

Expression of Interest (EOI)

For Selection of Agency to Setup Kerala Startup Mission Stalls at Ente Keralam 2025 in All 14 Districts of Kerala

1. Introduction

Kerala Startup Mission (KSUM), the nodal agency of the Government of Kerala for supporting entrepreneurship and innovation in the state, invites **Expression of Interest (EOI)** from experienced and capable agencies for setting up **startup stalls** as per the standard design shared by KSUM at the upcoming **Ente Keralam 2025** event to be held across **all 14 districts of Kerala**.

This EOI is intended to identify and select one agency who can undertake the design execution, fabrication, and installation of exhibition stalls that reflect the identity and spirit of the Kerala startup ecosystem.

2. Objective

To select qualified and experienced agencies who can **execute the setup of KSUM-branded stalls** across multiple districts of Kerala, adhering to the **uniform design and branding guidelines** provided by KSUM, ensuring quality, timely delivery, and logistical efficiency.

3. Scope of Work

The selected agency/agencies will be responsible for:

- Setting up exhibition stalls for Kerala Startup Mission at venues identified in each district
- Executing the stall design as per specifications and branding guidelines shared by KSUM
- Transportation, installation, and dismantling of stall infrastructure and elements
- Providing lighting, electrical connections, branding materials, furniture and internet.

- Ensuring safety, hygiene, and quality throughout the event duration
- Coordinating with the local KSUM/District teams for seamless execution

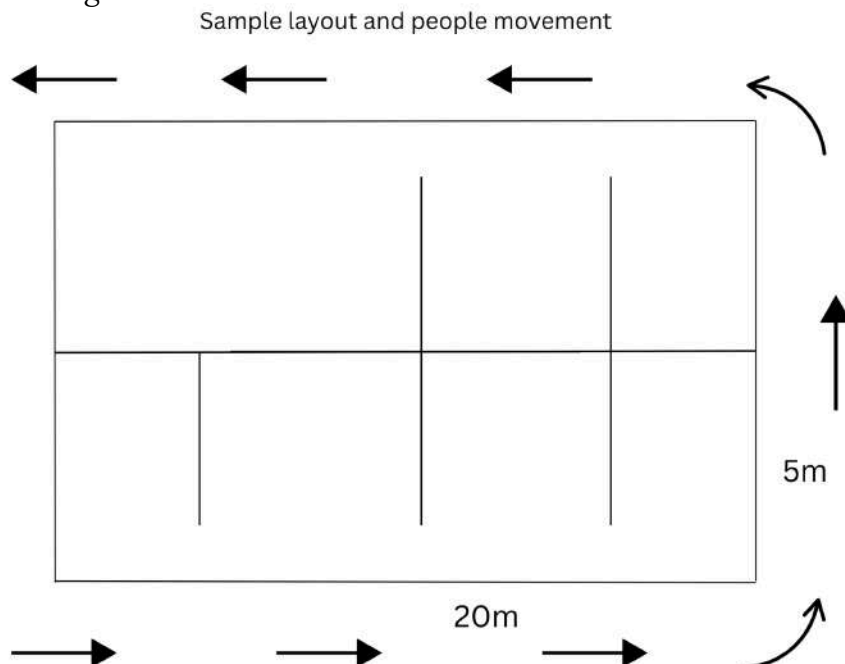
4. Design Specification

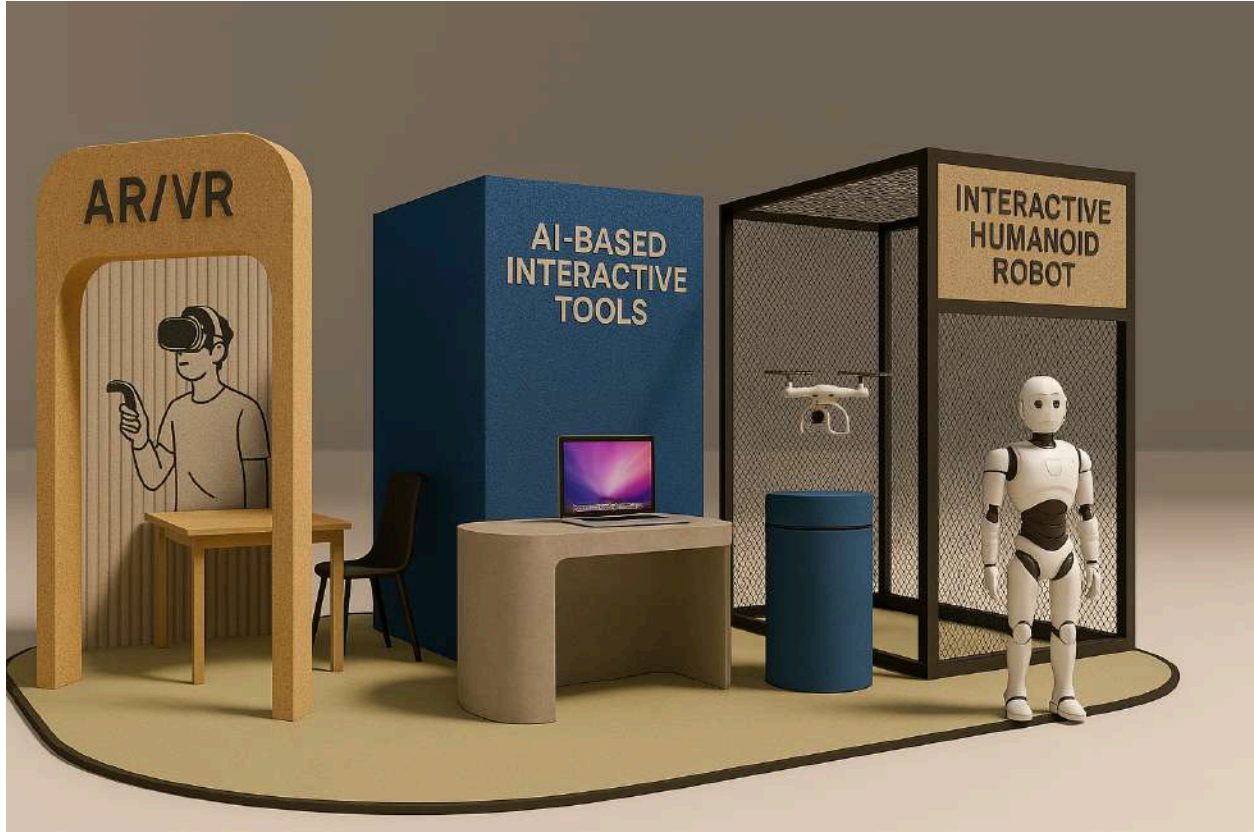
KSUM proposes to have the agencies to come up with a design considering the following

- Structure and dimension : 1000 sq ft (20m * 5m)(Rectangle Area)
- Color scheme and branding elements: A fusion of futuristic technologies with Kerala's essence, possibly incorporating district-specific features (optional). It may include neon strips, LED strips, and par lights.
- Mainly categorised into 7 sections
 - KSUM reception (Center) with a display option
 - Gen AI experience area with a display option
 - Fablab
 - AR/VR experience area with a display option
 - Robotics experience area
 - Drone flying area (covered)
 - Startup Showcase
- Audio-visual equipment, if required
 - Minimum required 43 inch display - 5 nos
- Each section should have the following:
 - Table
 - chair
 - Charging sockets

Estimated budget per stall is **Rs 4.5 Lakhs exclusive of GST.**

Reference Images:







The selected agency is required to replicate the selected design uniformly in all assigned districts.

Criteria	Description
Experience	Minimum 3 years in event setup/stall fabrication
Past Projects	At least 5 similar projects (preferably with Government/Corporate clients with billing more than 10 lakhs each)
Execution Capability	Ability to handle multiple locations simultaneously
Logistics Plan	Clear plan for timely setup and dismantling in all locations
Cost Competitiveness	Reasonable and competitive pricing for execution per district
Quality Assurance	Commitment to quality and adherence to design provided by KSUM

6. Submission Requirements

Interested agencies are required to submit:

1. Company Profile with contact details

2. Relevant project experience with images/documentation
3. Proposed execution plan for handling all 14 districts along with 3 designs
4. Cost per stall/district with splitup ((inclusive of all charges)
5. GST and PAN details
6. Any value additions the agency can bring (ex: AV, interactivity, etc.)

The details to be submitted in the link given below by April 14, 2025.

<https://zfrmz.com/WTOBpsw9Iu9JiyI7LmUO>

7. Timeline

- **EOI Release Date:** April 9, 2025
- **Last Date for Submission:** April 16, 2025
- **Selection and Intimation:** April 17, 2025

Any queries, please write to services@startupmission.in.