



# Uttar Pradesh Cricket Association

A company registered under section 25 of the Companies Act, 1956 (Now Section 8 of the Companies Act, 2013)  
CIN-U92411UP2005NPL030360 • GSTIN : 09AAACU7822R1ZL  
(Affiliated to The Board of Control for Cricket in India)  
ADMINISTRATIVE OFFICE : 19, Kamla Club, 84/31 Kalpi Road, Kanpur - 208012 (U.P.)  
Tel.: 0512-2218076, 2223459, 2217157 • E-mail upcaknp@gmail.com • Website : www.upca.tv

Ref. No.: UPCA/GZStadium/Tender-01

Date: 10<sup>th</sup> December, 2019

**RE: GLOBAL INVITATION FOR EXPRESSION OF INTEREST BY UTTAR  
PRADESH CRICKET ASSOCIATION FOR REAL ESTATE, OPERATIONS AND  
ADVERTISING & BRANDING OF A MULTI USE INTERNATIONAL CRICKET  
STADIUM IN GHAZIABAD, UTTAR PRADESH**

Uttar Pradesh Cricket Association (UPCA) is the governing body of the Cricket activities in the State of Uttar Pradesh and the Uttar Pradesh cricket team. It is affiliated to the Board of Control for Cricket (BCCI) in India.

As part of UPCA's facilitation mandate and vision for development of Cricket in the State of Uttar Pradesh, UPCA is planning to develop a state-of-the-art cricket stadium (in line with international standards) with a minimum seating capacity of 40,000 seats in Ghaziabad District, Uttar Pradesh (**Stadium**). The Stadium would be developed as a multi-use stadium capable of hosting International Test Cricket, International One Day Cricket, International 20-20 Cricket, IPLs, Day-Night Matches as well as major Concerts, Events And Ceremonies. The development of the Stadium would be accompanied by an Indoor stadium of 3000 seats to help host other continuously evolving sports segments. There is a planned development of Commercial and Real Estate facilities such as Hotels, Clubs, Apartments etc. (**Real Estate Component**) in the same vicinity as the stadium.

The EOI is expected to be addressing three segment of Investing interests viz:

1. Real Estate
2. Operations (Event Management & O&M)
3. Advertising & Branding

### Real Estate

The real estate is planned in the form of mixed-use development over approx. **12 acres of land parcel** (hereinafter referred to as "**Precinct**"). Total development potential of Precinct is approx. 13,06,800 sq. ft. of BUA. The potential development components as part of Precinct are:

1. Hospitality Development
2. Sports centric Service Apartments/residential
3. Retail Component comprising of Sports Anchor, Other Anchor Tenants, Flagship Stores, High Street, Hyper Market, Big Box Retail, Vanilla Stores, Food & Beverages, Entertainment, Infotainment, Edutainment, Multiplex among others
4. Commercial Offices

The Precinct land parcel shall be handed over to selected bidder for a lease period of **(45+45) years** and the selected bidder can plan the product mix as their respective assessments.







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## Operations (Event Management & O&M)

The stadium is envisioned to be a state-of-the-art facility with best in class infrastructural and sporting facilities. In due course of time, it is expected that the stadium will be amongst the most prestigious in India and will host the most important international, domestic and IPL games. The publicity and buzz around the stadium can assure prestige for any Operations and Maintenance (O&M) company.

The popularity of cricket in the country coupled with international exposure for the world class stadium can provide a significant boost to the image of the O&M company associated with it. Providing O&M services to one of the leading infrastructural projects in the country can be an extremely valuable credential for future domestic and international business opportunities.

The stadium may have potential use for the following:

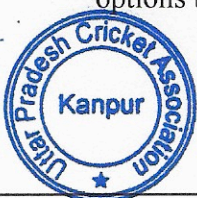
1. Hosting International, Domestic, IPL cricket matches
2. Hosting (Indoor): IBL, Pro Kabaddi, E-Sports, Drone Acrobatics etc.
3. Renting grounds for Corporate Tournaments, Club Games etc.
4. Cricket Coaching
5. Hosting of Weddings
6. Concerts (large and small scale)
7. Corporate Events
8. Club House providing facility for indoor games and restaurant
9. Exhibition organizing
10. Renting of car parking spaces
11. Mass recruitment programs
12. Athlete performance improvement center
13. Living LAB

**The O&M company will be expected to provide the following services:**

1. **Soft Services** - Includes housekeeping, cleaning, services during corporate events etc.
2. **Technical Services** - Maintenance of machines and equipment (like Air conditioners etc.)
3. **Security Services** - Security personnel at gate entry and other access points
4. **Memberships** - Preferred Stadium Members, Club Memberships
5. **Managing Stadium tours**

## Advertising & Branding

Associating with the stadium at an early stage can provide advertisers extremely high returns on their investment. We will provide attractive price points for advertisers and several different options to suit different budgets and brand images.







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The following opportunities can be pursued for advertising:

1. **Stadium Naming Right:** Purchasing these rights will entail the buyer to have the stadium named after them/their brand. The prestige of having a world class stadium named after them can boost the image of any brand
2. **Corporate Boxes:** These can be purchased by companies/organizations to host their dignitaries on match days
3. **Scoreboard Naming Right:** The scoreboard will be named after the brand purchasing these rights. This guarantees significant visibility on television as the scoreboard is broadcasted several times during a match
4. **Stands and Gates Naming Right:** Stands will be named after the companies/organizations purchasing these rights
5. **In Stadium Advertising:** There will be several smaller spaces for in-stadium advertising
6. **Streets & Aisle Branding Right:** The approach road and the circulatory streets can be named after the companies/organizations purchasing these rights
7. **Club House Naming Rights:** including cafes and restaurants
8. **Precinct Façade Rights:** Display on the Facades of the buildings surrounding the stadium in the precinct area real estate mentioned above

## PROCEDURE

UPCA has engaged international and domestic consultants to assist UPCA in structuring and running a competitive process to select the successful parties.

For the development of the Stadium, UPCA is launching a tender process which would entail the submission of the Expression of Interest (EOI) by interested parties individually or through partnerships/consortium, meeting the eligibility criteria set out in this EOI. The important dates for the submission of the EOI are as follows:

PARTICULARS	DATE
EOI Issuance Date	10 <sup>th</sup> December, 2019
Last date for Submission of EOI	10 <sup>th</sup> January, 2020

## CRITERIA

### Technical Eligibility Criteria

The interested party individually or through any of consortium partner shall qualify in at least one of the categories mentioned below:

The applicants meeting with following criterion should have at least 2 successfully completed/ongoing assignments in 5 years preceding the application date showcasing the performance of the parties in the fields of interest expressed.







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## **For Real Estate following additional criterion is required:**

At least 3 real estate projects, one of them having minimum cost of INR 500 Cr or paid for construction/development of eligible real estate project(s) such that the sum total of same is more than INR 1000 Cr.

## **Financial Eligibility Criteria**

### **Common For all:**

The interested parties must have a positive net worth in the past 3 financial years from similar activities with minimum annual turnover of:

- Real Estate : INR 300 Cr or
- Operations : INR 60 Cr or
- Advertising & Branding : INR 20 Cr (against services)

### **For Real estate only:**

Minimum Net Worth of the party/parties as on cut-off date shall be at least INR 125 Cr

## **Proof of eligibility shall be judged on submission of the following documents:**

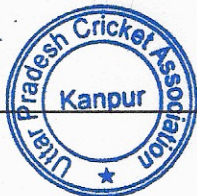
1. Company turnover would be considered for only 100% subsidiary/division/sub-division/branch/business unit. In case the Party is a subsidiary company, the parent company's financials shall be considered
2. The financial turnover will be taken as given under the head "Income" in audited Profit and Loss Account and excluding non-recurring income, income from other sources and stock. It is clarified that Financial Turnover means relevant revenue as recorded in the Income Side of Profit and Loss Account. It does not mean Profit
3. Copy of the agreement/work order and/or completion certificate

Foreign currency Turnover will be converted into Indian Rupees based on RBI reference rate applicable 15 days before proposal due date without assigning any weightage factor.

The Applicant should submit self-attested copy of Auditor's report along with Balance Sheet and Profit and Loss statement along with Schedules.

## **CONFIDENTIALITY**

No part of this document can be reproduced in any form or by any means, disclosed or distributed to any person without the prior consent of UPCA except to the extent required for submitting EOI and no more.







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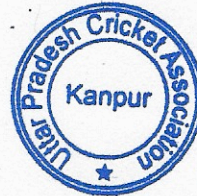
## DISCLAIMER

- Though adequate care has been taken while preparing the EOI, the interested developers shall satisfy themselves that the document is complete in all respects. Intimation of any discrepancy shall be given to this office immediately
- UPCA reserves the right to modify, amend, withdraw or supplement this EOI
- While this EOI has been prepared in good faith, neither UPCA nor their employees or advisors make any representation or warranty, express or implied, or accept any responsibility or liability, whatsoever, in respect of any statements or omissions herein, or the accuracy, completeness or reliability of information, and shall incur no liability under any law, statute, rules and regulations as to the accuracy, reliability or completeness of this EOI, even if any loss or damage is caused by any act or omission on their part

### Note:

- Interested Parties may submit the EOI to the undersigned at **19, Kamla Club, 84/31 Kalpi Road, Kanpur-208012 (U.P.) not later than 1600 hrs on 10<sup>th</sup> January, 2020**
- EOI process will be followed by submission of a formal Request for Proposal (RFP)
- The RFP will be issued to applicants who have submitted the EOI and meet the criteria set out in this EOI
- For any queries regarding the EOI, please contact **+91-512-2218076 / 23459 / 17157** or mail at **kamthananil.upca@gmail.com**

Sincerely,



(Anil Kamthan)

Sr. General Manager (Corporate Affairs)  
Uttar Pradesh Cricket Association  
19, Kamla Club, 84/31 Kalpi Road  
Kanpur-208012 (U.P.)

Date: 10-12-2019

Place: KANPUR (U.P.)

With copy to:

- Hony. Secretary & Director, UPCA
- Hony. Treasurer, UPCA