

# **EXPRESSION OF INTEREST**

**Design, Development and Operation of an Exclusive Store of Traditional  
Sector Products at Lulu Shopping Mall in Thiruvananthapuram**



**KERALA BUREAU OF INDUSTRIAL PROMOTION**  
**2, Vidhya Nagar, Opposite Police Ground, Thycaud P.O.,**  
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## **1. BACKGROUND**

The Department of Industries & Commerce, Government of Kerala has taken extensive measures to strengthen the Traditional Sectors of Kerala such as Handloom, Khadi, Handicrafts, Coir, Bamboo, etc. in the State. As part of devising a wider branding/marketing strategy to ensure maximum reach to the products from the traditional sectors in the State, the Directorate of Handloom & Textiles under the Department of Industries & Commerce, Government of Kerala proposes to create an exclusive Stores under a common brand name in Lulu Shopping Mall at Thiruvananthapuram through a suitable Agency in Design, Build, Finance & Operate (DBFO) basis.

## **2. INVITATION**

The Expression of Interest (EOI) is invited from eligible Agencies for the conceptualization, Designing, Development and Operation of an exclusive Store for Traditional Products made by HANTEX, HANVEEV, Kerala Khadi & Village Industries Board, Handicrafts Development Corporation-Kerala and Kerala State Bamboo Mission at Lulu Shopping Mall in Thiruvananthapuram. The Directorate of Handloom & Textiles has identified 964 Sq.Ft. carpet area in Basement Lobby A in Lulu Shopping Mall, Thiruvananthapuram and the space will be provided to the Agency for the development and operation of a Store for Traditional Products.

The products being displayed in the Store will be provided to the Agency by the respective Government Agencies such as HANTEX, HANVEEV, Kerala Khadi & Village Industries Board, Handicrafts Development Corporation-Kerala and Kerala State Bamboo Mission. The Agency shall undertake the sale of the products under a common brand name provided by Directorate of Handloom & Textiles through this exclusive Store and a profit margin of the total value of sales will be provided to the Agency.

## **3. EOI NOTICE**

Kerala Bureau of Industrial Promotion (KBIP) on behalf of the Director of Handlooms & Textiles invites Expression of Interest (EOI) from eligible Agencies for the conceptualization, design & development of exclusive Store for Traditional Products in 964 Sq.Ft. carpet area in Basement Lobby A at Lulu Shopping Mall in Thiruvananthapuram in Design, Build, Finance & Operate (DBFO) basis for the display and sale of products from traditional sectors in Kerala.

## **4. Scope of Services of the Agency**

- i. The Agency shall undertake the due diligence of assessing the feasibility of the location identified (964 Sq.Ft. carpet area in Basement Lobby A) at Lulu Shopping Mall in Thiruvananthapuram for the development and operation of the Store.
- ii. The Agency shall execute an Agreement with the Directorate of Handloom & Textiles for the development and operation of the Store.

- iii. The rent or any other related payments for the area identified for the development of the Store shall be paid by the Agency as per the instructions being issued by the Authorities concerned in Lulu Shopping Mall, Thiruvananthapuram.
- iv. The Agency shall execute necessary Agreement, if required, with the Authorities concerned in Lulu Shopping Mall, Thiruvananthapuram after finalizing the area for the development of the Store.
- v. The interior design of the Store shall be based on a theme projecting the advantages in terms of quality and durability of traditional products of Kerala.
- vi. The design/layout for the development of the Store shall be prepared by the Agency and necessary approval to the Design/Layout, if required, shall be taken from the Authorities concerned in Lulu Shopping Mall, Thiruvananthapuram or any other regulating Agency as intimated by the Authorities concerned in Lulu Shopping Mall, Thiruvananthapuram.
- vii. The Design/Logo for Store will be provided by Directorate of Handlooms and Textiles and adequate branding of the same shall be included in both and interior and exterior design of the Store.
- viii. The Agency shall structure the layout of the Store in such a way that ample space has to be given for displaying each category of the product.
- ix. The Agency shall obtain prior approval to the final design for the Store from Directorate of Handlooms and Textiles and from the Authorities of Lulu Shopping Mall, Thiruvananthapuram.
- x. The Agency shall arrange necessary finances by own means for the development of the Store as per the Design/Layout being approved by Directorate of Handlooms and Textiles and by the Authorities.
- xi. The Agency shall arrange necessary power and other amenities at its own cost for the development of the Store.
- xii. The Design of the Store shall be innovative and enchanting to ensure maximum footfalls into the Store.
- xiii. The requirement of necessary utilities such as water, power, etc. during the operation phase of the project and necessary lighting shall be ensured inside the Store.
- xiv. The Agency shall deploy necessary manpower to coordinate the operation of the Store. The regulations issued by the Departments concerned in Government of India and the State Government shall be strictly followed in the deployment of manpower in the Store.
- xv. The Agency shall undertake necessary branding/marketing of the Store through various print and visual medias at its own cost to ensure maximum customer attention to the Store.

- xvi. The Agency shall properly account the receipt and sale of stock in the Store and a separate monthly statement with respect to the orders, value of actual sales and expenditures incurred for the products being supplied by each Stake Holder Agencies such as Hantex, Hanveev, Handicrafts Development Corporation Kerala, National Bamboo Mission, etc. shall be submitted to the Directorate of Handlooms & Textiles before 5<sup>th</sup> of every month.
- xvii. The Books of Accounts and other related documents of the Store shall be submitted to the Officials of the Directorate of Handloom & Textiles or its authorized representatives for verification as and when intimated by the Directorate of Handloom & Textiles.
- xviii. The Agency shall follow the discounted rates being announced by the State Government/Stakeholder Agencies such as Hantex, Hanveev, Handicrafts Development Corporation Kerala, National Bamboo Mission, etc. or Lulu Shopping Mall to the respective products from time to time.
- xix. The Agency shall undertake the due diligence of liaise with the stakeholder Agencies such as Hantex, Hanveev, Handicrafts Development Corporation Kerala, National Bamboo Mission, etc. for maintaining sufficient stock of all materials in the Store.

## **5. ELIGIBILITY CRITERIA**

The qualification requirements of the Agency for considering the selection process are as mentioned below:

- a) The Applicant Agency shall have a minimum of 5 years' experience in the design, development and operation of similar Stores/Outlets.
- b) The Agency shall have the expertise and experience in trading of products in Kerala.
- c) Preference will be given to Agencies which have undertaken similar activities, out of which at least 2 years preferred to be in any of the leading shopping malls within Kerala. The Agency shall furnish the details of the similar activities undertaken along with the EoI.
- d) The Agency should have valid PAN and GST Registration Number. The documents in this regard shall be submitted along with the EoI.
- e) The Agency shall have an Office in Kerala, preferably in Thiruvananthapuram.

The prospective Agencies are requested to submit necessary supporting documents along with the EOI to substantiate their eligibility as per the aforesaid criteria. The EoI being submitted without valid supporting documents will not be considered for further selection process.

## **6. SELECTION PROCESS**

Subject to the terms & conditions stipulated herein above, the interested Agencies may send their Expression of Interests (EoI) in sealed envelope superscribed 'EoI for Design,

Development and Operation of an Exclusive Store of Traditional Sector Products at Lulu Shopping Mall in Thiruvananthapuram' addressed to Chief Executive Officer, Kerala Bureau of Industrial Promotion (KBIP), 2, Vidhya Nagar, Opposite Police Ground, Thycaud P.O., Thiruvananthapuram-695014, Kerala and should reach by **17.00 hours on or before December 31, 2025.**

It may also be noted that all the Expression of Interests (EoIs) received after the above referred stipulated time and date shall be liable to be rejected forthwith.

The Department of Industries & Commerce, Government of Kerala/Kerala Bureau of Industrial Promotion (KBIP) reserves all rights to reject any or all the Expression of Interests (EoIs) received, without assigning any reason or may call for fresh Expression of Interests (EoIs) without assigning any reason whatsoever or if it appears appropriate in the public interest.

For any further details, it is requested to contact:

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