

**TAMIL NADU ARASU CABLE TV CORPORATION LIMITED - Chennai.**  
**(A Government of Tamil Nadu Undertaking)**

**EXPRESSION OF INTEREST NOTICE**

**No: TACTV/EoI/001/OTT/2022**

Tamil Nadu Arasu Cable TV Corporation (TACTV) intends to invite proposals from reputed OTT (Over the Top) Solution providers for offering a comprehensive solution to provide Satellite Channels (FTA and Pay), Local Channels and Video on demand services in OTT Platform. The proposal should include the OTT application and its platform.

1	Authority to Finalize EOI	Managing Director, Tamil Nadu Arasu Cable TV Corporation Ltd., 4th floor P.T. Lee Chengalvaraya Naiker Building, 807, Mount Rd, Chennai - 600 002.
2	Purpose Expression	Tamil Nadu Arasu Cable TV Corporation (TACTV) intends to invite proposals from reputed OTT Solution providers for offering a comprehensive solution to provide Satellite Channels (FTA and Pay), Local Channels and Video on demand services in OTT platform (OTT App and Platform).
3	Entry fee for the EOI	On payment of Rs.1,000/- (Rupees One thousand only) by way of Demand Draft or Banker's Cheque drawn on any Indian Nationalized / Scheduled Commercial Bank in favour of "Tamil Nadu Arasu Cable TV Corporation Ltd" payable at Chennai EoI Application <b>can be downloaded free of cost from our website:</b> <a href="http://www.tactv.in">www.tactv.in</a>
4	Document to be submitted before Auction	i) In case of Private/Public Limited Companies. <ul style="list-style-type: none"><li>• Copy of Incorporation Certificate issued by the Registrar of Companies</li><li>• Copy of memorandum and Articles of Association</li></ul> (ii) In case of partnership Firm, <ul style="list-style-type: none"><li>• Registered partnership deed</li></ul> (iii) In case of Proprietorship Firm, Copy of GST Regn. Certificate. (iv) GST Registered certificate.
5	Time and Place of submission.	04.11.2022 onwards the address mentioned in SL.No.(1) above. Last date is 18.11.2022

**Managing Director TACTV**

# **Conditions for offering a comprehensive solution to provide Satellite Channels (FTA and Pay), Local Channels and Video on demand services in OTT Platform for TACTV**

## **1. PREAMBLE**

Tamil Nadu Arasu Cable TV Corporation Ltd is a Government of Tamil Nadu undertaking, incorporated under the Companies Act, 1956 with an aim to provide high quality cable signals to the public through Local Cable Operators at an affordable cost. The service provided by the TACTV Corporation is welfare step taken by the Government in the interest of the public and Cable TV operators. TACTV Corporation is operating in Tamil Nadu with a digital subscriber base of around 2.2 million.

TACTV invites Expression of Interest from reputed OTT Solution providers for offering a comprehensive solution to provide Satellite Channels (FTA and Pay), Local Channels and Video on demand services, Video streaming, Video library, payment gateway, audience analytics, smart search etc in OTT Platform.

TACTV has deployed both SD & HD, STBs in the field and providing 300 Standard definition and 56 High Definition Channels and about 400 local channels. TACTV proposes to introduce OTT services with maximum of 600 channels and also Video on Demand services on subscription model basis.

## **2. QUALIFICATIONCRITERIA**

<b>Clause</b>	<b>Qualification Criteria</b>	<b>Supporting Document</b>
1	The bidder should be a registered legal entity	(i) In case of Private/Public Limited Companies. <ul style="list-style-type: none"><li>• Copy of Incorporation Certificate issued by the Registrar of Companies</li><li>• Copy of memorandum and Articles of Association</li></ul> (ii) In case of partnership Firm, <ul style="list-style-type: none"><li>• Registered partnership deed</li></ul> (iii) In case of Proprietorship Firm, <ul style="list-style-type: none"><li>• Copy of GST Regn. Certificate.</li></ul>

2	The bidder should have minimum three years experience in the field providing OTT end to end solution including billing.	(i)Copy of work order/Agreement etc., substantiating domain experience.
3	The Bidder can be individual or a consortium and with prime bidder having average annual turn over of Rs. 2 crore.	(ii)Last three years audited balance sheet& profit and loss sheets should be given. (2018 to 2019, 2019 to 2020 and 2020 to 2021).
4	Should be registered with Goods and Services Tax Department.	GST Registered certificate.

### OTT Platform Features

1. The platform should be able to handle the following:
  - a) android/Ios Applications
  - b) Scheduled Play (24x7 Linear run of programmes based on a backend scheduler)
  - c) Video on Demand
  - d) LIVE streaming of Satellite (FTA and Pay) Channels, Local channels, Video on demand services, Payment gateway Integration, Easy customization, audience analytics, mart search, Video library management, watch list/playlist, multiple content categorization, Video streaming (SVOD, TVOD, AVOD)
2. The platform should be able to deliver streaming videos with adaptive bit rates (240p, 360p, 480p, 720p, 1080p, 2160p and 4320p).
3. The platform should have a robust in-built real time advertising platform / ad revenue leveraging mechanism.
4. Developing the content repository
5. The platform should have a database and a database dashboard to keep track of user activities with time/date stamp.
6. The platform should have a video scheduler to enable 24x7 scheduled play services

7. The platform should provide a language selector to users. Users who wish to watch tamil films can be taken to the default tamil site, while there should be a redirect URL for other languages. This should be scalable to multiple languages in future.
8. The platform's home page should provide a slider that is compatible with static images as well as mp4 videos to accommodate promotional material (jpegs, mp4).
9. The platform should have the ability to meet the requirements of billing and pay channel broadcaster requirements.

### **3. SCOPE OF WORK**

TACTV will be providing a total of 300 SD and 56 HD channels and about 400 District PLC's in the OTT service which may be extended to 600 Channels eventually. TACTV is having a total STB universe of 2.2 million Active subscribers the OTT services will given to existing TACTV subscribers as an add on service and other subscribers it is expected to reach 5 million active OTT subscribers. The platform should be scalable to 25 million subscriber base.

The selected bidders have to provide a complete end-to-end software solution for smooth delivery of OTT services. The bidder must provide all related Hardwares and softwares that are required for the solution. Comprehensive AMC for 3 years.

### **4. EMD amount**

The EMD amount of Rs. 50,000/- (Rupees fifty thousand only) has to submitted by way of Demand Draft drawn on any scheduled commercial bank in favour of "Tamil Nadu Arasu Cable TV Corporation Limited, payable at Chennai.

### **5. BIDDING**

- (a) TACTV expects a holistic solution from the bidder through the Expression of Interest for this project .
- (b) The holistic solution includes
  - i. Development android/ Ios OTT applications
  - ii. Deployment of necessary hardware and software for the OTT applications
  - iii. Generation of revenue through the real-time advertisement platform.

- iv. Sharing of revenue from the Advertisement generation & any Value added services that can be offered to the subscribers.
- v. detailed network dimensioning of all components.
- (c) The bidder should quote the rate for the development & commissioning and maintenance OTT applications ( including necessary hardware's and software's) that can be offered to TACTV for various number of channels and users.
- (d) Comprehensive AMC for 3 years.

Upon finalization of rates as above , TACTV will issue the Letter of Acceptance to the successful bidder , whose offer is the lowest.

## **6. AWARD OF THE CONTRACT**

- (a) The lowest quoted price, in the EOI will be awarded contract for providing OTT solution to TACTV .
- (b) After the issue of Allotment Order and the bidder needs to make payment of Security Deposit and execution of the agreement.

## **7. SECURITY DEPOSIT**

On receipt of the Letter of Acceptance from the TACTV, the successful OTT solution service provider should remit a Security Deposit (SD) of Rs.2,50,000/- (Rupees Two lakhs fifty thousand only) by way of Demand Draft drawn on any scheduled commercial bank in favour of “Tamil Nadu Arasu Cable TV Corporation Limited, within 3 (three) working days from the date of receipt of Letter of Acceptance.

## **8. AGREEMENT**

The successful OTT solution provider should execute an agreement as may be drawn up to suit the conditions on a non-judicial stamp paper of value, as prescribed in law on the date of remittance of Security Deposit and shall pay for all stamps and legal expenses incidental thereto. In the event of failure to execute the agreement, within the time prescribed, the SD amount remitted by the OTT solution provider will be forfeited besides cancelling the bid and TACTV reserves the right to award to another successful bidders.

**9. PAYMENT TERMS**

The 100% of the payment for successful OTT solution provider will be paid on successful completion of work.

**10. TERMINATION OF THE EoI**

TACTV reserves right to terminate the EoI at any time during the validity period on account of non-fulfillment of contract on any count.

**11. GENERAL CONDITIONS**

- (a) Conditions in any form will not be accepted.
- (b) Any notice regarding any problems, shall deemed to be sufficiently served, if given in writing at usual or last known place of business.
- (c) TACTV reserves the right to relax or waive or amend any of the conditions.
- (d) The right offinal acceptance is entirely vested with TACTV. Its reserves the right to accept or reject any or all of the in full or in parts without assigning any reason whatsoever.
- (e) There is no obligation on the part of TACTV to communicate with who are not awarded.
- (f) After acceptance of the contract by TACTV, the bidder will have no right to withdraw his contract.
- (g) The OTT solution provider shall NOT operate in another name unless avalid “name change certificate” is obtained from TACTV.
- (h) Any takeover/ change of management during the currency of contract should be intimated to TACTV within 15 days.

**12. ASSIGNMENT**

The OTT solution provider awarded channel shall not directly or indirectly transfer, assign the contract or any part, share or interest therein nor shall take a new partner without written consent of TACTV provided nevertheless any such consent shall not relieve the channel from any obligation, duty or responsibility under the contract.

- 13.** TACTV reserves the right to accept or reject any or all the bids in part or in totality or to negotiate with any or all the OTT solution provider or to withdraw/ cancel/ modify this EoI without assigning any reason whatsoever.

**14. JURISDICTION OF THE COURT**

Any dispute arising out of non-fulfillment of any of the terms and conditions of this EoI /Agreement will be subject to the Chennai jurisdiction only.

We agree to the above terms and conditions.

**AUTHORIZED SIGNATURE OF THE Bidder:**

**NAME IN BLOCK LETTERS:**

**DESIGNATION:**

**ADDRESS:**

ANNEXURE – I

**Form for Expression of Interest as OTT solution service provider for TACTV**

From,

Name:  
Address:  
Ph:  
Fax:  
E-mail:

To  
The Managing Director,  
Tamilnadu Arasu Cable TV Corporation Limited  
(TACTV),4th floor P.T. Lee Chengalvaraya Naiker  
Building, 807, Mount Rd, Chennai - 600 002

Date: \_\_\_\_\_

Sub: Expression of Interest for OTT solution service provider to TACTV–Reg .  
Ref: Your Notice Dt. ....

With reference to above, we submit herewith our Expression of Interest application for the participation for the allotment of OTT solution service provider in TACTV.

We enclose the following documents:

- 1) Conditions duly signed in each page and enclosed in token of accepting the auction conditions.
- 2) Demand Draft or Banker's Cheque for Rs \_\_\_\_\_/- (Rupees) as entry fee (DD/ \_\_\_\_\_ Banker's Cheque No. \_\_\_\_\_ dated \_\_\_\_\_ Drawn on \_\_\_\_\_ Bank in favour of "Tamil Nadu Arasu Cable TV Corporation Limited", payable at Chennai).
- 3) Details of the OTT solution service provider particulars(Annexure-II) (One form for each particular).



**ANNEXURE – II**  
**DETAILS OF THE OTT solution service provider**

1. Name of the Company/Individual/ Proprietorship opting as OTT solution service provider	
2. Registered Address	
3. Address for Correspondence	
4. Telephone Number	
5. Fax	
6. Email	
7. Website, if any	
8. Contact Person	Name: Designation: Phone: Mobile: E-mail
9. Date of Incorporation	
10. Name of the Directors	
11. Service Tax/GST Registration Number	
12. PAN Number	

**Authorized signature of the OTT solution Service Provider with seal  
(with seal and address)**

**PRICE BID FOR OTT solution SERVICES (Testing, user acceptance, Training and CAMC for 3 years)**

**(Excluding GST)**

S.No.	Service/Product	Price (in INR)		
1.	Software development charges for OTT platform including Real - time advertisement platform support for 300 SD + 56 HD channels and VOD (up scaling to 600 channels)			
2.	Hardware charges (Streaming server, storage, any other hardware requirements)	Active Subscriber	Server dimensioning details	Price (Rs)
		10 Lakhs		
		15 lakhs		
		20 Lakhs		
		25 Lakhs		
		30 Lakhs		
3.	Extra Development Work beyond the scope of cost per man hour.			

I agree for further negotiation in rates.

**Signature of Bidder**