

Hooghly Printing Co. Ltd.
(A Subsidiary of Andrew Yule & Co. Ltd.)
(a Govt. of India Enterprise)
41, Chowringhee Road, Kolkata – 700 071

Hooghly Printing Co. Ltd. (HPCL) a wholly owned subsidiary of Andrew Yule & Co. Ltd. (a Government of India Enterprise) desires to develop a Small Printing Industrial Park at Shibpur in Howrah District of West Bengal with land area of 0.44 acre approximately on Public-Private Partner (PPP) mode. Hooghly Printing Press requires around 20,000 sq. ft. built-up spaces to accommodate all its activities. To start with it is necessary to prepare a Detailed Project Report (spelling out the development modalities and revenue projections). Once the same is approved, a thorough transparent bidding process and a suitable PPP arrangement would be entered into. Andrew Yule is now looking for offer of Advisory Services towards the preparation of Detailed Project Report and on further approval provides assistance in selection of suitable PPP partner and execution of the PPP Agreement of the same.

The scope of work and deliverables.

The Detailed Project Report (DPR) need to be prepared taking into account the technical, techno-commercial and the financial aspects of the Project. Thus it will comprise of the following:

Section A : Technical Feasibility.

The land details obtained shall be used to ascertain the maximum development that can be undertaken according to the existing Building and development Rules and Environment Regulation applicable for this location. A soil investigation (if required) will be conducted, if tall structures are proposed. Based on the same, a consolidated plan of the site need to be prepared and ascertain the type & quantum of common infrastructure (power, water, road network, drainage etc) and common facilities that will be required to support the requirements for the park. Layout plans and drawings need to be prepared to the extent required to get a good estimate of the costs. Cost of the Project shall be estimated which will be inclusive of preliminary and pre-operative expenses.

Section B : Financial Feasibility

After the tentative cost of the Project has been established, the saleable space (in excess of what is required for Hooghly Printing) created, the rates at which the built up spaces can be transferred or sold shall be determined. Means of finance will be decided upon. Operating expenses need to be estimated and project profitability analysis shall be done. The Cash flow statements, Profit & Loss statement, Balance sheets etc need to be prepared. The key financial indicators such as Project IRR, Equity IRR, DSCR etc will also need to be studied. Sensitivity analysis and Risk Assessment need to be conducted to study the Project viability. After studying all regulations and land documents, consultant will also assess and state the basis on which the PPP arrangement can be entered into.

Bid Process Management for selection of PPP Partner

- 1) This will include preparation of RFP document;
- 2) Preparation of Draft Contract Agreement;
- 3) Preparation of Draft Advertisement and Media Planning;
- 4) PPP Conference and providing clarification.
- 5) Evaluation of Report on RFP stage.
- 6) Negotiation and Finalization of Contract and preparation of Contract Agreement.

Qualification requirement of the Consultant:

Indian companies, partnerships firms, Foreign Companies (subject to such foreign companies obtaining all statutory approvals from Government of India as may be required under applicable law, regulations, guidelines, etc.) must meet the following criteria (based on audited results) and submit the followings:

- 1) Full particulars of the constitution, ownership and main business activities of the Prospective Consultant.
- 2) Details of number of Offices India and total manpowers, etc.
- 3) Detail of similar tasks (Government, Quasi-Government and Private Sector separately) executed / under execution by the Consultant. This should cover the role played by the Consultant in due diligence, documentation, valuation, preparation of Sale Agreement etc.
- 4) Terms of Reference and Scope of work with broad outline of major steps to be followed.

Details of dealing team:

a) Experience and Qualifications.

The Offer that need to be forwarded giving details of qualification and experience will be used for evaluation of the capabilities of the Consultant and short-listed Consultant will be asked to submit the Financial Bid. No Financial Bid required to be furnished at this stage. **Last date of submission of this offer is 21ST August 2012 upto 4:00 pm.** For any further clarifications and details you may contact Mr. Basab Ray, Chief General Manager (Corporate Planning, Legal and HRD).

The Company reserves the sole right to accept or reject any or all "Expression of Interest" without any reasons therefore.