



REQUEST FOR PROPOSAL

PROVISION OF SERVICES FOR THE PRODUCTION OF ISLANDER DIGITAL INFLIGHT MAGAZINE

**Reference: PROC/053/25/RN
Date: 08th February 2025**

1. Introduction

Air Mauritius Limited (MK) is hereby seeking proposals from local qualified service providers for the provision of services for the production of its digital inflight magazine, Islander.

About Air Mauritius

Air Mauritius is the national carrier of the Republic of Mauritius. More information can be accessed via its website: www.airmauritius.com

2. RFP Objectives

This Request for Proposal (RFP) exercise aims at selecting a service provider capable to deliver successfully the scope of services.

It is part of a **competitive procurement process** which helps Air Mauritius select the best provider of services both in financial and qualitative terms. At the same time, it provides service providers with a fair opportunity for their services to be considered. With this structured tender process in place, Air Mauritius aims at obtaining the best value from service providers.

For ease of reference, each potential bidder of the specified services receiving this RFP is referred to as a “service provider” and the bidder selected to provide the services to Air Mauritius is referred to as the “selected service provider”.

3. Scope of Services

General Information

Islander is a digital publication of 52 pages which is produced for Air Mauritius passengers (Mauritian and non-Mauritian) travelling on-board long and medium haul flights. Currently the publication is displayed on our fleet of A350-900 and A330-900neo. It is issued at a frequency of every two months.

The magazine is displayed on the individual Inflight Screen of all passengers in both Business and Economy Class cabins, on the Air Mauritius Website and on the Press Reader application.

Link to Islander Issue No.113 currently on board - [Air Mauritius](#)

Editorial Content

The magazine is an invitation to discover and/or learn further about the Air Mauritius brand, offerings and services and on the other hand to discover Mauritius and Rodrigues destinations. The magazine generally contains articles about our people, the multi-cultural aspect of the island, the green and blue environment, efforts for conservation, tourism related events and opportunities for investment amongst others. It is also a platform to share information on the vision of the company, corporate, commercial, fleet, route and other customer related information pertaining to Air Mauritius.

In every issue of the magazine, there is also an article about Rodrigues. Regular trips to Rodrigues are organised for this purpose.

The magazine also makes provision for advertising space.

Services Required in the Production of the Magazine

- Concept development
- Creative development
- Design and layout of all pages including the cover
- Design of a few generic advertising pages for Air Mauritius to appear in the publication
- Meetings with the Air Mauritius team on contents and schedule planning
- Coverage of MK internal events whenever required for write up
- Management, briefing and administration of pool of editors, graphic designers, translators, photographers as required
- Editorial services (English and French): Write Ups, translations and management of all contents throughout the process,
- Writing and/or rewriting services for Air Mauritius customer info pages and other related pages including Editorial Message based on bullet points provided
- Proofreading
- Translations in English and French
- Arrange for photography and photoshoot services with relevant copyrights for use of the photos
- Quality control checks at all levels
- Effective Management of Costs
- Ability to provide latest trends in the design and content of the inflight magazine based on research
- Technical control on advertising and other files
- Interaction with other Air Mauritius service providers as required

Services Timeline

It is the intent of Air Mauritius to enter a contract with the selected service provider for provision of the above services for production of sixteen (16) issues of the magazine, starting with Islander Issue No.117 which will be onboard August 2025 and September 2025 cycle.

The submission date of the completed magazine to the international based IFE (Inflight Entertainment) content service providers being two (2) months prior to the above-mentioned cycle date, the actual date of submission for Islander Issue No.117 is end of May 2025.

The planned contract award date is 31st March 2025. Hence, the selected service provider will have approximately two (2) months to complete editorial and production works.

The table below shows the Islander onboard cycles and the works submission dates to Air Mauritius.

Issue	Onboard (2 months) Cycles	Works Submission Date to MK
117	August 2025 - September 2025	29 th May 2025
118	October 2025 - November 2025	30 th July 2025
119	December 2025 - January 2026	29 th September 2025
120	February 2026 - March 2026	27 th November 2025
121	April 2026 - May 2026	29 th January 2026
122	June 2026 - July 2026	30 th March 2026
123	August 2026 - September 2026	28 th May 2026
124	October 2026 - November 2026	30 th July 2026
125	December 2026 - January 2027	29 th September 2026
126	February 2027 - March 2027	27 th November 2026
127	April 2027 - May 2027	28 th January 2027
128	June 2027 - July 2027	30 th March 2027
129	August 2027 - September 2027	28 th May 2027
130	October 2027 - November 2027	29 th July 2027
131	December 2027 - January 2028	29 th September 2027
132	February 2028 - March 2028	29 th November 2027

Service Levels

The selected service provider is expected to have the capacity to:

- Understand Air Mauritius and Mauritius brands and translate its attributes in the publication.
- Deliver excellent customer service and be flexible to work beyond normal working hours to meet deadlines and unexpected last-minute requests
- Provide fresh, cost-effective contents and solutions for the production of the magazine.

4. Evaluation and Selection

Air Mauritius will evaluate proposals and select the service provider as follows:

- The responsiveness of the proposal. That is, the level of conformity to the RFP requirements.
- The proposal which is found to be most value adding to Air Mauritius, based on technical and financial considerations.

All proposals received will be carefully evaluated by Air Mauritius. Air Mauritius may subsequently seek for clarifications regarding certain aspects of the proposal, conduct negotiations and select the service provider which, in its assessment, has made the best proposal.

A letter of offer will be issued to the selected service provider, subject to finalisation and signature of a written agreement by both parties. Unless or until a formal agreement is executed, the conditions of this RFP, the tender proposal together with the letter of offer and its acceptance thereof shall constitute a binding contract between Air Mauritius and the selected service provider.

5. Contents of Proposal

The service provider's proposal must contain all relevant information as outlined in this RFP document and include but not limited to the following:

Technical Proposal

- Company profile including shareholders information, organisation structure, client portfolio and experience in the conception, design, editing and publishing of magazines and its overall management.
- Specific experience in projects of similar or comparable nature.
- Team set up and profile of staff and freelancers who will work on the Air Mauritius project and their qualifications, experience and portfolio.
- Methodology/Approach to be adopted to deliver the required services (including the planning schedule for the different stages involved in pre-production and production, until delivery of the magazine) and meet service levels.

A time schedule plan to meet the deadline of end of May 2025 for submission of the works for issue 117 of the magazine must be included.

- Soft copy of the proposed Islander Magazine illustrating how a creative layout, examples of full text write up and photographs. Examples of following pages are preferred: Cover, Table of Contents, Culinary, Cultural, Economy and Shopping pages.

There must be no dummy text in the proposal submitted but concrete examples of at least two full texts, written at source in French and in English with their respective translations.

- Copies of business registration certificate, certificate of incorporation and latest audited financial statements or financial statements duly signed by a certified accountant for the last 2 years.

Financial Proposal

- Fixed price per issue for services required for the production of the Islander digital magazine, 52 content pages + cover per issue, over the duration of the contract.

Any additional amount for preparing a file ready for print in case Air Mauritius considers to have Islander in a printed version should be quoted separately.

- Variable pricing mechanism for separate invoicing of any applicable transportation cost and photography/photoshoot services cost.

6. Submission of Proposal

Proposals must be signed by duly authorised person(s) and submitted in English language and must be sent in PDF format **exclusively** to our secured electronic tender email address: MKtender16@airmauriti.us.com by latest **03rd March 2025**.

The maximum receiving capacity of the mailbox is **25MB** per e-mail. Should your proposal exceed this size limit, you are requested to send same in two or more parts.

Proposals received after the closing date will not be considered. Proposals shall be considered to have been received within the closing date and time when it has been successfully opened by Air Mauritius. The burden of proof for the successful sending and time of sending of such proposals shall be on the party sending such proposals.

Please quote the following reference in the subject line of your email: **“RFP – Provision of Services for the Production of Islander Digital Inflight Magazine, Ref PROC/053/25/RN”**

Once proposals are submitted at the above mentioned electronic tender email address, bidders are advised to send a separate email to the address stipulated in Section 7 below **(WITHOUT ATTACHING THE PROPOSAL)** notifying the submission of the bid.

Important Notes:

- The proposal shall constitute an offer by each supplier which will remain open and irrevocable for a period of 180 days from the deadline for submitting proposal.
- Failure to submit the required information or documents will entail the service provider’s elimination from the final selection process.
- Each service provider must include in its proposal all requirements, best terms and any conditions, and should not assume that another opportunity will be available to add any such matter after the proposal is submitted.
- Any deviations from the specifications, terms and conditions of this RFP and/or alternative proposals must be distinctly pointed out by the service provider.

7. Communication

All queries concerning this RFP should be addressed in writing to email address RFP@airmauriti.us.com by latest 23rd February 2025.

Air Mauritius Ltd shall, as far as possible, reply to all queries at least 2 working days prior to the deadline date for submission of proposals.

Potential service providers shall notify Air Mauritius in writing for clarification of any inconsistency, discrepancy or conflict within the content thereof or any figures and wording, or any ambiguity regarding any part of this RFP document.

8. Rights of Air Mauritius

- Air Mauritius Limited reserves the right to accept, split or reject any or all proposals received or cancel the tendering exercise without incurring any liability towards any service provider and/or without having any obligation to inform any service provider of the grounds of its action.
- Non-acceptance of a service provider's proposal will mean that other proposal(s) were deemed more advantageous to Air Mauritius or that all proposals were rejected. Service providers, whose proposals are not accepted, will be notified after the issuance of a letter of offer to the selected service provider and its acceptance thereof or in the event Air Mauritius Ltd rejects all proposals.
- Air Mauritius reserves the right to assign this tender exercise or any part thereof to any of its affiliate companies without the prior written consent of the selected service provider or its successor in interest, as applicable, except as expressly provided otherwise.
- Air Mauritius reserves the right not to consider proposals submitted by service providers with whom Air Mauritius experienced poor service level and/or contractual non-compliance in the past.

9. General Conditions

All proposals submitted are subject to the following conditions:

- Air Mauritius, its directors, employees or other representatives will not be liable for any cost or expenses incurred by any bidder in the preparation and submission of a proposal nor shall Air Mauritius, its directors,

employees or other representatives be liable for any damage, loss or cost (including legal costs) incurred or suffered by any bidder in connection with this RFP process.

- Service providers, their employees, subcontractors and agents (if any) shall keep all information concerning Air Mauritius and any of their business activities acquired as a result of this RFP strictly confidential.
- Joint Venture : A tender submitted by a joint venture of two or more service providers must be accompanied by the document of formation of the joint venture duly registered and authenticated by a Notary Public or other official deputed to witness sworn statements in which is defined precisely the conditions under which the joint venture will function, its period of duration, the persons authorised to represent and obligate it, the address for correspondence, the participation of several service providers forming the joint venture and any other information necessary to permit a full appraisal of its functioning including a clause to the effect that the members of the joint venture are jointly and severally bound. One of the partners of the joint venture shall be nominated as being in charge, authorised to incur liabilities, and receive instructions for and on behalf of any and all partners of the joint venture. The execution of the entire contract, including payment, shall be done exclusively with the partner in charge.
- Any canvassing or attempt to cause undue influence to obtain the contract will lead to disqualification from the selection exercise.

10. Anti-Bribery and Corruption/Anti-Money Laundering Provision

Both MK and the service provider (each “a party” or together “the parties”) are fully committed to acting professionally, fairly and with integrity in all of its business dealings and relationships wherever it operates to counter bribery, corruption and money laundering. As such, each party represents and warrants to the other that neither it, nor its directors, employees or other persons authorised to act on its behalf shall offer, give, solicit or accept any bribe or form of bribe such as fee, commission, payment, gift or other consideration during the course of its engagement with the other party either in connection with this RFP or any further agreement pursuant to this RFP that contravenes any applicable anti-bribery or anti-corruption or anti-money laundering legislation, rules and regulations as may be imposed by the relevant authorities and/or internal policies.

In the event that either party is aware or suspect any person from the other party in its dealings with the first party who had or may be in breach of the anti-bribery or anti-corruption or anti-money laundering legislations as may be

imposed by the relevant authorities and/or internal policies, it shall inform the other party immediately. If, after consultation by all parties, any concern cannot be resolved in the good faith and reasonable judgment, then either party, on written notice to the other party, may terminate any agreement with immediate effect.

11. Governing Law

This RFP is governed by the Laws of the Republic of Mauritius and the Mauritian Courts shall have exclusive jurisdiction on all matters relating to this RFP.