The event will serve as a platform to showcase Filmcity's contribution to the Indian entertainment industry, recognize industry veterans and stakeholders, highlight ongoing and upcoming redevelopment initiatives, and promote Maharashtra as a preferred destination for film, television, OTT, animation, gaming, and creative industries.

The Golden Jubilee celebrations are envisioned to bring together eminent personalities from the film and media fraternity, Government officials, investors, industry associations, educational institutions, cultural organizations, and the general public. Through a series of commemorative events, exhibitions, cultural programs, seminars, industry interactions, awards, and promotional campaigns, MFSCDCL aims to enhance public awareness about Filmcity's achievements and future roadmap.

The celebration will also provide an opportunity to communicate MFSCDCL's vision for transforming Filmcity into a globally benchmarked creative and media hub, while reinforcing Maharashtra's position as the entertainment capital of India. The event is



expected to strengthen stakeholder engagement, attract investments, encourage innovation, and generate widespread visibility for the Corporation and its initiatives.

3 Scope of Work

3.1 Organizing “Event”:

3.1.1 Group A & B – Event and BTL Activities – GoM GR dated 23.11.2023

Sr. No.	Particulars	Scope / Details
1	Name of Event	Vardapan Day Celebration Ceremony
2	Organizer	Dadasaheb Phalke Chitranagari, Goregaon
3	Event Date	01 October 2026
4	Venue	Studio No. 1, Dadasaheb Phalke Chitranagari, Goregaon
5	Pre-event Preparation	30 September 2026
6	Post-event Dismantling	02 October 2026
7	Creative Design, Concept & Artwork	• Theme-based event planning, concept development, and execution. • Design and production of event branding materials including boards, banners, entry walls, invitation cards, etc. • Creation of animated graphics for LED screens. • Design and printing/email distribution of minimum 300 invitations. • Conceptualization, artwork, fabrication, and installation of displays, entrance structures, and thematic elements. Mascot
8	Technical Setup & Equipment Management	Sound System: High-quality sound arrangement for approximately 300 attendees. • 8 cordless microphones, 8 wired microphones, 8 stand microphones, orchestra setup with digital console and stage, 2 monitors, live streaming setup, 3 podium microphones.



		Lighting: 15 color LED lights, 25 face lights, LED par cans, moving heads, haze machine, special effect lights, follow spots, dimmer packs, signal and power cabling, and other required equipment. Outdoor Lighting: Halogen and spotlights as required. Decorative Lighting: LED digital fixtures, metallic lighting effects, P3 LED wall. • 2 nos. 125 KVA diesel generators. • Walkie-talkie communication system. • Selfie Point
9	Venue & Hall Management	• Complete stage platform with carpet & steps 40'X 36'X 3' HT setup including podium and ceremonial lamp with floral decoration. Overall Carpeting 20,000 sq ft • Sofas, chairs, tables, center tables, carpeting, and venue beautification. • LED backdrop with black masking • Media risers (20'X 8'). • Housekeeping and support services throughout the event. • Decoration of entrance, stage, seating areas, thematic displays, and floral arrangements. • Seating arrangement for dignitaries, officials, and staff as per protocol.
10	Entrance Gate Setup	• Two grand entrance gates with decorative 3D arches, framed flex branding, ornamental plant arrangements, etc. • Special exhibition/gallery entrance as required.
11	Manpower Deployment	• Adequate manpower before, during, and after the event. • Coordinators, technical experts, subject specialists, creative director, event manager, planners, and support staff.



		• Security personnel, bouncers, male and female volunteers, housekeeping staff, and helpers as required.
12	Cultural Programme	Arrangement and execution of a 15-minute cultural programme.
13	Other Essential Arrangements	• Event documentation, transcription, photography albums, and videography through a 3-camera setup 6'X 6'. • Lighting of the Dadasaheb Phalke Chitranagari administrative building and cleaning of surrounding areas.
14	Variations in Scope	The scope of work and quantities may increase or decrease during actual execution based on event requirements.
15	Overall Responsibility of Agency	The selected agency shall be responsible for all deliverables, coordination, logistics, execution, supervision, and successful completion of the event.
17	Changes in Requirements	Certain activities may change at short notice. Therefore, bidders shall quote a consolidated lump-sum amount considering all possible requirements and contingencies.

Note: The selected agency shall provide end-to-end event management services, including concept development, design, production, logistics, technical arrangements, manpower, hospitality, security, documentation, and overall event execution for the Vardapan day Celebration of Dadasaheb Phalke Chitranagari.

3.2 Terms and Conditions

- 1) Agencies empanelled under Group A&B – Event and BTL Activities under GoM GR dated 23.11.2023 shall participate and submit their commercial as per Annexure – 2 “Commercial Bid Format”
- 2) Agencies shall submit hard copy and soft copy of their presentation to the committee.
- 3) All the exhibits and publicity material created by the agency shall be the property of the MFSCDCL and the bidder has to ensure that all the material produced is free from copyright infringement and IPR. MFSCDCL shall not be responsible for any dispute arising in this regard in future.



- 4) Above is an indicative list of activities expected to be undertaken by the successful bidder for MFSCDCL. These activities will be undertaken as and when required. The mentioned norms are indicative and can be relaxed / changed subject to the requirement of the MFSCDCL.

3.2.1 Technical Presentation

- 1) The technical evaluation will be done by the evaluation committee appointed by the undersigned who will evaluate technical presentation on the following points and award marks as given below:
- 2) Presentation Slides shall be as follows:

#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents along with Hard copy as a part of technical document
A	Understanding of Scope, Approach & Methodology		100	
A1	Understanding of Scope of Work	Understanding of Scope of Work	40	Details to be provided in technical Presentation
	Approach, Implementation Methodology, Project Plan	Approach, Implementation Methodology, Project Plan	30	
	Innovative ideas and suggestions	Innovative Ideas and Suggestions	20	
	Team	Details/CV of Team Members	10	
Grand Total			100	

- 3) Technical Presentation shall not contain any commercial information.



- 4) MFSCDCL may seek clarifications from the Bidder on the Technical Proposal. Any of the clarifications by the Bidder on the Technical Proposal should not have any commercial implications.
- 5) Bidders with minimum marks of **70 out of 100** in technical evaluation will be considered to be eligible for financial evaluation

3.2.2 Financial Bid Evaluation

- 1) The bidders shall submit their financial quote in sealed envelope as per the format provided in Annexure - 2 "Commercial Bid Format". The financial offers of the qualified bidders shall be tabulated for this project and the bidder with lowest financial offer will be given a financial score of 100.
- 2) In cases of discrepancy between the prices quoted in words and in figures, lower of the two shall be considered. For any other calculation/ summation error etc. the bid may be rejected. The financial scores of other bidders for the project shall be computed as follows:

['Relative Financial' Score of Bidder for the Project (Y)]	= 100 X	[Lowest Offer Quoted by the bidder for the Project (Rs.)]
		[Offer quoted by Respective Bidder for the Project (Rs.)]

- 3) The marks secured as above shall be the Relative Financial Score of the bidder for the project (Y).

3.2.3 Composite Score of the Bidders

- 1) The evaluation will be carried out based on Quality & Cost Based Selection (QCBS). The Relative Technical Score carries 70% of the weightage while Relative Financial Marks carries 30% of the weightage.
- 2) Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score (X)	Financial Score (Y)	Weighted Technical Score (70% of X)	Weighted Financial Score (30% of Y)	Composite Score (F=D+E)
A	B	C	D	E	F



- 3) The bidder securing the highest composite score in column 'F' above shall be selected as successful bidder. However, in the event of two or more Bidders securing exactly the same composite score, then MFSCDCL reserves the right to:
 - a. Declare the bidder whose relative technical score is highest, among the bidders who have secured exactly the same composite score as successful bidder, or
 - b. Adopt any other method as decided by MFSCDCL.
- 4) The Bid Evaluation Committee reserves the right to accept or reject any or all bids without giving any reasons thereof.

3.2.4 Other Conditions

- 1) As it is a time bound programme, the selected agency has to be ready with final work as per the MFSCDCL schedule without fail.
- 2) If the selected agency fails to perform as per standard then they shall be liable for recovery as decided by the undersigned. However, liability will be limited to total contract cost.
- 3) The selected agency shall agree for on the spot changes suggested by the committee members and proper replacement shall to be done as per the directions of the committee members.
- 4) The MFSCDCL reserves right to increase/decrease the scope of this EoI.



4 Annexure 1 - Technical Bid Format

Technical Proposal Covering Letter

Covering Letter (To be submitted on the letterhead of the bidder)

{Location, Date}

To

Joint Managing Director,
MFSCDCL

Dadasaheb Phalke Chitranagari,
Goregoan East – 400065

Ref: Reference No.

Subject: Submission of proposal in response to the EoI for “Selection of Agency for Conducting Vardhapan day Event for MFSCDCL”.

Dear Sir,

Having examined the EoI document, we, the undersigned, herewith submit our proposal in response to your EoI Notification number..... for Selection of Agency for Conducting Vardhapan day Event for MFSCDCL.

We have read the provisions of the EoI document and confirm that we accept these. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

1. We agree to abide by this proposal, consisting of this letter, the detailed response to the EoI and all attachments.
2. We would like to declare that we are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment, and we are not under a declaration of ineligibility for corrupt or fraudulent practices.
3. We would like to declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this EoI.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.



5. We understand you are not bound to shortlist/accept any or all the proposals you receive.
6. We, the undersigned, hereby declare that we are not under a declaration of ineligibility / banned / blacklisted by any State or Central Government / any other Government institutions in India for any reason as on last date of submission of the Bid or convicted of economic offence in India for any reason as on last date of submission of the Bid. We comply with all clauses mentioned under section 5.8.5 of GoM GR dated 01.12.2016.
7. We hereby declare that we qualify and fulfil all the eligibility criteria mentioned in the EoI.
8. We hereby submit 2 sets of the hardcopy of Technical Presentation.

Our correspondence details with regards to this proposal are:

#	Information	Details
1	Name of responding bidder:	
2	Address of responding bidder:	
3	Name, Designation and Address of the contact person to whom all references shall be made regarding this EoI:	
4	Telephone number of contact person:	
5	Mobile number of contact person:	
6	Fax number of contact person:	
7	E-mail address of contact person:	

We hereby declare that our proposal submitted in response to this EoI is made in good faith, and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

Authorized Signatory

Name :

Designation :



Date :
Time :
Seal:
Business Address:

5 Annexure – 1 “Commercial Bid Format”

Covering Letter (To be submitted on the letterhead of the bidder)

{Location, Date}

To
Joint Managing Director,
MFSCDCL
Dadasaheb Phalke Chitranagari,
Goregoan East – 400065

Subject: Selection of Agency for Selection of Agency for Conducting Vardhapan day Event for MFSCDCL”

Dear Sir,

We hereby offer to submit the request for “Selection of Agency for Selection of Agency for Conducting Vardhapan day Event for MFSCDCL” as per reference number – _____. We have read, and understood the contents of the tender and further state that we accept and abide by the terms & conditions specified therein.

I / We submit the Commercial bid for as under:

(In INR)		
#	Particulars	Total (Excluding GST)
1	Conducting Event for Vardapan Day Celebration for MFSCDCL	
	In Words	

#Exculsive of all statutory levies, duties, taxes, GST and other charges whenever levied / applicable



The payments shall be made based on actual supply of items certified by the authorized officials MFSCDCL as per the unit rates accepted by MFSCDCL. No advance payments shall be made.

The Bidder shall visualize the nature and type of work contemplated and to ensure that the rates and prices quoted by him in the bill of quantities taking due consideration of the complexities of work involved during actual execution.

For any other calculation/ summation error etc. the bid may be rejected.

Yours faithfully,

Authorized Signatory

Name & Designation:

Date :

Seal :

Business Address: