

Tamilnadu Industrial Development Corporation Ltd

Aerospace Park Project – Selection of Consultants for Techno Economic Feasibility Study & Marketing Assistance

Pre- Bid meeting held on 5.4.2010 at 3.00 PM at TIDCO office **Queries raised by the bidders and the clarifications given by TIDCO**

S. No	Section Reference	Clarifications Sought	Clarifications given by TIDCO
1.	Section II.1 (ii) and Section I.3 (iii)	Section I.3 of Introduction refers to four locations Sriperumbudhur, Meenambakkam Perambalur and Hosur whereas Section II.1 of TOR mentions 3 locations Sriperumbudhur, Meenambakkam and Perambalur	<p>The development of Aerospace industry eco system in the State involves creation of multiple components/ facilities, in phases, with specific program objective in multiple locations such as Sriperumbudhur, Meenambakkam, Perambalur, Hosur and some other locations, if any, and integrating them in due course.</p> <p>But the scope of this assignment is limited to only 3 locations viz. Sriperumbudhur, Meenambakkam, and Perambalur. TIDCO may specify new locations in place of any of these 3 locations if need arises, but the total number of location will remain as three.</p>
2	Section II.1 (ii)	It states 100acres in Sriperumbudhur near Chennai. What about the extent of land in other locations	<p>The extent of the land area of the project sites varies in each of the locations. In Sriperumbudhur, the Aircraft components' Manufacturing park is planned in an area of around 100 acres (expandable to 300 acres)</p> <p>The MRO facility has been planned in an area of 50 acres. The site has been identified adjoining the present International Airport at Meenambakkam.</p> <p>The integrated Aerospace Park is planned in an area of 3000 to 4000 acres in Perambalur. Approximately 3000 acres of this land is readily available for immediate development. The site is abutting the NH 45 and is at a distance of 230 km from Chennai Airport</p>
3	Section II.1 (ii)	Is the land available with the government at all the locations specified or is it yet to be acquired.	In the case of Sriperumbudhur, the land (patta lands) is being acquired by SIPCOT. The land can be made available for development in approximately three months time. For the MRO facility near Meenambakkam Airport, TIDCO has identified around 50 acres of private lands adjoining the Airport. This land needs to be acquired. In the case of Perambalur around 3000 acres of land has already been purchased from the private land owners.
4	Section II.2 E (ii)	We suggest that the marketing materials shall need be in Russian also apart from English, French and German since Russia has lot to offer in Aerospace industry	<p>Agreed. Marketing materials are to be prepared in Russian language too.</p> <p>(Pl refer to Sl .No. 1 of Addendum 1 to the RFP document)</p>

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5	Section II.2 E (vi)	This clause mentioned in the TOR forms part of project implementation rather than consultation and is not time bound. We suggest that it can be omitted from the TOR	Not agreed to .																		
6	Section II.2 , F.	Master Plan means a conceptual layout to assist the marketing plan and strategies.	Yes, The High level Master plan means preparing indicative and conceptual layout to assist in marketing. The high level master plan should include the break up of land and other utilities requirement for each component of the facilities																		
7	Section II.3 Time lines for execution of the assignment	The duration for the assignment (approx 12 weeks) is too short as lot of secondary data etc will have to be collected and case studies of other aero parks have to be conducted. More time will be required for collection, compilation, analysis and interpretations. We suggest that the total duration of the assignment be extended up to a minimum of 16 weeks	<p>Agreed to extend the duration of assignment to 16 weeks. Revised schedule is as follows:</p> <table border="1" data-bbox="947 662 1852 1011"> <thead> <tr> <th data-bbox="947 662 1545 699">Activity</th> <th data-bbox="1545 662 1852 699">Tentative Date</th> </tr> </thead> <tbody> <tr> <td data-bbox="947 699 1545 737">Pre- bid meeting</td> <td data-bbox="1545 699 1852 737">5.4.2010</td> </tr> <tr> <td data-bbox="947 737 1545 774">Submission of proposals by consultant</td> <td data-bbox="1545 737 1852 774">21.4.2010</td> </tr> <tr> <td data-bbox="947 774 1545 812">Letter of Award(LoA) by TIDCO</td> <td data-bbox="1545 774 1852 812">05.5.2010</td> </tr> <tr> <td data-bbox="947 812 1545 873">Submission of Preliminary report on the concept to complete the Detailed proposal</td> <td data-bbox="1545 812 1852 873">21.5.2010</td> </tr> <tr> <td data-bbox="947 873 1545 911">Submission of Interim Report & Presentation</td> <td data-bbox="1545 873 1852 911">16.7.2010</td> </tr> <tr> <td data-bbox="947 911 1545 948">Submission of Draft Report</td> <td data-bbox="1545 911 1852 948">16.8.2010</td> </tr> <tr> <td data-bbox="947 948 1545 985">Presentation to TIDCO</td> <td data-bbox="1545 948 1852 985">3rd week of August</td> </tr> <tr> <td data-bbox="947 985 1545 1011">Final Report</td> <td data-bbox="1545 985 1852 1011">31.8.2010</td> </tr> </tbody> </table> <p>(PI refer to Sl .No. 2 of Addendum 1 to the RFP document)</p>	Activity	Tentative Date	Pre- bid meeting	5.4.2010	Submission of proposals by consultant	21.4.2010	Letter of Award(LoA) by TIDCO	05.5.2010	Submission of Preliminary report on the concept to complete the Detailed proposal	21.5.2010	Submission of Interim Report & Presentation	16.7.2010	Submission of Draft Report	16.8.2010	Presentation to TIDCO	3 rd week of August	Final Report	31.8.2010
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8	Section II.5 Terms of Payment	The total percentage of payment terms as stated in the RFP is totalling to 90% only. We suggest that the rest 10% of the fee be paid upon acceptance of work order.	<p>The 10 % of the final payment is linked to the identification of the anchor client. The schedule of payment is as below</p> <table border="1" data-bbox="911 1179 1852 1404"> <thead> <tr> <th data-bbox="911 1179 1661 1222">Mile stone Description</th> <th data-bbox="1661 1179 1852 1222">% of total fee</th> </tr> </thead> <tbody> <tr> <td data-bbox="911 1222 1661 1260">• Upon Acceptance of LoA by the selected consultants</td> <td data-bbox="1661 1222 1852 1260">20</td> </tr> <tr> <td data-bbox="911 1260 1661 1297">• Approval of Draft Final report & Presentation to TIDCO</td> <td data-bbox="1661 1260 1852 1297">40</td> </tr> <tr> <td data-bbox="911 1297 1661 1334">• Submission of final report</td> <td data-bbox="1661 1297 1852 1334">20</td> </tr> <tr> <td data-bbox="911 1334 1661 1372">• Approval of final report by TIDCO</td> <td data-bbox="1661 1334 1852 1372">10</td> </tr> <tr> <td data-bbox="911 1372 1661 1404">• Identification of anchor client</td> <td data-bbox="1661 1372 1852 1404">10</td> </tr> </tbody> </table> <p>(PI refer to Sl .No. 3 of Addendum 1 to the RFP document)</p>	Mile stone Description	% of total fee	• Upon Acceptance of LoA by the selected consultants	20	• Approval of Draft Final report & Presentation to TIDCO	40	• Submission of final report	20	• Approval of final report by TIDCO	10	• Identification of anchor client	10						
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9	Section II.6 Reports Deliverables	When exactly are the final marketing brochures required. Should they be submitted along with the final report?	Yes. The marketing materials are to be submitted along with the final report												
10	Section IV-3 Evaluation and Assignment of Scores, Specific Experience of Bidder, (b)	<p>The specified minimum consultancy value of Rs 20 lakh for market survey related assignments seems too high for industrial parks etc and also many consulting jobs have been executed on a lower cost but in terms of present value the fee may be much higher.</p> <p>We suggest that the minimum assignment value be brought to about Rs 7- 8 lakhs.</p>	<p>Agreed to. The revised values are as below</p> <table border="1" data-bbox="911 493 1961 1401"> <thead> <tr> <th data-bbox="911 493 1318 537">Parameters</th> <th data-bbox="1318 493 1961 537">Assignment of score</th> </tr> </thead> <tbody> <tr> <td data-bbox="911 537 1318 727">Experience in preparation of Detailed Project Reports/Master Plan for the development of sector specific Industrial park for hi-end precision engineering & manufacturing.</td> <td data-bbox="1318 537 1961 727"> <ul style="list-style-type: none"> ➤ 2 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of five projects and above with a minimum consultancy value of Rs. 10 lakhs each </td> </tr> <tr> <td data-bbox="911 727 1318 878">Experience in preparation of detailed project report for setting up aero parks/ airports/MRO.</td> <td data-bbox="1318 727 1961 878"> <ul style="list-style-type: none"> ➤ 5 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of two projects and above with a minimum consultancy value of Rs. 10 lakhs each </td> </tr> <tr> <td data-bbox="911 878 1318 1029">Experience in market survey for the assessment of demand for industrial parks/Aerospace Parks/ MRO.</td> <td data-bbox="1318 878 1961 1029"> <ul style="list-style-type: none"> ➤ 5 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of two projects and above with a minimum consultancy value of Rs. 10 lakhs each </td> </tr> <tr> <td data-bbox="911 1029 1318 1214">Experience in preparation of techno economic feasibility study /Financial advisory services for any aerospace component manufacturing / hi precision engineering industry.</td> <td data-bbox="1318 1029 1961 1214"> <ul style="list-style-type: none"> ➤ 2 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of five projects and above with a minimum consultancy value of Rs. 10 lakhs each </td> </tr> <tr> <td data-bbox="911 1214 1318 1401">Experience in planning and executing comprehensive marketing, branding and investment promotion in Aerospace / Engineering manufacturing sector.</td> <td data-bbox="1318 1214 1961 1401"> <ul style="list-style-type: none"> ➤ 5 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of two projects and above with a minimum consultancy value of Rs. 10 lakhs each </td> </tr> </tbody> </table> <p data-bbox="911 1401 1961 1433">(Pl refer to Sl .No. 4 of Addendum 1 to the RFP document)</p>	Parameters	Assignment of score	Experience in preparation of Detailed Project Reports/Master Plan for the development of sector specific Industrial park for hi-end precision engineering & manufacturing.	<ul style="list-style-type: none"> ➤ 2 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of five projects and above with a minimum consultancy value of Rs. 10 lakhs each 	Experience in preparation of detailed project report for setting up aero parks/ airports/MRO.	<ul style="list-style-type: none"> ➤ 5 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of two projects and above with a minimum consultancy value of Rs. 10 lakhs each 	Experience in market survey for the assessment of demand for industrial parks/Aerospace Parks/ MRO.	<ul style="list-style-type: none"> ➤ 5 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of two projects and above with a minimum consultancy value of Rs. 10 lakhs each 	Experience in preparation of techno economic feasibility study /Financial advisory services for any aerospace component manufacturing / hi precision engineering industry.	<ul style="list-style-type: none"> ➤ 2 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of five projects and above with a minimum consultancy value of Rs. 10 lakhs each 	Experience in planning and executing comprehensive marketing, branding and investment promotion in Aerospace / Engineering manufacturing sector.	<ul style="list-style-type: none"> ➤ 5 marks for each completed assignment with a minimum consultancy value of Rs. 10 lakhs. ➤ Full marks will be assigned for completed assignments of two projects and above with a minimum consultancy value of Rs. 10 lakhs each
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11	Section IV-3	No Marks have been provided for the description of the approach & methodology. In our opinion there should be some weightage provided for the approach & methodology section	Not agreed.
12	Section II.2. E. ii)	It is mentioned that preparation of communication plan, marketing materials- hard & soft assets, brochures, posters, mailers, audio and video presentations should be provided in English, French and German. We would like to submit that the consultants would provide the basic content in English for the above work based on which the preparation of marketing materials would be carried out by a separate marketing agency appointed for this purpose	<p>Not agreed. As mentioned in S.No.3 above, marketing material needs to be prepared in English, French, German and in Russian languages. The consultant will submit a total of 200 number of hard copies of the brochures covering all the above languages. Numbers required in each language (from total of 200) will be informed later.</p> <p>The visual media presentations (video clippings) should run for atleast 10 minutes for each language . Consulatnts will submit two CDs of such video clippings</p>
13	Section II.2. E. vi.	It is given that the consultant shall make follow up efforts with the potential anchor customer till signing up of the investment deal in the park. We would like to submit an amendment to this clause that the consultant shall provide all the relevant contact details for the potential anchor customers and facilitate their interaction between TIDCO and the anchor customers.	Not agreed to.
14	Section II II.6 (i)	<p>Consultants shall submit ten copies of hard copies of final reports and 200 numbers of marketing brochures as the work products of the assignment..</p> <p>We would like to submit that the development of brochures should be part of the work assigned to a separate marketing agency appointed for the purpose of development of marketing materials</p>	Not agreed to.

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15	Section IV.1 (iv)	It is given that the final selection of the consultants will be made based on the lowest net cost of the study quoted by the technically qualified bidder. Since the lowest net cost has not been defined in the RFP, clarification on this is required.	The final selection of the consultants will be made based on the lowest cost of the study quoted among the technically qualified bidders
16	Section II.3 Time lines	The proposed time lines for completing the assignment (5.5.10 to 30.7.10) in less than 3 months are very compressed. The time lies for completion of the project assignment should be extended to around 5 months.	Pl refer to Sl. No 6.
17	Section II. 5 Terms of Payment	The cumulative percentage of payment of the total fee adds to only 90%. Clarification requested on this	Pl refer to Sl. No. 7.
18	Section I.3 (iv)	<ul style="list-style-type: none"> i) What is Chennai Aero Park ii) Is it expected that Chennai Aero Park will also have a MRO facility and a similar facility will be there in Hosur and Perambalur 	<ul style="list-style-type: none"> i) Chennai Aeropark refers to the project facilities planned in & around Chennai with the objective of supporting the growth & development of aerospace industries. Such facilities include the MRO facility proposed near Chennai (Meenambakkam) Airport and the Design, Engineering & component's manufacturing park proposed in Sriperumbuthur ii) Hosur Aeropark is the existing facility having 2300 mtrs long runway, assembly shop, precision machine shop, heat treatment & testing shop, ATC tower, MRO hanger, etc. in an area of 250 acres. The MRO facility has been leased to the MRO operator viz. M/s. Air works India Ltd who are undertaking the aircrafts maintenance & repair works. In-principle approval has been received for developing this project as an aerospace SEZ. Steps are being taken to secure the notifications for this SEZ. The plan is to expand this aeropark as an integrated one in an area of around 500 acres iii) The integrated aeropark in an area of 3000 + acres has been planned in Perambalur. Though the focus of this facility will be for design, manufacturing & assembling of aircrafts, MRO facility will also be included in this project

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19.	Section II.1 (ii) ii)	What is expected to happen at Hosur	PI refer sl No. 18
20	Section II.2.B.v)	<p>Identify the changing dynamics of each industry and service such as new entrants, suppliers, buyers, substitutes, competitive rivalry, etc.</p> <p>i) Which are the industries (“each Industry”)</p> <p>ii) What is expected to be covered in competitive rivalry</p> <p>iii) It is assumed that we would only be able to provide information that is based in public domain</p>	<p>Each Industry refers to the each player in aerospace industry</p> <p>Consultants need to identify and asses the competing factors among the aerospace industry players that can drive the growth of aerospace industry</p> <p>Apart from the information available in the public domain , the consultants can make use of the information/ data obtained from the industry players if any</p>
21	Section II.2.C.iii)	<p>Has the site been identified for all the three/ four locations</p> <p>Have these identified sites under possession of TIDCO</p>	PI refer to Sl. No. 2
22	Section II.2.C.iv)	<p>To recommend the phase wise aero park development plan and validate along with the investment plan of potential investors and the synergy of business plan of these investors for their India operations.</p> <p>The investors could be from any part of the world also it will be difficult to know the business plan and the investment plan of the potential investors. Hence we request you to elaborate on what is expected from the consultants</p>	<p>The consultants will suggest the phase wise development plan for each of the components of the aeropark program.</p> <p>It is expected that the phase wise development plan for creation of infrastructure will dovetail the investments plans of the potential customers (clients) . The consultants should be able to infer the investment plans of the potential customers from the market survey inputs</p>

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23	Section II.2.D	<p>What is the role of TIDCO, will it be developing aerospace based infrastructure inside these parks or will it only provide land and leave it to the developer(s) to build these infra and get revenue from these investors</p> <p>As the project is being developed on PPP basis, it is expected that TIDCO will provide space and would expect to be compensated for this land in terms of lease rentals. Hence the project evaluation for financial purposes is assumed to be done only for providing this developed land (i.e. develop Roads, provide utilities till the battery limits) and the investor (Project developer) will develop the land for the various facilities. Hence the cost (developed land to be provided by TIDCO) and revenue estimate will such development</p>	<p>TIDCO plans to develop the different sections of the aeropark project in different locations viz.</p> <ol style="list-style-type: none"> i. Components park in Sriperumbudhur ii. MRO facility in Chennai Airport iii. Integrated aerospace park in Perambalur <p>In the case of the components' park at Sriperumbudhur, SIPCOT will undertake the developer role for creating internal infrastructure</p> <p>TIDCO will identify the developers for the proposed MRO facility at Meenambakkam, For the integrated aerospace park in Perambalur, M/s GVK Perambalur SEZ Pvt. Ltd is the developer who will undertake the land development / create internal infrastructure and allocate the developed plots to the user industries to set up their facilities</p> <p>The project cost estimates (including the land value, internal infrastructure, utilities, dedicated facilities, etc) , and revenue streams and financial projections are to be formulated and modeled for each of the project components with the developers perspective</p>
24	Section II.2.E) Branding and Marketing Plan	<p>It is important to understand the structure of the project if TIDCO is going to develop this project through PPP mode then there would be a single/ few developers who will take the onus of developing the park hence the marketing drive is to only attract these developers who will in turn get the unit holders. Please clarify to whom the marketing plan is devised for, is it for these developers or for the unit holders.</p>	<p>TIDCO will identify the developers for the proposed MRO facility at Meenambakkam,</p> <p>In the case of the components' park at Sriperumbudhur, SIPCOT will undertake the developer role for creating internal infrastructure.</p> <p>For the integrated aerospace park in Perambalur, M/s GVK Perambalur SEZ Pvt. Ltd is the developer who will undertake the land development / create internal infrastructure and allocate the developed plots to the user industries to set up their facilities .In the marketing drive, the consultants role is to identify the anchor clients (unit holders) to set up their industrial/ manufacturing units either in Sriperumbudhur or in Perambalur</p>
25	Section II.5	<p>The payment schedule is heavily back ended and we request you to structure it in such a way that there is at least two more payments before the payment of "Approval of Draft Report and Presentation to TIDCO"</p> <p>The Payment percentages add up only to 90 and hence request to give the rest 10% break-up</p>	<p>Not agreed to</p> <p>Pl refer to SI No. 8 for terms of payment</p>

ADDENDUM -1 to the RFP document

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1	Section II.2 E (ii) Branding and Marketing Plan	Prepare Communication Plan, Marketing Materials- Hard and Soft Assets: Brochures, Posters, Mailers, Audio & Video promotions. All the marketing materials shall be in English, French & German	Prepare Communication Plan, Marketing Materials- Hard and Soft Assets: Brochures, Posters, Mailers, Audio & Video promotions. All the marketing materials shall be in English, French, German and Russian languages																																				
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