

ADVERTISEMENT AND PUBLIC NOTICE
REUQUEST FOR EXPRESSION OF INTEREST (EOI)

For selection of Broadcast Partner for Channel Eye

Sealed Expression of Interests (EOI) are invited by Sri Lanka Rupavahini Corporation, Independence Square , Colombo 07, Sri Lanka, for the selection of suitable Broadcast Partner for a business collaboration by selling of Channel EYE air time.

EOIs will be closed at the office of the Chairman , Procurement Committee, Sri Lanka Rupavahini Corporation, Independence Square, Colombo 07, Sri Lanka **at 3.00 p.m. 17.02.2023** and opened immediately thereafter. Any proposal received after this deadline are not considered.

You may download EOI document from the Rupavahini Website , www.rupavahini.lk or may collect the EOI Document from the procurement unit of Sri Lanka Rupavahini Corporation during the office days (Monday to Friday, except mercantile holidays) between 9.00 a.m to 4.00 p.m .

Your EOIs addressed to Director General , Sri Lanka Rupavahini Corporation , Independence Square , Colombo-07 shall be sent by registered post or deposited in the tender box kept at Finance division of this corporation **before 3.00 p.m on 17.02.2023.**

For inquiries and more details , please contact the Deputy Director General (Engineering) of the corporation , Mr. Kapila Dasssnayake on T.P : 0714871151.

Director General
Sri Lanka Rupavahini Corporation
Independence Square
Colombo 07
Sri Lanka. (SLRC Web Site – <http://www.rupavahini.lk>)



Sri Lanka Rupavahini Corporation

Request

for

Expression of Interests (EOI)

**Selection of Broadcast Partner for
Channel EYE**

03rd February, 2023

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Letter of Invitation

Sri Lanka Rupavahini Corporation
Independence Square
Colombo 07
03rd February 2023

M/s

Dear Sir,

1. The procurement committee on behalf of the Board of Directors invites the Expression of Interests (EOI) for selection of Broadcast Partner for telecasting of programs on Channel EYE of Sri Lanka Rupavahini Corporation with long term business collaboration.
2. This EOI is addressed the responsible and reputed parties who are financially viable for the requested project.
3. The bidder who complies with the requirements outlined in this document and has provided with the financially higher offer will be awarded the contract.

It is not permissible to transfer this invitation to any other firm.

Your Sincerely

Chairman
Procurement Committee
Sri Lanka Rupavahini Corporation
P.O.Box 2204
Colombo 07

1. Introduction to Sri Lanka Rupavahini Corporation

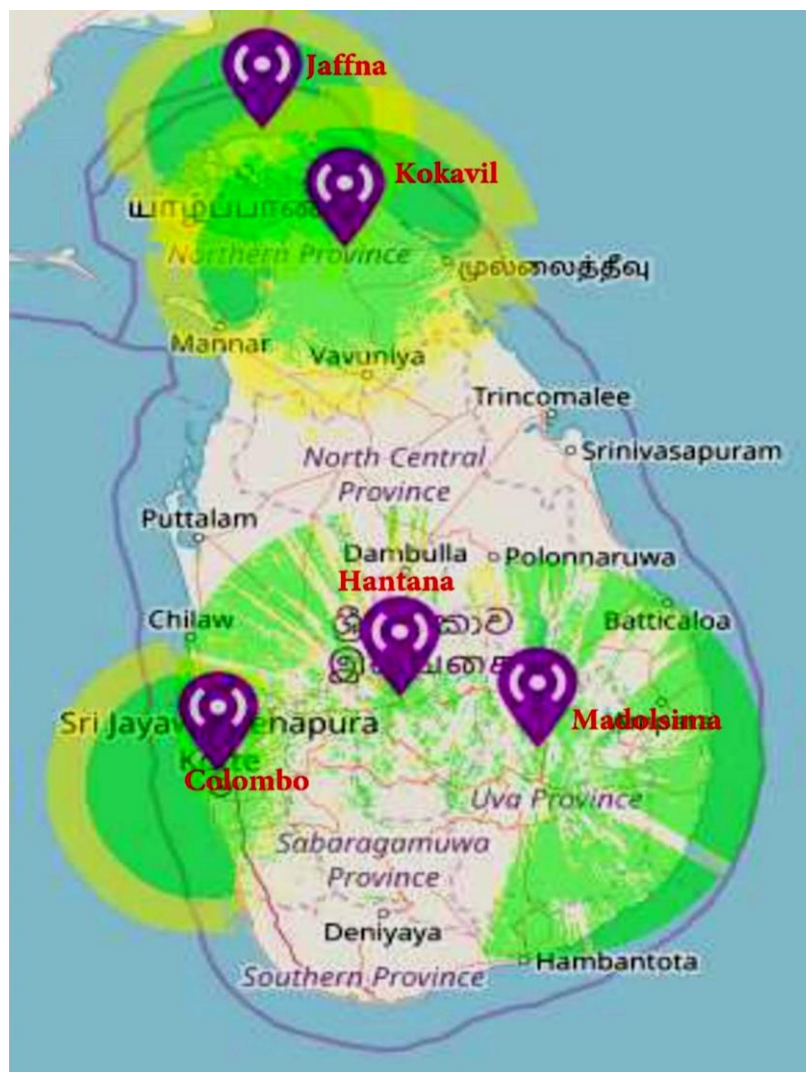
Sri Lanka Rupavahini Corporation is the National TV Broadcaster in Sri Lanka and operates three terrestrial channels namely Rupavahini, Nethra and Channel EYE. SLRC Channel EYE has Nine(05) numbers of VHF & UHF TV Transmitters which have the coverage in Colombo, Kandy, Madolsima, Kokavil and Jaffna. In addition to these terrestrial coverage, Channel EYE is disseminating its programs on PeoTV(IPTV), DialogTV(DTH), FreeSat(DTH), DanTV(Cable TV) and live web streaming

2. The Project

2.1 Introduction to Project

By virtue of powers vested in SLRC under section 8 together with subsection (f) and (n) of the Sri Lanka Rupavahini Corporation Act No. 6 of 1982, SLRC seeks an investment with business partnership for the broadcasting of programs on Channel EYE on monthly rental basis.

2.2 Current Channel EYE Terrestrial Coverage Map



2.3 Television Infrastructure Facilities of SLRC

Presently, almost all the studio and outside cameras are compatible with full HD format and all the HD cameras are presently operating with SD format since the transmission format is still SD analog in Sri Lanka.. In addition, most of Non-Linear editing setups can be operated for both SD and HD programs. SLRC has C-Band satellite receiving antenna system and fiber connectivity to receive the live feeds from the Cricket playing venues.

In order to be highly competitive, SLRC has addressed how the equipment are used to produce programs that are widely distributed on global and national basis. That will be benefited for the creation of High Definition (HDTV) programming proceeding the multi-channel and multi-platform HD broadcast distribution catching new businesses, customers, markets and the competition.

SLRC has 05 nos. of broadcast quality TV Studios, 02 Nos. of Outside Broadcast Vans, 15 nos. of Post Production Suits and 20 Nos. of ENG/EFP Single Camera Set ups.

SLRC has all the technical infrastructure facilities including island wide TV transmitter network and well experienced professional staff in both production and technical. With that human and physical assets owned by SLRC is able to provide the technical facilities for producing of good quality programs.

2.4 Outlined Facilities and Provisions by SLRC

- Channel EYE Airtime from 06.00AM to 06.00PM(Normal telecast time 06.00am-10.00pm)
- SLRC provide all the play out facilities of Channel EYE and the required Staff
- Studios, OB vans and Editing facilities can be hired as per the rate card
- Maintenance of the all technical facilities and transmitters is done by SLRC
- Programs and advertisements to be telecast should be given in advance to the telecasting dates according to the telecasting schedules
- Programs contents should be confined to the sectors of cultural, educational and Entertainments
- News bulletins and any other programs produced against the government policy and the government are not allowed to telecast
- When SLRC bid for cricket telecast rights for international cricket tournaments, the broadcast partner can invest on the basis of profit sharing

3. Guidelines to Bidders

Proponent investment partner,

- shall be a limited liability company incorporated under the laws of Sri Lanka
- should have been in existence for at least 5-years in operation
- should have previous exposure in investing in businesses & related projects and it would be considered as an advantage
- would be willing to enter into a structured arrangement and sign an agreement with SLRC to participate in the project as the broadcast partner on Monthly Rental basis which is not less than Rs. 25 Mn
- would be required to make an upfront payment of Rs. 100 Mn within one week after signing the agreement

Please note that SLRC reserves the all rights to carry out a due diligence to ensure suitability and acceptability of prospective investing partner.

3.1 Response to the EOI Notice

- a. The offers must be submitted giving full particulars in a sealed envelope at the address given below, on or before 1500 Hrs on 17th February 2023. The envelope should be securely sealed and stamped. The topic as , “ **EOI for the selection of broadcast partner for Channel EYE**” should be written on top left-hand corner of the envelop.
- b. Proposals should be organized in the following manner:
 1. Three copies of the proposal
 2. The proposals should be prepared with pages properly numbered.
- c. All pages of the Original Proposal shall be signed by the authorized person granted authority to sign on behalf of the bidder.
- d. Responses to clarifications provided by the purchaser or the bidder on any queries rose on the EOI document and the proposals submitted would be annexed to the contract, which will be signed between the selected bidder and the purchaser for reference.

3.2 Proposal composition

The Proposal shall be provide in all aspects of commercial information asked for. The Proposal should include all items and the conditions stipulated in this document.

The Bidders should consider the following instructions when responding to this RFP.

- a. Should align with the guidelines provided in the EOI document
- b. But the bidders’ response should not only limit to the guidelines provided in the EOI document and should describe the additional features/ capabilities of the proposed solution which were not mentioned under the guidelines.
- c. Whenever the bidder’s solution not compliant with the requirements mentioned in the Guidelines or deviate from the guidelines, the bidder should justify the deviation or not compliance.
- d. Availability of sufficient level of information to understand each and every area of the proposed solution.

3.3 Proposal Submission

Each Bidder shall assume full responsibility for delivery and deposit of their completed EOI proposals with the offer by the submission date stipulated. SLRC is not responsible for any loss or delay with respect to delivery of the proposal. Any proposals received after the date and time specified may not be considered. Once submitted, proposals become the property of SLRC and will not be returned.

3.4 Incurred Costs

SLRC shall not be held liable for any pre-contract activity or costs incurred by Bidders in the preparation of their proposals. Likewise, SLRC shall not be held liable for costs incurred during any negotiations on proposals or proposed contracts or for any work performed in connection therewith.

3.5 Proposal Format

The proposal must be made in a structured and neat manner.

Your proposals addressed to Director General, Sri Lanka Rupavahini Corporation, Independence Square , Colomb0-07, Sri Lanka ,shall be sent by registered post or deposited in the tender box kept at Finance division of Sri Lanka Rupavahini Corporation before 1500 Hrs on 17.02.2023 .

Procurement Committee
Sri Lanka Rupavahini Corporation
P.O.Box 2204
Colombo

03.02.2023