

File No.: 01-28/19/2023-HO - Events and Competition

17.01.2024

**EXPRESSION OF INTEREST(EOI) FOR BROADCAST OF KHELO INDIA  
YOUTH GAMES, UNIVERSITY GAMES AND WINTER GAMES -**

**INTRODUCTION AND BACKGROUND:**

Khelo India Programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. Khelo India Games is declared as an 'Event of National Importance'. Under the flagship of Khelo India Games, 3 games are going to be organized in the month of January & February 2024 as per the schedule mentioned below-

1. **Khelo India Youth Games 2023:** The Khelo India Youth Games (KIYG) 2023 are going to be held from 19th to 31st January 2024, in four cities of Tamil Nadu namely, Chennai, Trichy, Madurai and Coimbatore. KIYG shall feature competitions across 26 sports and 1 demo sport with participation from 5630 athletes.
2. **Khelo India Winter Games, 2024-** The 4th Edition of Khelo India Winter Games (KIWG) 2024 are going to be held from 02nd to 6th February 2024, in two union territory of Jammu & Kashmir and Ladakh namely, Gulmarg and Leh. KIWG shall feature competitions across 7 sports with participation from 860 athletes.
3. **Khelo India University Games, 2023-** The Khelo India University Games (KIUG) 2023 are going to be held tentatively from 18<sup>th</sup> to 29<sup>th</sup> February 2024, in Northeast State (namely Assam, Meghalaya, Tripura). KIUG shall feature competitions across 20 sports with participation from 4465 athletes.

In order to telecast the above mentioned **Khelo India Games** and take it to the masses, it is proposed to engage partner(s) for live telecast of the games. The clean feed for the purpose will be provided to the potential partners by the production agency.

The applicant telecasting be in the business of Satellite television/OTT having prior experience in telecasting of live events on Television / OTT preferably sporting events. The services of Telecast Partner(s) will thus be required in many areas including following: -

1. Promotion of **Khelo India Games (KIYG, KIWG & KIUG)** on their platforms (TV channels/ OTT / websites/Social Media accounts, etc.) including build-up prior to the commencement of the games
2. Live telecast of the **Khelo India Games (KIYG, KIWG & KIUG) including** Opening & Closing Ceremony and any other ancillary event pertaining to the games
3. Generating awareness for the games for the public with promotions and other initiatives/ elements like thematic campaign, anthem, tune in promos, special programming with focus on hero building, consumer contest etc.
4. Game day presentation ceremonies, award ceremonies, interviews with coaches and

athletes and other programs pertaining to the games to be conducted by the partner.

The above-mentioned activities are only indicative and not exhaustive of works to be assigned to the Partner. The partner shall provide such services at no cost and will only be provided the right to be designated as the “**Khelo India Games (KIYG, KIWG & KIUG) Broadcast Partner(s)**”.

**Partner entitlements are listed below:**

1. Telecast rights for Khelo India Games (KIYG, KIWG & KIUG) across TV channel and OTT platforms.
2. Mention as ‘**Broadcast Partner**’ across all promotions and creatives of that event / promotion.
3. Rights for usage of Khelo India Games (KIYG, KIWG & KIUG) content free of cost for tune in promos
4. Right to exploit commercial inventory / commercial breaks during the LIVE and repeattelecast for generating revenue for themselves.
5. Right to re-run the telecast, highlights package and any special programming.
6. Mention as ‘**Broadcast Partner**’ in Press release.
7. Partner logo presence across all creative and promotional elements (wherever applicable)
8. Right to use partner status across their brand campaigns and promotions up until the end of each particular game.

**Eligibility Criteria**

SN	Criteria	Documents required
1	A. Applicant should be a registered legal entity recognised under the legal statute of India including any Company, Partnership firms/LLP for more than 5 years on the date of submission of bid. <i>Note: JV/Consortium/Sub contracting is not allowed.</i> B. Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status.	A. Copy of Certificate of Incorporation, Partnership Deed etc.  A. Copy of Registration Certificates with the GST & IT (PAN) Authorities.
2	Must have the necessary licenses and approvals under Applicable Laws to uplink, downlink, broadcast and stream the Feed on Television and Digital Platforms;	Copies of necessary licenses
3	The Applicant should have an average annual turnover of at least INR 5 Cr. over last three financial years ending FY 2022-23.	Certificate by Statutory Auditor/Chartered Accountant stating turnover in required financial years as per Annexure- B for FY 2020-21, FY 2021-22 & FY 2022-23
4	Fit and Proper Person	Self-certificate and/or Letter of Undertaking regarding Fit and Proper Person

5	The Applicant should have their own Broadcast & OTT Platforms	Copies of necessary licenses
6	The applicant shall also issue an undertaking that they have been and will comply with all the broadcasting or telecasting laws & rules prevailing in India as amended upto date which are applicable on the applicant for the said work.	Letter of Undertaking on the letter head.

**Conditions for Fit and Proper Person:** For the purpose of determining whether an Applicant is a 'Fit and Proper Person', Sports Authority of India (SAI) may take the indicative criteria mentioned below:

- a. Financial integrity of the Applicant;
- b. Ability of the Applicant to undertake all obligations set out under this EOI;
- c. Absence of convictions or civil liabilities against the Applicant from any courts of competent jurisdiction in India;
- d. Absence of any previous debarment of the Applicant, in accordance with the General Financial Rules, 2017, provided such debarment is still existing;
- e. Absence of any disqualification as specified below:
  - o Conviction of the Applicant or any of its respective directors, partners, executives or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or the Indian Penal Code, or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract;
  - o Admission of an application for winding up or liquidation under the Insolvency and Bankruptcy Code, 2016 (IBC) or any Applicable Laws against the Applicant or any of its or their respective directors and partners;
  - o Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the Applicable Law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the Applicant;
  - o Current or previous banning of the Applicant or its respective directors, partners, executives or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason;
  - o Default by the Applicant or any of its or their respective directors, partners, executives or key managerial personnel of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) financial years;
  - o The Applicant should not have been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.

**Evaluation Criteria:** The bidder will be decided based on technical capacity. Accordingly, a presentation is required to be made to the Committee covering the strategy for the telecast and promotion of the games but not limited to the following:

SN	Evaluation Criteria	Marks
1	Promotion of <b>Khelo India Games (KIYG, KIWG &amp; KIUG)</b> on their platforms (TV channels/ OTT / websites etc.) including buildup prior to the commencement of the games	25
2	Viewership reach of the television channel(s) and OTT Platform on which the Event shall broadcast	10
3	Any other telecast strategy by the applicant	15

All the Applicants who will score more than 50% will be awarded the rights to telecast. The applications shall be accompanied by the Covering Letter as Annexure – A. The proposals shall be submitted to emailed mentioned below:

**procurement.kheloindia@gmail.com**

**Last day for submission of application is (19.01.2024).**

**Sports Authority of India (SAI) being the competent authority has the right to accept or reject or abort any proposal at any stage in its sole discretion. That any decision made by the competent authority in this regard shall be final.**



**Annexure-A**

**Covering Letter on letterhead along with EOI**

To,  
Deputy Director General,  
Sports Authority of India  
JLN Stadium, East Gate,  
Lodhi Road, New Delhi-110003

**Sub-Proposal for Broadcast Partner under Khelo India Youth Games, University Games and Winter Games**

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the Expression of Interest and its Terms of Reference.

We understand Sports Authority of India (SAI) is not bound to accept any proposal received by us.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

We have fully understood the Terms of Reference provided herein.

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.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL

**ANNEXURE 'B' | Annual Turnover**

S. NO.	FINANCIAL YEAR	ANNUAL TURNOVER (INR)
1.	2020-21	
2.	2021-22	
3.	2022-23	

**Certificate from the Statutory Auditor/Chartered Accountant**

This is to certify that the average turnover of the Applicant in the last three years is Rs.\_\_\_\_\_. (In words)

**Name of the Audit firm:**

**Seal of the Audit firm**

**Date:**

(Signature, name and designation of the Authorized Signatory)

Note:

- In case the Applicant does not have a Statutory Auditor, it shall provide the certificate from its Chartered Accountant (CA) that ordinarily audits the annual accounts of the Applicant.
- In case audit of the firm is pending for the FY 2022-23, provisional accounts certified by CA may be considered