

**VISAKHAPATNAM URBAN DEVELOPMENT AUTHORITY
Government of Andhra Pradesh**

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DECEMBER 2011

**GLOBAL EXPRESSION OF INTEREST
FOR**

'INNOVATIVE & UNIQUE ENTERTAINMENT AND AMUSEMENT ARENA'

AT VUDA PARK, VISAKHAPATNAM

(To be submitted on the Letterhead of Prospective Bidder)

Date:

**The Vice Chairman,
Visakhapatnam Urban Development Authority
III Floor, Udyog Bhavan,
Siripuram, Visakhapatnam-530003,
Andhra Pradesh, India.**

Dear Sir

Sub: Global Expression of Interest to Develop, Finance, Build, Operate and Maintain 'INNOVATIVE & UNIQUE ENTERTAINMENT AND AMUSEMENT ARENA' on BOT Basis in PPP Mode at VUDA Park, Visakhapatnam, India.

With reference to the above advertisement, we hereby submit this **'Expression of Interest (EOI)'** to undertake the development of this project either individually or as a consortium.

We understand that this is an initial expression of interest on our part and mere submission of this EOI does not entitle us to receive any documents or be invited to bid for this project.

Name of project and location:

'INNOVATIVE & UNIQUE ENTERTAINMENT AND AMUSEMENT ARENA' at VUDA Park, Visakhapatnam, Andhra Pradesh.

Name and details of Applicant and its representative authorized to submit this EOI:

Full Name	
Designation	
Name of Organization	
Address	
Phones	
Fax	
Mobile	
Email	
Website	

Legal Constitution of Applicant:

(Inc./LLC/Public Limited/Private Limited/Partnership/Proprietorship/Any Other etc.)

1. Status / Constitution of the Firm:
2. Registration No.:
3. Date of Registration:
4. Place of Registration:

Current Nature of Business or Activities:

(Not exceeding four lines)

Last 3 (Three) year's Turnover of the Applicant

(As per the Audited Balance Sheet / Annual Reports Furnished)

FY 2010-11:

FY 2009-10:

FY 2008-09:

Net Worth of the Applicant

(Computed from the latest Audited Balance Sheet / Annual Reports Furnished)

FY 2010-11:

Brief history of the operations and activities of the Applicant:

(Not exceeding eight lines; to include details of Principal Promoters and Joint Venture Partners)

Name and details of Business House/Group to which applicant belongs:

(Not exceeding four lines)

Name of the Group	Group Company/ies	Primary Activity	Turnover (FY 2010-11)

Previous Experience of Development and/or Operations & Management of 'Similar Projects', if any: (Not exceeding eight lines)

1. Relevant Experience
2. Achievements in the Relevant Fields
3. Infrastructure Available
4. Any other useful information

Proposed Consortium / Collaboration for the development, management, marketing of the proposed development, if any?

(Tie-up Letter / MoU should be furnished)

Nature of Consortium/ Collaboration Proposed	Proposed Partner	Proposed Partner's Particular Expertise	Proposed Partner's Turnover (FY 2010-11)

Briefly explain the Concept and Project Components considered for the Proposed 'INNOVATIVE & UNIQUE ENTERTAINMENT AND AMUSEMENT ARENA' at VUDA Park, Visakhapatnam, Andhra Pradesh, India.

Note: Applicants shall attach relevant Documents/Brochures/Corporate Literature, Tie-up Letter & Annual Reports of the last 3 Years.

I/We declare that the information stated hereinabove is accurate.

Signature:
 Full Name:
 Designation:
 Organization:
 Address:

Date:

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Evaluation Criteria

Bid Process Criteria (EOI Stage) for Selection of Bidders to Develop, Finance, Build, Operate and Maintain 'INNOVATIVE & UNIQUE ENTERTAINMENT AND AMUSEMENT ARENA' on BOT Basis in PPP mode for a minimum period of 16 years or more basing on the proposed project concept, size, technology & feasibility at VUDA Park, Visakhapatnam, Andhra Pradesh, India.

Stage-I:

Invitation of EOI

Expression of Interest (EOI) is invited in prescribed format for understanding the response from the Investors / Developers.

Stage-II:

Short listing of EOIs

Criteria:

- Firms having relevant experience in **Entertainment / Amusement / Recreation Sector**.
- Formal Tie-ups with renowned National / Global Players in **Entertainment / Amusement / Recreation Sector** are also considered as relevant experience. **(Relevant Tie-up Letters should be enclosed)**
- Investment capabilities will be assessed basing on the current business turnovers for the last 3 years and Net worth computed from the Balance Sheets. **(Audited Balance Sheets, for the relevant years should be enclosed).**
- Applications without required information or enclosures are liable to be rejected.

Note:

1. RFP documents will be issued to the short-listed EOIs at a cost.
2. Bid process criteria for RFP document will be issued along with RFP document.
3. The applicants submitting 'Expression of Interest' Document should furnish a DD / PO for **INR.₹.10,000/- (OR) US.\$.225/-** in favour of the **Vice-Chairman, VUDA** payable at **Visakhapatnam**.
4. The last date for the submission of EOI Documents is **02.01.2012 by 5.00 P.M.**
5. VUDA reserves the right without any obligation or liability to accept or reject any or all the 'EOI's at any stage of the process, to cancel or modify the process or any part thereof or to vary any of the terms and conditions at any time, without assigning any reason.

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Details of the Land & Proposed Location

The proposed location is at VUDA Park, which is an excellent Tourism Destination of Visakhapatnam City, strategically located in the heart of Visakhapatnam City with a breathtaking Beach Front, besides Park Hotel, on RK Beach Road. An area of **Ac.6.00 Cts. (24,280 Sq.Mts. Approx.)** is earmarked by VUDA for the proposed 'World-class Innovative & Unique Entertainment and Amusement Arena.

Visakhapatnam endearingly called as 'Vizag' is the second largest city of Andhra Pradesh and one of the fastest growing cities in Asia. It has Eastern Ghats on one side and the blue waters of Bay of Bengal on the other, giving the city a magical touch. The golden beaches that stretch as far as your imagination and the green hills rising high on the other side, a stretch of 25 kms., road literally hugging the coastline at this location. Vizag, the City of Destiny, sandwiched between the promontory called Dolphin's Nose and the Kailashgiri Hills, is one of the rare towns in India where you find the hills and the sea together. And that makes for some spectacular views from even within the City.

Envisaged Concept

Visakhapatnam Urban Development Authority (VUDA) invites Global 'Expression of Interest' (EOI) with proposed concept from renowned global players from Entertainment & Amusement / Recreation Sector with proven track record for the selection of private partners for the development of 'World-class Innovative & Unique Entertainment & Amusement Arena' at VUDA Park, Visakhapatnam, on BOT basis in Public Private Participation (PPP) mode for a minimum period of 16 years or more basing on the proposed project concept, size, technology & feasibility, as per the terms and conditions laid down in the EOI Document.

An array of novel, innovative, unique entertainment concepts can be proposed. 'Ferries Wheel' such as London Eye / Singapore Flier / Delhi Eye etc., 'Under Water Entertainment' such as Oceanarium, Underwater Walkthrough Aquarium, Underwater Sunken Ship etc., 'Aqua Theme Park / Water Park' such as Sea World, Water World, Wet & Wild, etc., along with Fun Zones, Musical Fountains, Laser Shows and Food Courts etc., are most ideal & suitable concepts for this exotic 'Beach Front Prime Property' with highest 'Footfalls' for this area in this City. The proposed project is envisioned as an 'Integrated Multi-Theme Park' with Leisure, Entertainment, Amusement, Adventure, Recreation & Hospitality Components. The proposed project cost should be more than **INR.₹.10.00 Crores (INR.₹.10.00 Million)**. Longer 'Lease Period' can be considered for the project with very high project cost.

The proposed project should enhance the beauty and ecology of abetting 'Beach Front' without changing the basic nature and ecology of the area. No permanent structures will be permitted. All concepts and activities proposed should be in accordance with Coastal Regulation Zone (CRZ) Rules of Ministry of Environment & Forests, Government of India and any other relevant rules framed by Government of Andhra Pradesh from time to time. The proposed project components should be fabricated, erected and established with temporary structures only and natural structures enhancing the ecology of area and providing natural panorama which are necessary to support entertainment activities, such as Landscaping, Pathways, Water Bodies etc., will be permitted as per prevailing norms of CRZ Guidelines. The Land offered is on 'as is where is' condition and includes the structures and approaches etc., within the earmarked land and is to be handed over back in the same condition after expire of lease period.

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Site Plan of the Proposed Project Location

