

MMIFF CHAMPIONS LEAGUE (MCL T20)

Franchise Expression of Interest (EOI) Form

Location: New Delhi, India

1. Applicant Details

- Full Name of Applicant / Organization: _____
 - Type of Entity (Individual / Partnership / Pvt. Ltd / LLP / Others): _____
 - Registered Address: _____
 - Contact Number(s): _____
 - Email ID: _____
 - Website / Social Media (if any): _____
 - Authorized Representative Name & Designation: _____
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2. Financial & Business Profile

- Annual Turnover (last 3 years): _____
 - Net Worth (approx.): _____
 - Existing Business / Industry Experience: _____
 - Source of Franchise Investment (Own Funds / Investors / Consortium): _____
 - Preferred Franchise Zone / State: _____
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3. Payment Details

- Mode of Payment (Cheque/DD/NEFT/RTGS/Online Transfer): _____
- Bank Name: _____
- Cheque/DD/UTR Number: _____ Date of Payment: _____
- Amount Paid (₹): **₹5, 00,000/- (Rupees Five Lakhs only)**
- Proof of Payment Attached (Yes/No): _____

Bank Details for Transfer

- **Account Name:** Mentor & Mascot Indian Film Federation
 - **Bank Name:** Bank of Baroda
 - **Account Number:** 29040200005489
 - **IFSC Code:** BARB0TRADPAT (Fifth digit is ZERO)
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4. Declaration of Interest

I/We hereby express our interest in acquiring a franchise in the **MMIFF Champions League (MCL)**. I/We understand that submission of this EOI does not guarantee allotment of franchise rights and the decision of the MCL Management Committee shall be final and binding.

5. Terms & Conditions

1. Submission of this EOI only indicates interest and shall not be treated as an offer or acceptance of franchise rights.
2. The applicant must provide authentic and verifiable information. Any false or misleading details will lead to rejection.
3. The final selection of franchisees will be based on eligibility, financial stability, business experience, and alignment with MCL's vision.
4. The Management Committee reserves the right to reject any EOI without assigning reasons.
5. **Bidding for a franchise will start from ₹40, 00,000 (Rupees Forty Lakh only). Applicants must ensure their financial capability to meet or exceed this minimum threshold.**

6. Each applicant is required to submit a minimum payment of **₹5, 00,000/- (Rupees Five Lakhs only)** along with this Expression of Interest ("EOI").
 - i) The said amount shall be treated as an earnest deposit and will be adjusted against the final bid value in the event the applicant is confirmed as a successful bidder.
 - ii) In case the applicant is not confirmed as a successful bidder, the aforesaid deposit shall be refunded in full, without any deduction, within the stipulated time frame prescribed by the Management Committee.
 - iii) No interest shall be payable on the deposit amount under any circumstances.
 - iv) The payment shall be made in favor of **Mentor & Mascot Indian Film Federation** through *Cheque/Bank Draft/NEFT/RTGS/Online Transfer* as per the following details: **Account Name:** Mentor & Mascot Indian Film Federation | **Bank Name:** Bank of Baroda | **Account Number:** 29040200005489 | **IFSC Code:** BARB0TRADPAT (Fifth digit is ZERO).
 - v) In case of payment made through Cheque, the EOI submission shall be deemed valid only upon successful clearance/realization of the Cheque.
 - vi) Applicants are required to submit proof of payment (Cheque copy/UTR number/Transaction receipt) along with the EOI form for verification and record purposes.
7. Franchise fee, operational costs, and revenue-sharing structure will be communicated only to shortlisted applicants.
8. All franchisees must comply with MCL's Code of Conduct, branding guidelines, and event regulations.
9. The franchise rights, once allotted, will be non-transferable without prior written approval of the Management Committee.
10. Disputes, if any, will be subject to arbitration under the Indian Arbitration & Conciliation Act, 1996, and jurisdiction will lie with courts in New Delhi only.
11. Timelines, obligations, and deliverables will be shared in the **Franchise Agreement**, which will override the general terms in this EOI.

12. By signing this EOI, the applicant agrees to abide by the above terms and conditions.
13. In the event that the applicant is confirmed as a successful bidder but subsequently withdraws, fails to honor obligations, or defaults on the terms of participation, the deposited amount shall stand forfeited without any recourse or refund.
14. All information provided by the Management Committee shall be treated as confidential and shall not be disclosed without prior written consent.

6. Applicant's Declaration

I/We hereby declare that all information furnished above is true to the best of my/our knowledge and belief. I/We fully understand the terms & conditions stated herein and agree to abide by the same.

Signature & Seal of Applicant: _____

Name & Designation: _____

Date: _____

Place: _____

MMIFF CHAMPIONS LEAGUE (MCL T20 Cricket Tournament)

Franchise Information Sheet

About MCL

The **MMIFF Champions League (MCL)** is a premium cricket & entertainment initiative by the **Mentor & Mascot Indian Film Federation (MMIFF)**. It combines **sports, cinema, media, and social cause** to create a one-of-a-kind platform that brings together players, fans, investors, and influencers.

Franchises represent regional pride and gain unmatched visibility through live matches, media coverage, celebrity associations, and sponsorship opportunities.

Franchise Opportunity

- Own & manage a **regional franchise team** in the MCL.
 - Participate in a **mega league format** with national & international reach.
 - Benefit from **MMIFF's strong brand, industry network, and 12A/80G certified social initiatives** (support a cause).
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Bidding Details

- **Minimum Bidding Starts:** ₹40,00,000 (Rupees Forty Lakh only)
 - **Final Bid Value:** Depends on franchise state, zone, market potential & competition
 - **Franchise Tenure:** As per agreement with MCL Management
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Key Benefits for Franchise Owners

Brand Visibility – Extensive coverage across TV, OTT, digital media & press.

Revenue Sharing – Sponsorships, ticketing, merchandising & media rights.

Networking – Association with celebrities, investors & influencers.

CSR Alignment – Opportunity to support MMIFF's social & cultural initiatives.

Exclusivity – Each franchise enjoys exclusive representation of its region.

Franchise Benefits Snapshot

Category	Benefits
Investment	Minimum bidding starts at ₹40,00,000 with scalable opportunities.
Revenue Streams	Sponsorships, team merchandising, Knockout pool & player performance pool.
Brand Visibility	National & regional promotions, press coverage, celebrity endorsements.
Networking	Connect with film industry leaders, investors, media & sports personalities.
CSR Value	Alignment with MMIFF's 12A & 80G certified initiatives (Support a Cause).
Exclusivity	Sole franchise representation for your chosen region/zone.
Long-Term Value	Growing fan base, recurring league presence, and business goodwill.

Franchise Revenue Model (Season 1 – Practical Example)

Revenue Stream	Franchise Share	MCL Share	Notes
Local Sponsorships (Regional)	100%	0%	Franchise has full rights to raise their

brands, local companies, jersey branding, ground branding space provided by MCL)			own sponsorship and place brand logos on jerseys & allocated ground branding.
Merchandising (Team Jerseys, Caps, Flags, Fan Gear, etc.)	80%	20%	Franchise keeps majority; MCL takes a small share for official league branding/coordination.
Ticket Sales / Passes	50%	50%	Ticketing (nominal fee, passes, and invitations)
Central Sponsorships (League-Level)	0%	100%	Entirely used for league expenses, production & event management.
Broadcasting / Digital Rights	0%	0%	No revenue in Season 1 (MCL invests in coverage). Revenue-sharing may begin from Season 2-3rd onwards.
Prize Money (Winning Teams)	100%	0%	Entire prize money goes to the winning franchises.
Knockout Pool (Special Incentive Fund by MCL)	Additional Benefit	–	Extra prize fund distributed to franchises reaching knockout stages (Semifinals, and Finals).
Player Performance Pool (Special Incentive Fund by MCL)	Additional Benefit	–	Awards & bonuses for extraordinary player performances (Top Scorer, Top Wicket-Taker, Man of the Match, etc.), enhancing team value & visibility.

Key Franchise Earning Sources in Season 1

1. **Local & Regional Sponsorships** – Primary income (100% franchise ownership).
2. **Merchandising & Fan Gear** – Strong income with franchise branding.
3. **Prize Money** – 100% to franchises.
4. **Knockout Pool Incentives** – Performance-based bonus for progressing teams.
5. **Player Performance Pool** – Player rewards, which indirectly boost franchise reputation & marketability.

Eligibility

- Strong financial capacity (minimum net worth supporting ₹40 Lakh+ investment).
- Business or professional background with interest in sports, media, or entertainment.
- Commitment to brand guidelines, team management, and league ethics.

Process to Apply

1. **Submit Franchise Expression of Interest (EOI) Form** with complete details.
2. Shortlisted applicants will be invited for bidding & negotiations.
3. Final franchise allotment will be confirmed upon agreement & payment.

Franchise Deliverables & Responsibilities

(MMIFF Champions League – MCL T20)

Each franchise owner will play a crucial role in the success of the **MMIFF T20 Champions League (MCL T20)**. Apart from financial participation, the following deliverables and responsibilities are expected:

1. Team Management

- Appoint a **Franchise Manager / Representative** for coordination with MCL.
- Support in **player grooming, motivation, and welfare** during the season.
- Ensure **discipline, sportsmanship & adherence to MCL's Code of Conduct**.

2. Local Sponsorship & Branding

- Actively **secure local/regional sponsorships** for their team.
- Promote sponsor brands on **team jerseys, merchandise & permitted ground branding**.
- Share sponsor deliverables with MCL (logos, creative) for approval before display.

3. Merchandising & Fan Engagement

- Develop & promote **team merchandise** (jerseys, caps, flags, fan gear).

- Conduct **local promotional campaigns** (press meets, social media, and fan events).
 - Engage with local fan clubs, schools, and sports associations to boost visibility.
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4. Marketing & Public Relations

- Maintain an **active social media presence** for the team (Facebook, Instagram, X, YouTube, etc.).
 - Share updates, behind-the-scenes, player interactions, and sponsor highlights.
 - Participate in **press conferences, media bytes & interviews** arranged by MCL.
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5. Financial Commitments

- Ensure timely payment of **franchise bid amount** as per agreement.
 - Bear expenses related to **team promotion, local events, and franchise-driven activities**.
 - Manage **local sponsorship contracts** transparently.
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6. Compliance & Coordination

- Follow **MCL guidelines for branding, conduct & operations**.
 - Cooperate with MCL's central team for match scheduling, player stats, and promotions.
 - Maintain ethical standards and align with **MMIFF's 12A & 80G certified initiatives (Support a Cause)**.
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7. Player Performance & Incentives

- Encourage and promote **top-performing players** from their team.
 - Highlight achievements on social media, press, and local events.
 - Actively support the **MCL Player Performance Pool & Knockout Pool** to maximize visibility for team and players.
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8. Community & CSR Engagement

- Connect the franchise team with **local schools, academies, and communities**.
- Support **MMIFF's social & cultural initiatives** under CSR, building goodwill.
- Promote the message: *"Play for Entertainment, Play for Cause."*

Summary

Franchise owners are not only investors but **brand ambassadors of their region**. Their responsibilities include **team building, sponsorship, promotions, merchandising, fan engagement, and CSR participation**.

In return, they enjoy **100% ownership of local sponsorships, merchandising profits, prize money, and performance-linked incentives**.

I/We hereby declare that all information furnished above is true to the best of my/our knowledge and belief. I/We fully understand the terms & conditions stated herein and agree to abide by the same.

Signature & Seal of Applicant: _____

Name & Designation: _____

Organization Name: _____

Office Address: _____

City: _____ State: _____ Pincode: _____

Date: _____

Place: _____