



महाराष्ट्र चित्रपट, रंगभूमी आणि सांस्कृतिक विकास महामंडळ मर्यादित

(महाराष्ट्र शासनाचा उपक्रम)

दादासाहेब फाळके चित्रनगरी, गोरेगांव (पूर्व), मुंबई - ४०० ०६५.

शुद्धीपत्रक

Expression of Interest (EOI)

दि. २८ जून २०२१ रोजी प्रसिद्ध झालेल्या ईओआय अनुसार अर्ज सादर केलेल्या सर्व संभाव्य गुंतवणूकदारांकरिता असे कळविले जात आहे की, प्रस्तावित असलेल्या वर्तमान भूखंडामध्ये 'प्लॉट एफ' हा एक अतिरिक्त भूखंड जोडला जात आहे. सदर भूखंडाचे क्षेत्रफळ ३८,०६० चौ.फूट असून अर्जदार उक्त भूखंडाकरिता देखील आपल्या योजना सादर करू शकतील. 'प्लॉट एफ' दर्शविलेले अद्यतन दस्तावेज [www.filmcitymumbai.org / News & Events](http://www.filmcitymumbai.org/News&Events), <https://mahatenders.gov.in> आणि www.maharashtra.gov.in येथून डाऊनलोड करता येतील. इच्छुक गुंतवणूकदारांकरिता सदर भूखंड तपासणी व भेटीकरिता खुले असतील.

आदेशावरून
व्यवस्थापकीय संचालक
(म.चि.रं.सां.वि.म.मर्या.)



**Maharashtra Film, Stage and Cultural
Development Corporation Limited
(A Government of Maharashtra Undertaking)**

Expression of Interest

For

**Development of Dadasaheb Phalke
Chitranagari (Film City) on Public Private
Partnership (PPP) basis**

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Maharashtra Film, Stage and Cultural Development Corporation

1.1 Background

The Maharashtra Film, Stage and Cultural Development Corporation Ltd. (**MFSCDCL or the “Authority”**) also known as Dadasaheb Phalke Chitranagari or Filmcity Corporation, is a Government of Maharashtra Undertaking established in 1977 under the provision of the Companies Act, 1956.

The objective of the MFSCDCL is to promote and accelerate cultural activities in the field of cinema, dramatics, music, dance, and performing arts, along with giving an impetus to regional cinema. It is a dedicated place for filming where production houses can shoot their projects without any external disturbance.

Located at Goregaon (East), Mumbai, Filmcity is spread over a lush green expanse of around 521 acres. The Filmcity premises has studios, outdoor locations and open land. Filmcity premise comprises of 16 AC Studios (ranging from 2,000 – 20,000 ft); 44 Outdoor Shooting Locations; 90 Makeup Rooms; Permanent Shooting Locations including Helipad, Lake, Temple and Court; Pre and Postproduction Facilities.

Filmcity houses office of Prime Focus (one of world’s leading integrated media service provider offering end to end creative pre and post production services). The Conservation Education Centre (CEC) of The Bombay Natural History Society is also located within the Film City premises. In addition to that it also has Whistling Woods International (world renowned film training school) as one of its tenants.

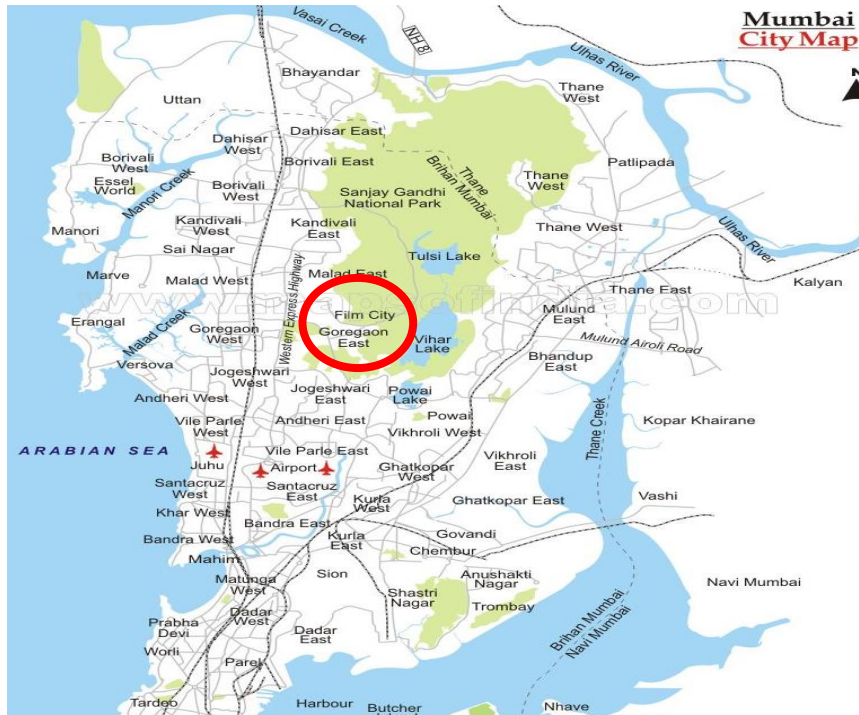
The Authority has identified nearly 221 acres land for development. The existing infrastructure is spread over the said land. Filmcity’s land has been approved as industrial zone by Government of Maharashtra. The proposal to include film-related infrastructural activities as permissible activities within the premises has also been notified.

Huge sets are constantly being created in Filmcity for big budget films and mega TV serials. Filmcity has witnessed many successfully commercial films & television serials being shot including but not limited to Devdas, Ramleela, Sultan, Bajirao Mastani, Bharat, Padmavat, Mahabharata, Ramayana, Kaun Banega Crorepati, The Kapil Sharma Show, Big Boss, etc.

Apart from conducting regular business activities of facilitating shootings within Filmcity premises, the Authority has also taken several new initiatives for the benefit of Film & Media Entertainment (F&ME) sector such as:

- Setting up a Single Window Cell for ease of filming permissions across the state of Maharashtra – First in the country
- Drafting a comprehensive F&ME Policy for Maharashtra
- Upgradation of existing ancillary infrastructure associated with studios as well as outdoor locations
- Building new infrastructure at Filmcity premises through Public Private Partnership (PPP) mode

1.2 Location and accessibility



Filmcity is located North of Mumbai at Goregaon (East) near Sanjay Gandhi National Park. It has Aarey Milk colony at its south- East, high peak at north full of forest, Indira Gandhi Institute of Social Research at its north west.

Filmcity's surroundings are well developed and the premises is conveniently accessible through various

modes of transport such as bus, rail and private vehicles. Nearby areas boast of finest commercial as well as residential real estate. Prominent locations within the vicinity of Filmcity includes Oberoi International School (3.5km); Oberoi Mall (4.8km); Goregaon Railway Station (5km); Chhatrapati Shivaji Maharaj International Airport (9km); Prithvi Theatre (15.6km); Juhu Beach (15.7km); and Indian Institute of Technology, Mumbai (17km).

1.3 Brief Description of the “Project”

The Authority envisages to develop Maharashtra as a hub of film, and media entertainment, equipped with technologically advanced infrastructure. In that regards the Authority intends to undertake development of Film City, Goregaon (the “**Project**”) through PPP to develop sound stages, post production facilities and related infrastructure within the premises.

The Authority has prioritized around 23 acres of developable land (group of land parcels) which it intends to develop in phase I. These 23 acres of land is free from any encumbrances and would be immediately available for the development.

| Sr. No. | Plot Number | Size of each Plot (Acres) |
|---------|-------------|---------------------------|
| 1 | Plot A | 2.5 |
| 2 | Plot B | 5.5 |
| 3 | Plot C | 7.5 |
| 4 | Plot D | 2.0 |
| 5 | Plot E | 4.5 |
| 6 | Plot F* | 0.9 |

| | |
|--------------|-------------|
| Total | 22.9 |
|--------------|-------------|

1.4 Brief particulars / envisaged activities in the Project are as follows:

Proposed components: As per estimates by the Authority, ~32 studios/sound stages (100 ft. x 120 ft. each) having a carpet area of approximately 3,84,000 sq. ft. can be accommodated on the said plots “A-F”, keeping in mind contours and topography of the area.

*In addition to Plots A to E, MFSCDCL has further added another “Plot F” as part of development. “Plot F” having an estimated carpet area of 16,589 sq.ft. and currently hold set of famous Hindi Television Serial “Tarak Mehta ka Ooltah Chashmah”. The existing structure is load bearing in nature and contains “Studio no.3 & 4” of Filmcity’s current infrastructure.

The above-mentioned specifications are indicative, and the applicants are provided with the flexibility to propose changes in their Project Concept Note as outlined in clause 1.6.1.

Core Infrastructure Envisaged:

- Sound stages of international standard with a minimum size of 200 ft. x 100 ft.
- Postproduction facilities such as VFX, Digital Animation, Sound Mixing
- Development of outdoor locations

All the above-mentioned infrastructure shall be accompanied by ancillary infrastructure such as air conditioning, make-up rooms, office complex/admin area for regular business workings, etc.

In addition to the above, applicants are encouraged to propose usage of any latest technologies available for creation of state-of-the-art infrastructure.

1.5 Expression of Interest

The Authority is issuing this EOI to invite prospective interested private sector players for participation in the bidding process (hereinafter referred to as “Applicants”). The subsequent stages of the bidding process shall comprise Request for Proposal entailing technical and financial proposals or combination of both. It is clarified that this EOI is to ascertain prospective interested private sector players for participation in subsequent stages of the bidding process. This shall also ascertain the demand for the latest infrastructure and technology available in the sector. This EOI should not be construed as Tender/Request for Proposal (RFP) in any form and is non-binding on the Government of Maharashtra and/or Authority, in any manner whatsoever.

1.6 Scope of Work

The Authority intends to create an integrated hub (core infrastructure) for creation of world class infrastructure within the Filmcity premises, which the applicants can use for their self-use or can be offered to other industry players from film, media and entertainment (FM&E) fraternity.

***Vide corrigendum issued dated 14th July 2021.**

The **Scope of Work** shall include development of such plots subject to components described in Clause 1.4. The land details are covered as part of Annexure II.

The applicant has the option to choose the development of either one parcel of land or a combination of multiple parcels or even the entire land that is on offer and can use that parcel of land/s to develop either of the core infrastructure individually or the combination of the same as mentioned in clause 1.3. The exact area detail for each land parcel along with facilities, technology, concession period envisaged would be finalised at the RFP stage.

1.6.1 PROJECT CONCEPT NOTE: The applicants are also expected to submit a project concept note comprising their suggestions on:

1. Proposed project components;
2. Facility wise built-up area;
3. Concession period;
4. Technical & Financial capacity;
5. Business plan;
6. Technology;
7. Expected employment generation;
8. And any other aspect of the Project

Please note these would be only suggestions from Applicant and The Authority may or may not consider these suggestions (full/partial) in the project structuring to be finalised at the RFP stage.

While undertaking development of the Project, latest amended National Building Code of India, other relevant IS Codes and practices, Development Control Rules, FAR Limits, statutory requirements, laws of the land, the principles of good industry practices and any other norms as applicable from time to time need to be adhered to.

1.7 Pre-Qualification Criteria

For determining the eligibility of Applicants for their pre-qualification, the following shall apply:

1.7.1 Technical Capacity:

- (i) Any legal entity (Private Limited Company/Limited Liability Partnership firm/Joint Venture/Consortium (group of maximum 4 legal entities) /Special Purpose Vehicle) involved in the business of setting up/operating Film and/or television studios and related infrastructure (production facilities, and related works for content development) in India or overseas.

OR

- (ii) Any legal entity registered in India or overseas having Over The Top (OTT) platform streaming movies / web series / original content having presence in India and globally.

OR

- (iii) Any legal entity registered in India or overseas as a production house and have produced movies/television serials/ web series

OR

- (iv) Any legal entity who is involved in the business of setting up or conducting business of Film and/or television studios and related infrastructure for post-production and facilities such as VFX, editing, adding music, dubbing, sound effects, and related works for content development in India or overseas and have setup such facilities.

1.7.2 Financial Capacity:

- (i) The net worth of the applicant/s/consortium should be positive and at least 25% of the project cost as of March 31st, 2021. The net worth should exclude the real estate possessed by the applicant and shall be calculated on cumulative basis with respect to the plots applied for i.e. in case an applicant/s choose for multiple plots, the net worth should be minimum of combined estimated project cost. The below table present an illustrative of estimated project cost:

| Sr. No. | Plot No | Plot Size (In Acres) | Estimated Built-up (In Sq.ft.) | Estimated cost (In INR crs.)* |
|---------|--------------|-------------------------|-----------------------------------|----------------------------------|
| 1. | Plot A | 2.5 | 57,600 | 48.9 |
| 2. | Plot B | 5.5 | 1,15,200 | 97.9 |
| 3. | Plot C | 7.5 | 1,44,000 | 122.4 |
| 4. | Plot D | 2.0 | 43,200 | 36.7 |
| 5. | Plot E | 4.5 | 1,00,800 | 85.7 |
| 6. | Plot F* | 0.9 | 20,736 | 17.6 |
| | TOTAL | 22.0 | | 409.3 |

*The estimated project cost has been calculated assuming an FSI of 1.0x on built-up area and average cost of construction of ~Rs.8,500/sq.ft. However, the actual cost would depend on the built-up area, technology used, etc.

Example: In case an applicant submits the EOI for Plot A, his/her net worth should be at least Rs. 12.2 crs (25% of Project Cost i.e. INR 48.9 Cr). whereas if the applicant express interest for Plot A and C, his/her net worth should be at least Rs. 43.0 crs (25% of Project Cost i.e. INR 171.3 Cr). The same calculation shall be considered for any other combination of land parcels.

OR

- (ii) The turnover / revenue of the applicant/s/consortium should be at least Rs. 150,00,00,000 (Indian Rupees One Hundred Fifty Crore only) in the each of 3 years preceding to the date of this EOI.

***Vide corrigendum issued dated 14th July 2021.**

1.7.3 Evaluation of Proposals Received: The applicant must satisfy both pre-qualification criteria as mentioned in clause 1.7.1 and 1.7.2.

1.8 Timelines

The applicant shall be required to submit the EOI along with required documents as per the date and time mentioned in clause 1.11.

| Events | Dates |
|---|--|
| EOI Opening Date | 28 th June 2021 |
| EOI Last Date for Application | 27 th July 2021 |
| Site Visit to Filmcity ¹ | 05 th July 2021 to 15 th July 2021 |
| Stakeholders' Consultation ² | 05 th July 2021 to 15 th July 2021 |

¹ **SITE VISIT :** Applicants are encouraged to submit their respective applications after visiting the Project site and ascertaining for themselves the site conditions, location, surroundings, climate, availability of power, water and other utilities for construction, access to site, handling and storage of materials, applicable laws and regulations, and any other matter considered relevant by them. The site visit can be facilitated by prior requests made with contact persons mentioned in clause 1.11.

² **Stakeholders' Consultation:** The Authority intends to have one-on-one or group discussion with prospective applicants with regards to the scope of the project and discuss queries, if any. This discussion shall be helpful in considering the applicant's candidature and develop an understanding for the purpose of drafting the RFP. Interested parties may contact persons mentioned under clause 1.11.

1.9 Other explanations

The Authority intends to lease the above-mentioned land parcels on a long-term lease model, however the details of the project such as bid variables, concession period, annual lease rentals and other legal requirements shall be finalized at RFP stage after receiving the expression of interest from various applicants / stakeholder consultations. Other components such as analysing the project feasibility, demand assessment and necessary approvals required from Government of Maharashtra shall also be considered while finalizing the details of the project.

1.10 Documents required to be submitted along with EOI

EOI can be downloaded and applied online on the website of Government of Maharashtra at <https://mahatenders.gov.in> and one RAR file containing all the documents mentioned below needs to be uploaded and the file name should be: "Development of Dadasaheb Phalke Chitranagri (Film City) on Public Private Partnership (PPP) basis."

The RAR file should contain following information:

- i. Covering letter

- ii. Checklist of submissions as per ANNEXURE II
- iii. Applicant's Information Sheet as per ANNEXURE III
- iv. Applicant's Experience Information as per ANNEXURE IV
- v. Financial Information certified by Chartered Accountant as per ANNEXURE V
- vi. Project concept note – Applicant can submit a PowerPoint presentation / word document expressing the plan / suggestions as explained in ANNEXURE VI
- vii. Audited Annual Accounts for the last three financial years.

1.11 Instructions to applicant

- (i) The EOI is being made available at <https://mahatenders.gov.in>. It is mandatory to register on the e-portal in case the application is being sent through <https://mahatenders.gov.in>.
- (ii) In case application is being sent through <https://mahatenders.gov.in>, applicants are requested to look for the EOI after clicking “Tenders by Organisation” on <https://mahatenders.gov.in> and the EOI can be found under “Tourism and Cultural Affairs Dept. Maharashtra”
- (iii) The EOI shall be submitted along with a covering letter together with the desired supporting documents and proofs on the letter head of the Applicant with each page of the Document duly signed and sealed by the head or authorized signatory of the Applicant.
- (iv) In case the application is sent through <https://mahatenders.gov.in>, applicants shall procure Class II or Class III digital e-token having 1 certificate inside it, for signing/verification purpose. The EOI shall be prepared and submitted online using individual's digital e-token.
- (v) **For any technical queries while submitting the application on <https://mahatenders.gov.in> , please contact at: +91 22 2849 7524.**
- (vi) **Alternatively, the EOI can also be downloaded from [www.filmcitymumbai.org/News & Events](http://www.filmcitymumbai.org/News&Events), www.maharashtra.gov.in, www.mahasanskriti.org and the application can be sent at filmcityveoi@gmail.com in a Zip/RAR format along with all the documents mentioned and naming the Zip/RAR folder mentioned in clause 1.10.**
- (vii) **EOI shall be submitted online latest by 27th July 2021 up to 1700 hours IST.**

For any other clarifications with regards to EOI, applicants may contact:

Ms. Aanchal Goyal, IAS, Joint Managing Director
Contact Number: +91 90235 51003
Email Address: jmdmfscdc@gmail.com

Ms. Swapnaja Mahadev Sindakar
Contact Number: +91 87797 77517
Email Address: swapnaja.sindakar@nic.in

- (viii) The Authority may, in its sole discretion, extend the Application Due Date by issuing an Addendum uniformly for all Applicants.
- (ix) At any time prior to the Application Due Date, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify the EOI by the issuance of Addendum/ Amendment and posting it on the Official Website (www.filmcitymumbai.org).
- (x) All such amendments to EOI be posted on the Official Website of the Authority will be binding on all Applicants.
- (xi) In order to afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Authority may, in its sole discretion, extend the Application Due Date.

1.12 Annexure I – Location of land parcels



The above-mentioned map is indicative and shall have clearly marked plot numbers at the time of RFP.

1.13 Annexure II – Checklist for Submission of EOI

| S.No. | Enclosures to the EOI | Status (Submitted/Not Submitted) | Comments |
|--------------|---|---|-----------------|
| 1 | Covering Letter | | |
| 2 | Applicant's Information Sheet | | |
| 3 | Applicant's Experience Information | | |
| 4 | Project Concept Note | | |
| 5 | Financial Information certified by Chartered Accountant | | |
| 6 | Audited annual accounts for the last three financial years | | |
| 7 | | | |
| 8 | | | |

1.14 Annexure III – Applicant’s Information Sheet

| Information | |
|---|--|
| Legal entity’s name | |
| Name of owner / promoter / partners | |
| Legal entity’s country of constitution | |
| Legal entity’s year of constitution | |
| Legal entity’s address in country of constitution | |
| Legal entity’s authorized representative in employer’s country (if any) (name, address, telephone numbers, fax numbers, e-mail address) | |

1.15 Annexure IV – Applicant’s Experience Information

List down the name of projects (movies / web series produced, or studios constructed and operated)

| Sl. No. | Name of Project | Year of the project | Estimated cost of the project (In INR crores) | Country of the Project | Key Highlights |
|----------------|------------------------|----------------------------|--|-------------------------------|-----------------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

***Please enter as many rows as applicable**

1. Please attach the supporting evidence of project completion / delivered

1.16 Annexure V – Financial Competence of Firm

| | Financial Data for Previous 3 Years | | |
|---------------------------------|--|----------------|----------------|
| | Year 1: | Year 2: | Year 3: |
| 1. Total Assets | | | |
| 2. Current Assets | | | |
| 3. Total Liabilities | | | |
| 4. Current Liabilities | | | |
| 5. Revenue / Topline | | | |
| 6. Profit Before Taxes | | | |
| 7. Profit After Taxes | | | |
| 8. Net Worth (1-3) | | | |
| 9. Working Capital (2-4) | | | |

Please attach the documents listed below under the title ‘Financial Competence of Firm’

- Attached are copies of the audited balance sheets, including all related notes, and income statements for the last three years, as indicated above, complying with the following conditions.
- All such documents reflect the financial situation of the Bidding Firm or partner to a JV, and not sister or parent companies.
 - Historic financial statements must be audited by a certified accountant.
 - Historic financial statements must be complete, including all notes to the financial statements.
 - Historical financial statements must correspond to accounting periods already completed and audited (no statements for partial periods shall be requested or accepted).

1.17 Annexure VI – Project Concept Note

- 1.1. The Applicant is expected to submit a Project Concept Note as per his/her requirements and his understanding of the requisites for development of a state-of-the-art infrastructure facility.
- 1.2. The brief plan should state clearly the utilization plan for the plot area, including the technological requirements related to space usage, gridlines, sound insulation etc.
- 1.3. The document should list out the requirements related to the lease period for the plot that the bidder would be interested in, based on their plan.
- 1.4. The bidder should also highlight the revenue sharing model for association that they envisage, with the respective terms that they are comfortable with, not jeopardizing the corporation's interests.

The document should be in standard word, readable pdf or presentation format. Any other format would render the bidder ineligible.