



**Expression of Interest (EoI) for Selection of Agency for Development
and Production of a Feature Film on the Life and Legacy of Punyashlok
Ahilyadevi Holkar**

Reference No: E-TENDER NOTICE No.11 of 2025-2026

Date: 09.05.2025

Issued by:

Maharashtra Film, Stage & Cultural Development Corporation Ltd

Address- Dadasaheb Phalke Chitranagari, Goregoan East – 400065

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1 Invitation for Proposal

Maharashtra Film, Stage & Cultural Development Corporation Ltd (MFSCDCL), invites “Expression of Interest” from “Agencies” or “Production Houses” having relevant experience in developing and producing a historical context detailing her life and significance.

The agency or production house would be required to provide project overview that summarizes the film's concept and objectives, Outline research and script development plan, including sources and narrative structure.

The eligible agencies will be invited to make their presentations to the Committee on **19th May 2025 at 12:00 PM** at “Dadasaheb Phalke Chitranagari, Goregoan East – 400065, Mumbai, Maharashtra”. The Technical Bid shall be submitted on Mahatenders only.

The bids submitted by the Applicant shall comprise of the following:

#	Documents Type	Document Format
Envelope –: Technical Bid		
1.	Technical Documents & Presentation	Copy of Relevant documents as per Eligibility Criteria and Hard copy of Technical Presentation (2 Sets)



2 Introduction

MFSCDC Ltd. was Conceptualized in 1977, as one of India's leading-edge film studio complexes, with blockbusters and super-mega-blockbuster films in its dossier. Film City spans over 520 acres of scenic delight. From small-scale production activities to larger-than-life cinematic wonders, to hosting international award ceremonies, Film City makes for a resourceful proprietor. It has natural sites such as mountains, lakes, in addition to 16 studios & more than 70 outdoor locations and new locations within its boundaries.

Maharashtra Film, Stage & Cultural Development Corporation Ltd. (MFSCDCL), under the aegis of the Government of Maharashtra, invites Expressions of Interest (EOIs) from reputed film producers, production houses, and creative consortia for the development, production, and distribution of a high-quality feature film on the life and contributions of Punyashlok Ahilyadevi Holkar.

Punyashlok Ahilyadevi Holkar (1725–1795) was a legendary queen and administrator of the Holkar dynasty in Malwa. Her rule was marked by integrity, religious tolerance, infrastructure development, women's empowerment, and cultural patronage. This feature film aims to bring her story to a wide audience while promoting Indian heritage, woman-led leadership narratives, and tourism to historically relevant sites.

3 Purpose

Identify qualified and visionary producers with the creative, technical, and financial ability to produce a compelling and historically accurate feature film.

Facilitate collaboration between MFSCDCL and creative partners for a film that serves both cultural and commercial objectives.

Promote the values of inclusive leadership, gender equity, and heritage through cinematic storytelling.

To release the film, statewide, nationwide, and finally, an international release to reach audiences at all levels. This approach ensures to build momentum and connect with diverse viewers at each levels.

4 Indicative Scope of Work



The selected applicant will undertake the end-to-end production of a feature film with the following thematic and creative scope:

4.1 Key Themes and Narrative Objectives

- Portrayal of Punyashlok Ahilyadevi Holkar's early life, education, and spiritual foundation.
- Punyashlok Ahilyadevi Holkar's transition from queen consort to sovereign leader after personal loss.
- Punyashlok Ahilyadevi Holkar's Military Leadership, administrative brilliance and patronage of temples and dharamshalas across India.
- Punyashlok Ahilyadevi Holkar's judicial acumen and direct involvement in people's welfare.
- Punyashlok Ahilyadevi Holkar's legacy as a woman ruler in a patriarchal era, setting an example of ethical governance.

4.2 Creative Scope

- Develop an original screenplay rooted in historical research, oral traditions, and archival material.
- Create an emotionally resonant, visually rich, and globally appealing film.
- Integrate music, art direction, and performance that reflect 18th-century aesthetics.
- Employ experienced cast and crew capable of delivering high cinematic quality.
- The film will be made in Marathi and Hindi Language and with other regional languages as approved by MFSCDCL.
- Use of High-Resolution Cameras (Minimum 4K or Higher)
- Use of Spatial Sound Design (Dolby Atmos)

5 Eligibility Criteria

Interested applicants must fulfill the following:

Sr. No.	Eligibility Criteria	Documents to be Submitted
1	Legal Entity Status – The applicant must be a registered Indian company, LLP, or partnership firm.	Certificate of Incorporation / Registration - PAN Card and GST Certificate - MOA/AOA or Partnership Deed



Sr. No.	Eligibility Criteria	Documents to be Submitted
2	Experience – The applicant shall have minimum 15 years in film/TV/digital content creation and has won prestigious State / and or National level awards.	Company profile with project history - List of past projects with dates - Copies of work orders, contracts, or agreements and Awards/festival proof (if any)
3	Released Feature Film – The Applicant shall have Produced or Directed least Three completed and released feature film on grandeur scale, with cultural, historical, or biographical relevance in last 15 years.	Film synopsis and poster - CBFC certificate - OTT/theatrical release proof - Press coverage, reviews, or screening records
4	Manpower Capability – The applicant shall have access to or experience working with reputed directors, Key Cast, Music Directors, Costume Designers, Makeup Artists, Editor.	- CVs/profiles of key team members - Letters of intent/association (if applicable) - Past work portfolio/showreels - Awards/nominations (if any)

Bidders shall also submit the following

1. Cover Letter expressing interest and intent (Annexure 1)
2. Creative Treatment / Concept Note (8–10 pages) (To be submitted in own format)
3. Company Profile (Annexure 2)
4. Proposed Production Plan and Timeline (To be submitted in own format)
5. Blacklisting (Annexure 3)
6. Preliminary or Indicative Budget (Annexure 4)
7. Research Methodology and Authentic historical Sources (To be submitted in own format)

5.1 Terms and Conditions

- 1) Agencies shall make their Technical Presentation before the committee on **19.05.2022 at 12:00PM.**



- 2) Agencies shall submit eligibility criteria documents along with technical bid, Last date of submission is on 16.05.2025 at 5:30PM
- 3) Agencies shall submit hard copy and soft copy of their presentation to the committee.
- 4) All the exhibits and publicity material created by the agency shall be the property of the MFSCDCL and the Applicant 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.
- 5) Above is an indicative list of activities expected to be undertaken by the successful Applicant 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 MFSCDCL

5.1.1 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:

#	Description	Marks
1	Experience of the Applicant (Overall)	15
2	Profile of Key Resources	25
3	Understanding of Scope, Approach & Methodology	60
	Total Technical Marks	100

The Bidder is required to submit the proposed technical solution in detail. Following should be captured in the explanation:

- 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	Experience of the Applicant (Overall)		15	



#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents along with Hard copy as a part of technical document
A1.	The Applicant should have at least three (3) completed and released feature film, with cultural, historical, or biographical relevance in the last 15 Years	3 projects - 13 marks 2 project - 10 marks Additional 2 Marks will be allotted for more than 3 Projects	15	<ul style="list-style-type: none"> Film Synopsis and release Poster Certificate from CBFC Theatrical release record Streaming Links
B	Profile of Key Resources		25	
B1	Applicant must have access to or experience working with reputed directors, technicians, creative talent, preferably in the historical or period film genre	<p>Creative Director (1 No) > = 10 years – 05 marks > = 15 years – 07 marks > = 20 years – 10 marks</p> <p>Director of Photography (1 No) > = 5 years – 05 marks > = 7 years – 07 marks > = 10 years – 10 marks</p> <p>Writer (1 No) > = 5 years – 02 marks > = 7 years – 03 marks > = 10 years – 05 marks</p>	<p>10</p> <p>10</p> <p>05</p>	<ul style="list-style-type: none"> Profile /CVs of Key team Members (Director, Writer, DOP, etc.) Letter of association or intent from creative collaborators Past work showreels or portfolio links of key team members



#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents along with Hard copy as a part of technical document
				<ul style="list-style-type: none"> Awards, nominations or critical acclaim for prior projects
C	Understanding of Scope, Approach & Methodology		60	
C1	Understanding of Scope of Work <ul style="list-style-type: none"> Creative vision and treatment along with proposed Cast. Experience and execution capability including Awards received. Financial planning and risk mitigation. Cultural and historical sensitivity. Potential for commercial and educational success. Project Plan and Timelines. 		10 10 10 10 10 10	Details to be provided in technical Presentation
Grand Total			100	

- 3) Technical Presentation shall not contain any commercial information.
- 4) The authorized person on behalf of the applicant Advertising Agency must fix seal and sign on each and every page of the application.



- 5) MFSCDCL may seek clarifications from the Applicant on the Technical Proposal/Presentation. Any of the clarifications by the Applicant on the Technical Proposal should not have any commercial implications.
- 6) Applicants with minimum marks of **80 out of 100** in technical evaluation will be considered to be eligible Applicant.

5.1.2 Other Conditions

- 1) 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.
- 2) 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.
- 3) The MFSCDCL reserves the right to increase/decrease the scope of this EoI.



6 Annexures

6.1 Annexure 1 - Technical Bid Format

Technical Proposal Covering Letter

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

{Location, Date}

To

Managing Director,
Maharashtra Film, Stage, & Cultural Development Corporation (MFSCDC),
Dadasaheb Phalke Chitranagri,
Film City Complex, Aarey Colony, Goregaon,
Mumbai, Maharashtra 400065

Ref: Reference No.

Subject: Submission of proposal in response to the Expression of Interest (EoI) for
“Selection of Agency for Development and Production of a Feature Film on the Life and
Legacy of Punyashlok Ahilyadevi Holkar”

Dear Sir,

Having examined the EoI document, we, the undersigned, herewith submit our proposal
in response to your EoI Notification number..... for Expression of Interest (EoI) for
Selection of Agency for Development and Production of a Feature Film on the Life and
Legacy of Punyashlok Ahilyadevi Holkar.

We are interested to participate in this selection process.

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 hereby declare that we qualify and fulfil all the eligibility criteria mentioned in the EoI and submitted the relevant documents.
7. We hereby submit 2 sets of the hardcopy of Technical Presentation.

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:



6.2 Annexure 2 – Company Profile - Applicants

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 RFP:	
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:	
8	Financial Turnover for last 3 Financial Year	
9	Status of Firm/ Company (Public Ltd., Pvt. Ltd., etc.)	
10	Company Registration Certificate (Enclosed Certificate)	

Authorized Signatory

Name :

Designation :

Date :

Time :

Seal:

Business Address:



6.3 Annexure 3 – Format for Declaration by the bidder for not being Blacklisted /Debarred

(To be submitted on the Letterhead of the bidder's company)

Date: DD/MM/YYYY

To

Managing Director,
Maharashtra Film, Stage, & Cultural Development Corporation (MFSCDC),
Dadasaheb Phalke Chitranagri,
Film City Complex, Aarey Colony, Goregaon,
Mumbai, Maharashtra 400065

Subject: Declaration for not being debarred / black-listed by Central / any State Government department / any Public Sector Undertaking in India as on the date of submission of the bid

Tender Reference No:

Dear Sir,

I, authorized representative of _____, hereby solemnly confirm that the Company

is not debarred /blacklisted by the Government of Maharashtra/ Any other state government/ Government of India which includes any Government Department, Public Sector Undertakings of the Government, Statutory Boards formed by the Government, Local Bodies in the State, Co-operative Institutions in the State, Universities and Societies formed by the Government for any reason as on last date of submission of the Bid. In the event of any deviation from the factual information/ declaration, MFSCDC Ltd, Government of Maharashtra reserves the right to reject the Bid or terminate the Contract without any compensation to the Company and forfeiture of Earnest Money Deposit and/or Security Deposit

Thanking you,

Yours faithfully,

Signature of Authorized Signatory (with official seal)

Name:

Designation:

Address:

Telephone &Fax: E-mail address:

Seal of the Organization:



6.4 Annexure 4 – Indicative budget for the film

(Please Note that this is not Commercial Proposal and shall not be used for selection of any applicants)

#	Department	Amount (INR)
A	Pre-Production	
1	Script	
2	Director	
3	Main Cast	
4	Supporting Cast	
5	Junior Artists	
6	Entire Crew	
7	Daily Wages	
8	Equipment Rentals	
9	Art	
10	Costumes	
11	Makeup & Hair	
12	Travel & Transportation	
13	Hotels / Accommodations	
14	Catering	
15	Shoot Location Charges	
16	Purchases & Expendables	
B	Post-Production	
17	Edit	
18	VFX & Digital	
19	Sound	
20	Music	
21	Lab Expenses including DI	
C	Media Creative	
22	Stamp Duty	
23	Insurance	
24	Legal	
25	Contingency	
26	Regional Language Dubbing – Telugu, Tamil, Kannada, Malayalam	
Net Total		
GST		
Total		

***** End of Document*****