



### **Notice of Invitation**

**For Sealed Quotation for advertisement in Airbus  
In-flight Entertainment System (IFE) of Nepal Airlines**

**Corporate Department  
Nepal Airlines Corporation  
Kantipath, Kathmandu  
Nepal**

#### **Issued By:**

**Tel No.: 977-1-4225308  
Fax No.: 977-1-4225348  
[corporatedir@nac.com.np](mailto:corporatedir@nac.com.np),  
[cdepa@nac.com.np](mailto:cdepa@nac.com.np)  
[www.nepalairlines.com.np](http://www.nepalairlines.com.np)**

## ABOUT NAC

Nepal Airlines Corporation (NAC), the National flag carrier of Nepal was incorporated on 1<sup>st</sup> of July 1958. The airlines is in its 61<sup>st</sup> year of regular schedule air transport services in both domestic and international sector thus marking the longest period of institutionalized air transport system in Nepal. At present, NAC provides regular air travel service in 9 international routes (Bangalore, Bangkok, Delhi, Doha, Dubai, Hongkong, Kulalumpur, Mumbai and Osaka) in 7 countries and 25 domestic routes inside the country. NAC is also an ISAGO certified Ground Servicer Provider since 2016.

## CURRENT INTERNATIONAL SECTORS

Nepal Airlines operates 9 international routes in 7 countries. Recently, NAC started its flight operation in Osaka, Japan from 29<sup>th</sup> August, 2019. NAC is planning to operate flights to Guangzhou, China and Riyadh, Saudi Arabia.



**NAC's current route network**

## NAC's AIRBUS FLEET

NAC is operating two Airbus A320-200 and two Airbus A330-200 fleet in international sectors, which were introduced into service in 2015 and 2018 respectively. These Airbus fleet will have In-flight Entertainment System on-board at the service of the passengers.



**Airbus A320 Family**  
Capacity- 158  
Business: 8, Economy: 150  
In Fleet: 2



**Airbus A330 Family**  
Capacity- 274  
Business: 18, Economy: 256  
In Fleet: 2

## ABOUT IFE SYSTEM



IFE (In-Flight Entertainment) system refers to the entertainment system available to aircraft passengers during a flight. In-flight entertainment facilitates passengers with the provision of high quality audio, video, games, flight details, music, movies, and news and so on. Further IFE system can be an effective platform for businesses, such as inflight shopping, to tap its potential consumers through In-flight advertising. It is a highly effective form of advertising which targets potential consumers traveling on flight.

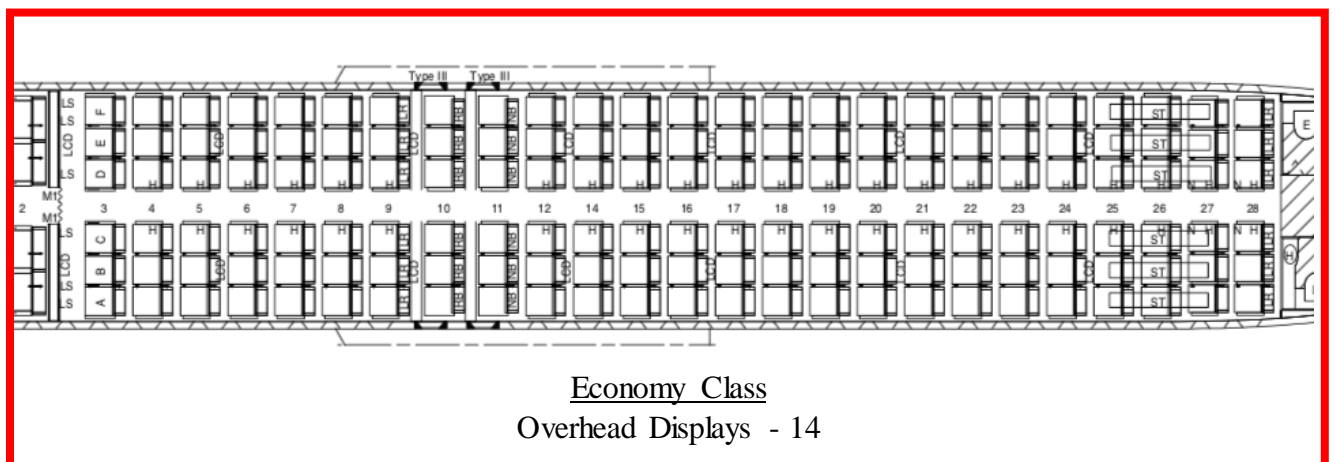
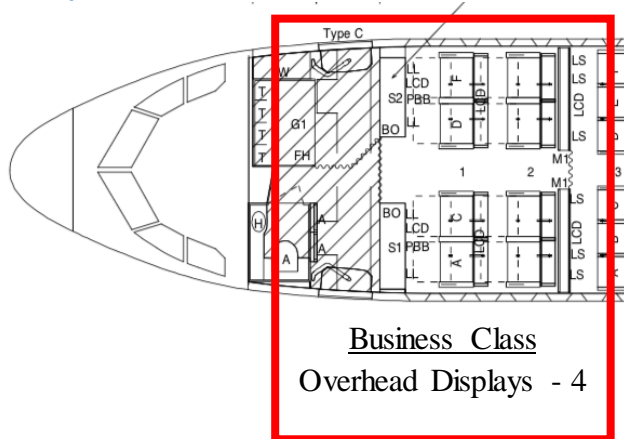
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*Acceptance Sign by the Bidder*

## PASSENGER EXPERIENCE IN NAC's Airbus A320-200

Nepal Airlines' Airbus A320-200 aircraft are equipped with Rockwell Collins PAVES Broadcast (HDMS) IFE system.

### Passenger Layout of A320 aircraft



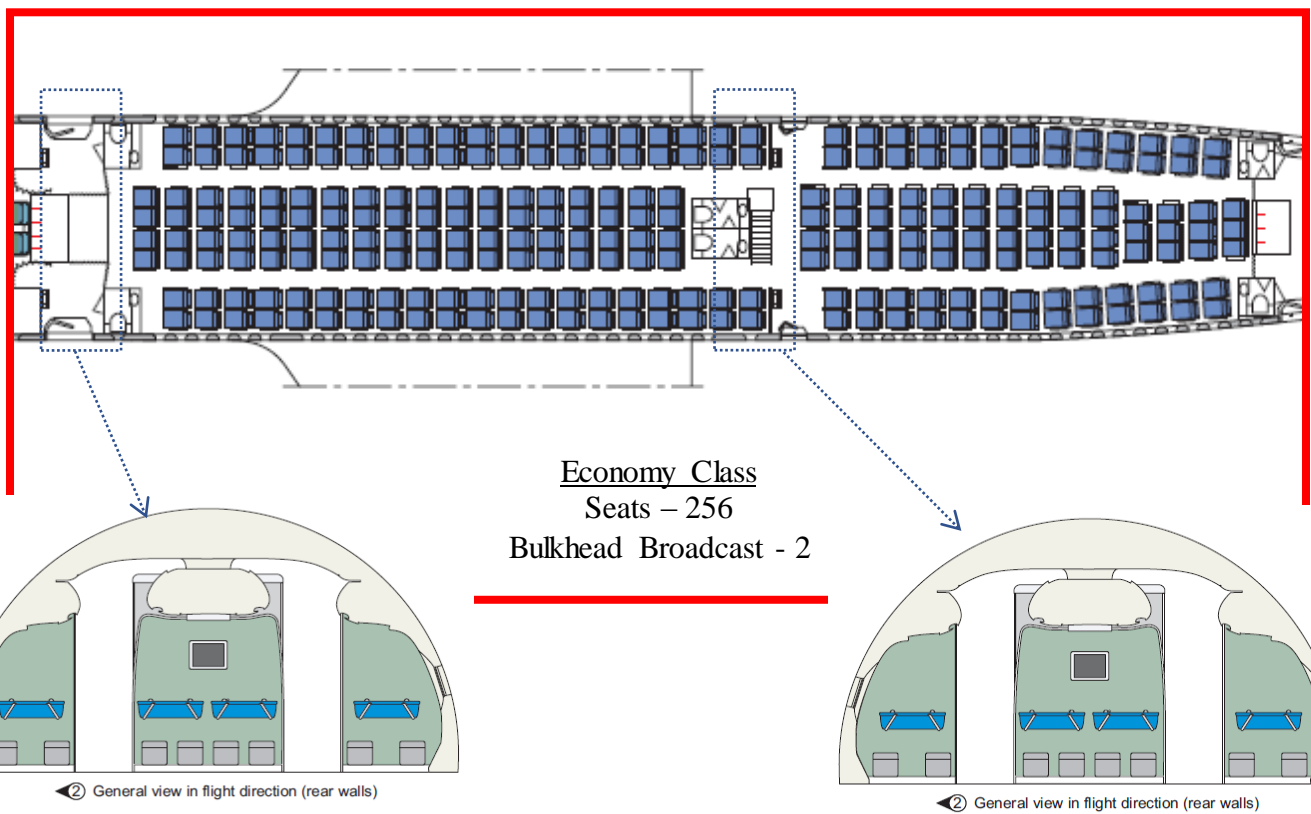
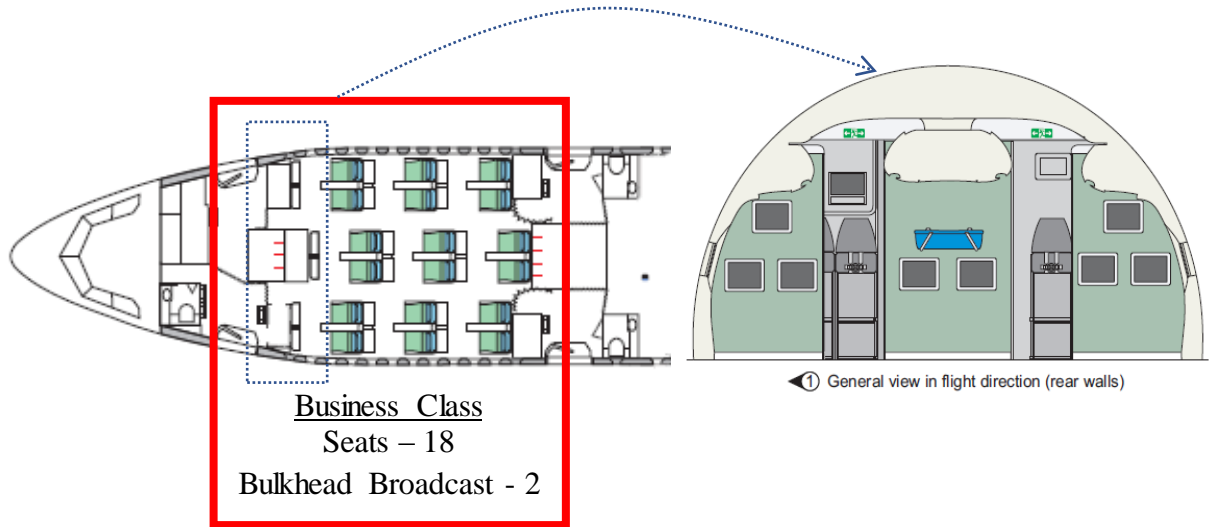
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Acceptance Sign by the Bidder

**PASSENGER EXPERIENCE in NAC's A330 Aircraft**

Nepal Airlines' Airbus A330-200 aircraft with Zodiac Rave II seat-centric inflight entertainment system (IFE) system.

**Passenger Layout of A330 aircraft**



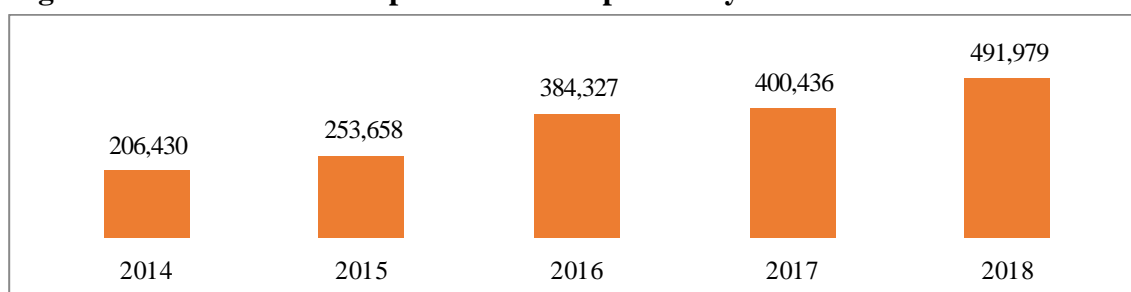
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*Acceptance Sign by the Bidder*

### Display Screen Information:

Aircraft	Class	Type of Display	Number of displays	Display Screen Size	Remarks
A320	Business	In-seat	N/A	N/A	
		Overhead Display	4	10.1 inch	
	Economy	In-seat	N/A	N/A	
		Overhead Display	14	10.1 inch	
A330	Business	In-seat	18	11 inch	
		Bulkhead Broadcast	2	15.6 inch	
	Economy	In-seat	256	11 inch	
		Bulkhead Broadcast	2	15.6 inch	

### Passenger Flown Statistics of Nepal Airlines for past five years:



In the past five years, NAC has achieved an average annual growth rate of 19%. NAC's passenger movement stands at 491,979 in the year 2018 compared to 400,436 in the year 2017, a growth of 22.8%.

### ADVERTISEMENT STATISTICS

The advertisement will be played in IFE system of four aircraft in nine sectors as per Nepal Airlines' current international schedule, as follows;

SECTOR	Flights/ week	Flights/week (Round trip)	No. of times of ad broadcast		Play duration for one ad (Sec)	
			1 week	6 months	1 week	6 months
DEL	14	28	112	724	840	21,720
BLR	3	6	24	155	180	4,654
BOM	3	6	24	155	180	4,654
KUL	3	6	24	155	180	4,654
BKK	3	6	24	155	180	4,654
HKG	3	6	24	155	180	4,654
DOH	7	14	56	362	420	10,860
DXB	7	14	56	362	420	10,860
KIX	3	6	24	155	180	4,654
<b>TOTAL IN SIX MONTHS (Approx.)</b>			<b>2,379</b>	<b>2,760</b>	<b>2,760</b>	<b>71,366</b>

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Acceptance Sign by the Bidder

**GENERAL TERMS AND CONDITIONS (GTC)**

- 1. NAC calls all prospective parties to submit their **sealed quotation with the proposed Advertisement** for NAC's IFE system of two wide body A330-200 and two narrow body A320-200 aircraft.

*Contents with disturbing violence and grisly images, sexual content, nudity, drug use, offensive language and advertisements promoting i) products and services restricted by Government of Nepal and ii) Competitor airlines will not be entertained. However, NAC highly encourages the contents promoting Nepal.*

- 2. The advertisement will be played on all display screens (in-seats/overhead/bulkhead) available after NAC Safety Video in both A330 and A320 aircraft which will be a mandatory view for passengers.
- 3. The interested parties are requested to submit their sealed document within Thirty (30) days i.e. 16<sup>th</sup> December, 2019 12:00 PM addressed to:

The Director, Corporate Department  
Nepal Airlines Corporation  
Kantipath, Kathmandu, Nepal  
Tel: + 977-1-4225308  
E-mail: corporatedir@nac.com.np, cdepa@nac.com.np  
[www.nepalairlines.com.np](http://www.nepalairlines.com.np)

- 4. The Sealed document will be opened on 16<sup>th</sup> December, 2019 at 14:00 PM at the Office of Director, Corporate Department, Nepal Airlines Head office, Kantipath, Kathmandu, Nepal. Stapled and/or taped documents will not be considered.
- 5. The features and requirement of advertisement content are as follows;
  - a. Each advertisement shall not be played more than 30 seconds of play time.
  - b. The advertisement shall be visual only, with or without background music.
  - c. The video files shall be of .MP4, .AVI or .MOV format or any format declared by NAC's CSP.
- 6. Please quote the rate per six months of advertisement and duration of advertisement. The rates are later referred to as charges for the advertisement and is payable to Nepal Airlines prepaid in full.
  - a. Rate (NPR in numbers)-.....
  - b. Rate (NPR in words)- .....
  - .....
  - .....
  - c. Duration of Advertisement-.....

- 7. Following documents must be submitted along with the bid document,
  - a. Company Registration Certificate
  - b. Tax Clearance Certificate
  - c. VAT Registration Certificate
  - d. Self-Declaration letter stating that company is not blacklisted as per the rule of Government of Nepal
- 8. Other Information
  - a. The rates quoted by interested parties shall be evaluated as per NAC's Rules.
  - b. Highest four bidders will be selected subject to the eligibility as detailed in point (1) and (7).

- c. Among the selected bidders, highest quoted advertisement will be played first during the run-time.
  - d. The initial contract will be for six months and may be extended as per requirement.
  - e. During the contract period, the advertisement cannot be modified or edited.
  - f. Documents received after date mentioned in point (3) will not be entertained.
9. NAC reserves absolute right to accept or reject any bid document without assigning any reason whatsoever.
10. Further information or clarification on the notice can be obtained from the address below during office hours from 10:00 am to 16:00 pm local time.

**Attn:**

Director

Corporate Department

Nepal Airlines Corporation

Kantipath, Kathmandu, Nepal

Tel: + 977-1-4225308

Email: [corporatedir@nac.com.np](mailto:corporatedir@nac.com.np), [cdepa@nac.com.np](mailto:cdepa@nac.com.np)



**Document Submission Checklist to be completed by each bidder:**

I/N	Details	Included in the Envelope (Yes/No)
1	All signed pages (Page 1 to 7) of this Notice	
2	Completed Section GTC No. 6 of this document	
3	Company Registration Certificate (copy)	
4	Tax Clearance Certificate (copy)	
5	VAT Registration Certificate (copy)	
6	Self-Declaration in company letter head	
7	Copy of Advertisement in a CD	
8	Sealed Envelope	

*Note: Compliance with documents listed above is mandatory*

\_\_\_\_\_  
Authorized Signature:  
Name and Title of Signatory:  
Name of the Bidding Organization:  
Address:  
E-mail:

**Sample Self Declaration to be filled in company letter head:**

Director,  
Corporate Department  
Nepal Airlines Corporation  
Kantipath, Kathmandu

I, the undersigned, am interested to provide you a sealed offer to have my company/organization's advertisement to be played in available NAC's Airbus fleet. It is to declare that my company/organization is not blacklisted by Government of Nepal or any organization owned by Government of Nepal. This is in accordance with your Notice for invitation dated \_\_\_\_\_.

My quotation is binding upon me and I understand you are not bound to accept any quotation you receive.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of the Bidding Organization:

Address:

E-mail: