

**International Competitive Bidding**

Amritsar, the holy city of 'Golden Temple' is one of the most vibrant tourist centers of North India. The Golden Temple occupies centre stage as more than one lakh pilgrims & tourists from all across the globe, pay obeisance daily. Amritsar, the Gateway to India, has been a trade centre with Central Asia since ages and the recent opening of trade activities between Pakistan & India through Wagah Border has made the City of Amritsar a robust International Trade Center envisaging a new chapter of rapid growth era.

One of the renowned cities of India, Amritsar, is witnessing rapid Industrialization & Infrastructure Development activities. Amritsar has global air connectivity through the fast growing Amritsar International Airport. It is also connected to other major cities by an extensive road & rail network. A host of SEZs, malls, clubs and parks are vying to make Amritsar a world-class tourist destination. Amritsar city has already seen massive development activities with a large number of real estate developers going full steam. These upcoming projects would have a multiplier effect on the economy of the city and would create a synergic demand for the high end Hotel cum Recreational Facilities. Few of the outstanding features of the city are:

- Expansion of International Airport
  - Amritsar International Airport, one of the fastest growing airports in India, handles about 6.5 Lakh passengers annually, consisting of ~5 Lakh International passengers.
  - Air Cargo facility is already operational.
- The proposed site of 5 & 3 Star Hotels i.e. New City Center is likely to be connected with Monorail between Airport and Golden Temple
- State-of-the-Art Integrated Townships, Commercial Malls and Multiplexes by leading real-estate players are already under development
- City Beautification Plan under process
- An access-controlled Ring Road around Amritsar City is proposed
- World Class University proposed by Government of India
- Guru Nanak Dev University (GNDU)- one of the premier education center of the Nation

Punjab Infrastructure Development Board (PIDB) and Punjab Urban Planning & Development Authority (PUDA), in its vision to tap the tourism potential of Amritsar, and to enhance infrastructure in the city, intends to develop two hotels; one with minimum Five Star rating & other with minimum Three Star rating in the proposed New Amritsar City Centre under Public Private Partnership (PPP) format. **Feedback Ventures** is the project development advisor to Punjab Infrastructure Development Board.

SALIENT FEATURES OF THE PROJECT SITE		
SITE	5 STAR HOTEL Plot - C3	3 STAR HOTEL Plot - C6
Area of Site	13,777 sq m (~3.4 Acres)	7,580 sq m (~1.87 Acres)
Location	On Outer Circular Road, Basant Avenue, Amritsar	
Land Use	Commercial (Hotel)	
FAR / Permissible Ground Coverage	3.0 / 40 % of the Plot area	
Site Features	• The site is a part of proposed <b>New City Center, Amritsar</b> over 1,29,494 sq m (~32 acres) of land, planned by <b>Jurong, Singapore</b> .	
Connectivity	Approx. 3 km from Bus Terminal / Railway Station & 10 km from the International Airport	
Concession Period	<b>60 years, extendable upto 90 years</b>	

**SCOPE OF WORK**

1. Planning, Designing, Engineering, Financing, Construction, Marketing, Operation & Management of the Hotel facility.
2. Collection of revenue through various project revenue streams for a predetermined period.

**Note : The detailed parameters of the project are covered in the Request for Proposal (RFP) document.**

**ELIGIBILITY CRITERIA**

**FIVE STAR HOTEL SITE (Plot No. C3)**

Interested National/International Independent Legal entities including Joint Ventures, Consortia etc meeting the following criteria may submit the Request for Proposal (RFP):-

1. a) International chain of hotels having experience in running of at least 2 hotels with 5-star rating or above, which are operational in more than one country;

**OR**

Experience in Development (completed) of one Hotel /Shopping Mall/ Multiplex having built-up area of not less than 4 Lakhs sq ft OR two such projects having built-up area not less than 2.5 lakhs sq ft each. However, such Bidder(s) will be required to have a tie-up, later, with an International 5-Star or above Hotel chain, having operations in more than one country, within 8 (eight) months of signing of Concession Agreement.

- b) Minimum Net worth of Rs 100 Crores as on 31<sup>st</sup> March 2008.

**2. High Net Worth /Real Estate Fund/ Infrastructure Fund Criteria:**

Prospective Bidder(s) having a Net Worth of Rs. 1000 Crores & above as on 31<sup>st</sup> March 2008 will be exempted from the above stated criteria at 1 (a) & (b);

**OR**

Real Estate Funds or Infrastructure Funds having Assets Under Management (AUM) of Rs. 2000 Crores & more as on 31<sup>st</sup> March 2008 will also be exempted from the above stated criteria at 1(a) & (b).

However, such Bidder(s) applying under criteria 2, will have to demonstrate the Networth/AUM independently and would be required to have a tie-up, later, with an international 5-Star or above Hotel chain, having operations in more than one country, within 8 (eight) months of signing of Concession Agreement.

**Note: In case of JV/Consortium etc., the maximum number of partners/members allowed shall be three.**

**It is specifically clarified that bidders are 'not required' to tie up with an International Five Star or above Hotel Chain at the time of submission of proposal.**

**THREE STAR HOTEL SITE (Plot No. C6)**

Interested National/International Independent Legal entities including Joint Ventures, Consortia etc meeting the following criteria may submit the Request for Proposal (RFP):-

1. a) Experience in running of at least 2 hotels having rating 3 Star or above;

**OR**

Experience in Development (completed) of one Hotel/ Shopping Mall/Multiplex having built-up area of not less than 2 Lakh sq ft OR two such projects having built-up area not less than 1.5 Lakh sq ft each. However, such Bidder(s) will be required to have a tie-up, later, with an International/National 3-Star or above Hotel Chain, within 8 (eight) months of signing of Concession Agreement.

- b) Minimum Net worth of Rs 60 Crores as on 31<sup>st</sup> March 2008.

**2. High Net Worth /Real Estate Fund/ Infrastructure Fund Criteria:**

Prospective Bidder(s) having a High Net Worth of Rs. 500 Crores & above as on 31<sup>st</sup> March 2008, will be exempted from the above stated criteria at 1 (a) & (b);

**OR**

Real Estate Funds or Infrastructure Funds having Assets Under Management (AUM) of Rs. 500 Crores & more as on 31<sup>st</sup> March 2008 will also be exempted from the above stated criteria at 1 (a) & (b).

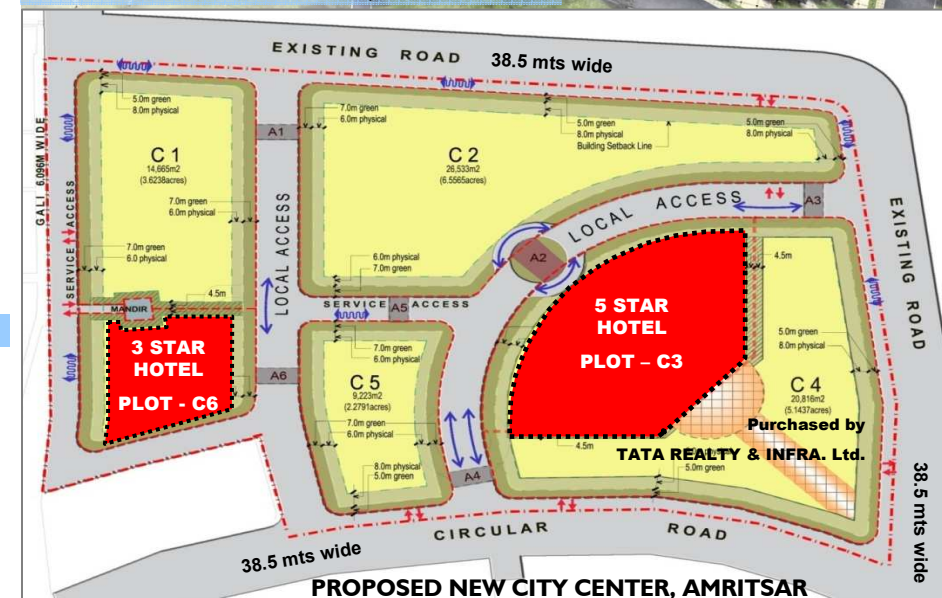
However, such Bidder(s), applying under criteria 2, will have to demonstrate the Networth/AUM independently and would be required to have a tie-up with an International/National 3-Star or above Hotel chain, within 8 (eight) months of signing of Concession Agreement.

**Note: In case of JV/Consortium etc., the maximum number of partners/members allowed shall be three.**

**It is specifically clarified that bidders are 'not required' to tie up with an International/National Three Star or above Hotel Chain at the time of submission of proposal.**



**PROPOSED NEW CITY CENTER, AMRITSAR**



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**SUBMISSION OF RFP**

**Request for Proposal (RFP) document** consisting of detailed Scope of Work, Eligibility Criteria and other Project details etc. can be sent/issued to interested parties on receipt of a written request from them along with contact details to Chandigarh office of Feedback Ventures Pvt. Ltd, along with a non-refundable **Demand Draft of Rs. 5000/- (Rupees Five Thousand only) or US\$110 (US\$ One hundred ten only)** as processing fee in favour of 'Punjab Infrastructure Development Board' payable at Chandigarh. Interested bidders may submit their proposals to the office of Punjab Infrastructure Development Board (PIDB) at the address mentioned below, on or before **7<sup>th</sup> April 2009** not later than 1600 hrs. A pre-bid meeting for prospective bidders would be held in the Conference Room of PIDB at Chandigarh on **9<sup>th</sup> March 2009** at 1500 hrs.

**PIDB reserves the right to accept or reject any application and to annul the process at any time, without any liability and assigning any reason thereof.**

For any further information regarding the project including any Addendum/Corrigendum/Clarifications etc. issued subsequent to this advertisement, please refer to [www.pidb.org](http://www.pidb.org) or contact at the address given here.

**For Further Information please contact**

**FEEDBACK VENTURES**

A D S Virk / Sumit Chhabra  
Feedback Ventures (P) Ltd. (FVPL)  
SCO 13-15, 3<sup>rd</sup> Floor, Sector 34 A, Chandigarh  
Ph: 0172-5074846/7, Fax: 0172-5074847  
M→91-9876266688 /9876641290  
Email: fvpl.chd@gmail.com

**Managing Director**  
Punjab Infrastructure Development Board  
SCO 89-90, Sector 34 A,  
Chandigarh-160022  
Tel: (91) 172 2665410  
Fax: (91) 172 2665596  
Email: mdpidb@glide.net.in

**Chief Administrator**  
Punjab Urban Planning &  
Development Authority  
PUDA Bhawan,  
Sector 62, Mohali  
Tel: (91) 172 2215501