

# Expression of Interest - Invest & Operate Travel Lounge, Food Street & Entertainment Hub at Visitors Center, Kodungallur along with waterbased activities at Kavilkadavu boat Jetty



MPL/443/25. EOI/Visitors Center

Date: 04-08-2025

Last Date of Application: 17th October 2025

## **Unlock the Potential of Kodungallur: Partner in a Landmark Tourism & Leisure Destination**

Muziris Projects Limited, under the Department of Tourism, Government of Kerala, invites visionary investors to be part of a unique opportunity to transform the Kodungallur Visitors Centre into a vibrant Public-Private Partnership (PPP) entertainment and leisure hub.

Strategically located in the heart of Kodungallur—a historic temple town rich in culture and just an hour's drive from Kochi city and the international airport—the Visitors Centre stands as the gateway to the legendary Muziris Heritage Region. Surrounded by iconic landmarks such as Kodungallur Bhagavathy Temple, Thiruvanchikulam Mahadeva Temple, and the ancient Cheraman Juma Masjid, the site enjoys high tourist footfall and strong local presence.

With a sprawling campus, extensive parking, scenic lawns, and proximity to the Kavilkadavu Boat Jetty, the Centre is perfectly positioned to evolve into Kodungallur's first integrated tourism and leisure destination.

### **Scope of the Project**

We aim to reimagine the Visitors Centre into a premium entertainment and cultural hub that caters to both locals and tourists. Through this EOI, we invite partners to co-create:

- A Travel Lounge with modern amenities for travelers with EV station & More.
- A Vibrant Food Street offering diverse Kerala cuisines
- Retail spaces and souvenir shops
- Art and cultural exhibits curated by Muziris
- Amusement and recreational zones for families and youth
- A launchpad for water-based activities and heritage boat tours

This is more than just an investment—it's a chance to shape a landmark destination in one of Kerala's most culturally dynamic regions. Join us in creating unforgettable experiences rooted in heritage, leisure, and local engagement.



## Why Invest in the Muziris Project at Kodungallur Visitors Centre?

Positioned at the cultural crossroads of history and modern tourism, the Kodungallur Visitors Centre offers unmatched potential for development as a prime leisure and tourism hub. Here's why this is a destination worth investing in:

- Prime Town-Centre Location: Set in the heart of Kodungallur, the Centre is easily accessible and ideally placed for high local and tourist footfall.
- Waterfront Advantage: Direct access to the Kavilkadavu Boat Jetty opens opportunities for water-based tourism and adventure activities.
- Sprawling, Ready-to-Use Campus: A vast, interlocked, and beautifully landscaped lawn ideal for open-air events, amusement activities, and food festivals.
- Ample Parking: Designed to accommodate 100+ vehicles, supporting large-scale visitor flow and event hosting.
- Existing Infrastructure for Immediate Use: On-site buildings with vending units ready for conversion into cafés, souvenir shops, galleries, or dining spaces.
- Excellent Connectivity: Located just off the National Highway and within a 1-hour drive from Cochin International Airport and Kochi city limits.

**TRAVEL LOUNGE WITH EV STATION | FOOD STREET | COMMERCIAL SHOPS | KIDS ACTIVITIES | TOY TRAINS | ART GALLERY | WATER BASED ACTIVITIES | DINING & MORE**





**How to Apply:** Muziris Projects Ltd invites individual investors, agencies, and organisations to partner with us in developing and operating the visitors centre in a thematic entertainment hub and travel lounge. Interested parties may apply by submitting the required documents to our office.

**For more information, please contact:**

Mr. Zabin Ibrahim

Marketing Manager, Muziris Projects Ltd

 Email: [marketing.muziris@keralatourism.org](mailto:marketing.muziris@keralatourism.org)

 Phone: +91 90372 52480

 Website (for application form): [www.keralatourism.org/muziris/tenders](http://www.keralatourism.org/muziris/tenders)

**Documents Required: Please submit the following documents along with your application:**

- A brief profile of your organization or individual background
- Valid ID proof
- Documents proving financial and operational capacity to invest in and manage the proposed project

Note: Only credible and experienced applicants will be considered. Incomplete submissions will not be evaluated.

**Application Fee & EMD :** Application Fee: ₹ 1000/-+GST, Refundable EMD: ₹50,000/-

All applications must be submitted in a sealed envelope titled: "EOI for tourism and leisure zone at Kodungallur Visitors Center" Inside the envelope, include two separate covers:

- Cover 1: Technical Bid
- Cover 2: Financial Bid

**Technical Bid**

- Refer to Annexure 1 for a checklist of required documents and evaluation criteria.
- Shortlisted applicants will be invited to deliver a 10-minute presentation demonstrating the viability and uniqueness of their proposal in line with Muziris water-based tourism objectives.

**Financial Bid**

- Only those who qualify in the technical round will be invited to submit their financial offer using the form provided in Annexure 2.

Muziris Projects Ltd reserves the right to select multiple operators, provided their proposals are unique and operationally viable within the project's scope & area.

## **EOI – Specific Terms & Conditions**

### **1. Open to New Ventures:**

No prior experience in the entertainment or related sectors? No problem. Fresh entrants are welcome if they present a strong proposal detailing:

- Concept and scope of operations
- Safety protocols aligned with government guidelines
- Investment plan and project feasibility
- Approval will be granted conditionally, subject to submission of all required licenses and certifications before operations begin.

### **2. Mandatory Regulatory Compliance**

Successful applicants must secure all necessary approvals, NOCs, and licenses prior to launching operations.

- Water-based ventures must obtain permissions from relevant authorities (Maritime Board, Inland Navigation, etc.).
- Adventure tourism activities must be registered with the Kerala Adventure Tourism Promotion Society (KATPS).

### **3. Qualified Manpower is a Must**

- Water activity teams must include certified swimmers trained in life-saving and water safety.
- All other roles must be filled as per a detailed staffing plan with qualifications, to be reviewed and approved by Muziris Projects Limited.

### **4. Pre-Launch Safety Audit**

A joint inspection by Muziris Projects Limited and technical/safety experts will be conducted before operations commence to ensure compliance with all standards.

### **5. Site Visit Support**

We encourage prospective investors to visit project locations. Our Marketing Manager at the Kodungallur office will assist with visit coordination and additional information.

**6. Right of Admission:** The Managing Director of Muziris Projects Limited reserves the right to accept or reject any application at his sole discretion.

## **BIDDING PROCESS**

Muziris Projects Limited will follow a two-cover bidding system, consisting of a Technical Bid and a Financial Bid.

### **1. Technical Bid Evaluation**

All technical bids will be opened and evaluated by an Evaluation Committee based on the criteria outlined in this tender document and the project presentation submitted by the bidder.

Each bidder will be awarded a Technical Score (St) out of 100.

Only those bidders who secure a minimum of 50 marks in the Technical Score (St) will qualify for Financial Bid evaluation.

### **2. Financial Bid Evaluation**

The financial bids of only those bidders who qualify the technical evaluation ( $St \geq 50$ ) will be opened.

The bidder offering the highest financial proposal (Fm) will be awarded a Financial Score (Sf) of 100.

Financial Scores for the remaining qualified bidders will be calculated using the following formula:

$$Sf = (Fi / Fm) \times 100$$

Where:

- Sf = Financial Score of the bidder
- Fi = Financial Proposal under consideration
- Fm = Highest Financial Proposal received

This method ensures that bidders offering higher financial contributions are appropriately incentivised.

### **3. Combined Score and Final Ranking**

The final ranking of bidders will be based on a Weighted Composite Score (S), combining the Technical and Financial Scores in the ratio of 80:20.

The Combined Score will be calculated as:

$$S = (St \times 0.80) + (Sf \times 0.20)$$

The bidder with the highest Combined Score (S) will be ranked first and considered for award of the work.

Note: Given that tourism is an experience-driven sector, greater weightage is assigned to technical competence to ensure the selection of an operator with a strong, visitor-focused project proposal.

## General Terms & Conditions

1. **Agreement Execution:** The selected bidder shall enter into a formal agreement with Muziris Projects Limited within 15 days of receiving confirmation of selection, based on the Quality and Cost-Based Selection (QCBS) process.
2. **Security Deposit:** Prior to signing the agreement, the bidder shall deposit a refundable security amount of INR 5,00,000 (Rupees Five Lakhs only) or an amount decided by Muziris Projects Limited considering assets. This deposit will be returned upon successful completion or lawful termination of the agreement, subject to compliance with all contractual obligations.
3. **Tenure of Operations:** The operational period will be for 10 years, commencing from the official date of project operations. Tenure shall be fixed by Muziris Projects Limited as per the financial obligation/Investment by the Selected bidder. The agreement shall be renewed every three years, contingent upon:
  - a. Satisfactory operational performance
  - b. Adherence to financial commitments
  - c. Mutual consent of both parties
4. **Sustainability Commitment:** The selected bidder shall comply with the Sustainable Development Goals (SDGs) adopted by Muziris Projects Limited by signing a Sustainability Pledge, which will form part of the agreement.
  - a. Progress on SDGs will be evaluated annually.
  - b. Performance in sustainability goals will be a key criterion in determining eligibility for renewal or extension of the agreement.
5. **Local Employment Mandate:** The bidder shall commit to ensuring that a minimum of 30% of total employment across various operational roles is sourced locally, provided the required skillset is available, or can be developed through local training and empowerment initiatives supported by Muziris Projects Limited.
6. **Financial Transparency:** The bidder shall maintain complete financial transparency in its operations by adhering to proper accounting, taxation, and statutory reporting practices.
  - a. Any act of financial misconduct, fraud, or engagement in illegal practices shall result in penalties or termination, as determined by Muziris Projects Limited.

**7. Termination Clause:** Either party may initiate termination of the agreement by providing a 30-day written notice.

- Muziris Projects Limited shall conduct a site assessment before termination to evaluate any physical or operational damage.
- The operator is required to remedy any identified damages before the end of the notice period.
- All outstanding dues must be cleared by the operator to facilitate the return of the security deposit and formal closure of the agreement.

**8. Dispute Resolution:** In the event of any disputes arising under this agreement, the matter shall first be attempted to be resolved through mutual discussion. Unresolved which, it shall be referred to arbitration under the Arbitration and Conciliation Act, 1996. The jurisdiction will be the courts of Ernakulam District, Kerala.



## Annexure 1 Technical Assessment

TECHNICAL ASSESMENT - PRESENTATION TOPICS & SCORE CRITERIA	SCORE
Project Viability & Location	15
Design Plan	15
Operations Plan	15
Financial Plan	15
Key Sustainability Features	15
Other	
Sector Experience	10
Proof of capacity to Invest	10
Project Execution Time Line	5
Total Score	100

### Additional Terms & Conditions

- **Minimum Technical Score Requirement:** Bidders must score at least 50 out of 100 to qualify for financial bid evaluation.
- **Bid Disqualification:** Incomplete bids or those missing the required documents (application form, EMD, or supporting proofs) will be rejected.
- **Financial Score Weightage:** Financial proposals will carry 20% weightage in the final evaluation.
- **Technical Score Weightage:** Technical proposals will carry 80% weightage, aligning with the project's emphasis on quality and sustainability.
- **Decision of the Committee:** The selection committee's decision, approved by the Managing Director, shall be final and binding.
- **Tie-break Clause:** In case two or more bidders score the same Combined Score (S), preference will be given to the bidder with the higher Technical Score.

## Annexure 2 Financial Bid

Financial Proposal Submission (Cover 2 – Financial Bid)

For Investment under Muziris PPP Projects

(To be filled and submitted by the Investor)

### Investment & Financial Offering

Particulars	Details to be Filled by Investor ** Only applicable
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**Proposed Investment Amount ₹** \_\_\_\_\_

(Capital expenditure for infrastructure, setup, branding, etc.)

**Revenue Share to MPL (% of Gross Revenue)** \_\_\_\_\_ %

(Mention slabs if applicable with projected revenue)

**One-time Asset Lease Fee to MPL ₹** \_\_\_\_\_

(Applicable if leasing MPL-owned asset with upfront payment)

**Annual Lease Amount to MPL ₹** \_\_\_\_\_

(If annual lease is proposed for MPL asset)

**Expected Lease Period** \_\_\_\_\_ Years (Max 10 years)

Attach Projected IRR/ROI (Optional)

**Note:** MPL will consider the financial score based on the overall financial offering made by the bidder. Investors may provide a combined or individual financial offering across the relevant fields, as applicable.

### Additional Documents to Attach

- Detailed Business Plan / Revenue Model
- Proposed Project Timeline & Implementation Plan
- Any supporting Financial Feasibility or Projections
- MOA / Corporate Profile (for companies)

## D. Declaration by Investor

We hereby submit our financial proposal for investment in the selected Muziris PPP project. We acknowledge that:

The quoted investment amount and revenue share form the basis for financial evaluation under QCBS.

All taxes, statutory clearances, and operational responsibilities post-allotment shall be borne by us.

This proposal is made in good faith and is binding in the event of selection, subject to further agreement with MPL.

**Signature of Authorized Signatory:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Company Seal (if any):** \_\_\_\_\_

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

## Terms & Notes (For Financial Evaluation under QCBS)

### 1. Quality and Cost-Based Selection (QCBS)

- The selection of investor-operators for Muziris PPP Projects will be based on QCBS.
- The evaluation will comprise:
  - Technical Score (T) – 80% weightage
  - Financial Score (F) – 20% weightage

### 2. Financial Score Calculation (F = 20%)

- The highest financial benefit to MPL (in terms of combined upfront premium, revenue share, lease fee, etc.) will be awarded the full 100 points in financial score.
- Financial scores for other bidders will be computed relative to this highest score, using the formula:  $S_f = (F_i / F_m) \times 100$

Where:

$S_f$  = Financial Score of the bidder

$F_i$  = Financial Proposal under consideration

$F_m$  = Highest Financial Proposal received

The weighted financial score used in final evaluation =  $F_i \times 0.20$

- **Currency and Taxation:** All financials must be quoted in INR (Indian Rupees), excluding applicable taxes (e.g., GST). Taxes will be paid as per prevailing government norms at the time of execution.
- **Investment Tenure:** The investor is expected to commit for a minimum investment period as defined in the project EOI/RFP. Lease/concession agreement terms will define extension, exit, and escalation clauses.
- **Disqualification Criteria:** Proposals with missing, misleading, or conditional financial offers will be summarily rejected. MPL reserves the right to cancel or modify bidding at any stage without assigning reason.

**Partner with Muziris Projects Limited to Create “1000” Experiences Around Muziris . Join us in curating immersive experiences across the heritage-rich Muziris region. As a partner, you’ll gain:**

- Featured placement in our “1000 Experiences” platform
- Exposure through domestic and international marketing campaigns
- Direct access to global tour operators and travel consolidators


This is more than an investment — it’s a shared journey to position Muziris among the world’s most successful heritage tourism circuits. Let’s grow the region, together.


**For more information, please contact:**

Mr. Zabin Ibrahim

Marketing Manager, Muziris Projects Ltd

 Email: [marketing.muziris@keralatourism.org](mailto:marketing.muziris@keralatourism.org)

 Phone: +91 90372 52480

 Website (for application form): [www.keralatourism.org/muziris/tenders](http://www.keralatourism.org/muziris/tenders)

**Application Form Download:**

The application form is available on our website at the same link. It must be submitted along with the pre-qualification documents and details of the specific EOI being applied for.

◆ Note: A separate application form must be filled and submitted for each EOI, along with proof of application fee payment.