

# **Project Information Memorandum**

## **Selection of Concessionaire for Design, Development, Financing, Operation, Management and Maintenance of Ecotourism Facilities at Sethumadai in Coimbatore District under PPP mode**



**Nodal Authority:**

**TAMIL NADU WILDERNESS EXPERIENCES CORPORATION LIMITED**  
6<sup>th</sup> Floor (Down), Panagal Maaligai  
Jeenis Road, Saidapet,  
Chennai-15

**Project Consultant:**

**M/s CBRE South Asia Private Limited**  
Module 4A | 11th Floor | Block A | Global Infocity Park,  
# 40, MGR Salai,  
Kandanchavadi, Perungudi,  
Chennai 600096

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## **1. Project Background**

Tourism plays a pivotal role in Tamil Nadu's socio-economic landscape, with its rich cultural heritage, historic sites, natural beauty, and vibrant traditions attracting millions of visitors annually. Tamil Nadu is blessed with a rich variety of natural and cultural attractions, covering heritage sites, temple towns, hill stations, waterfalls, beaches, national parks. etc. In Tamil Nadu, there are 6 UNESCO World Heritage sites and 400+ Archaeological Society of India monuments and sites, 37 protected areas extending over 7,000 sq.km and a 1,000+ km long coastline packed with beaches, mangroves and coral reefs. With this great mix of ancient civilization, heritage, rich history and culture and natural beauty, Tamil Nadu has been one of India's most-visited destinations.

One of the major thrust areas in the Tourism Policy of Tamil Nadu is Eco Tourism. Tamil Nadu already has got an Eco-Tourism Policy 2017 floated by the Forest Department for the development of eco-tourism sites. This policy is intended to leverage the eco-tourism potential of the State with its national parks, mangroves, coastline and flora & fauna across hill stations. The Forest Department will promote Eco-Tourism only in Tiger Reserves, Wildlife Sanctuaries, National Parks and Reserve Forests, as well as activities which would be run by the local Eco-Development Committees (EDCs). The Department of Tourism shall anchor all other eco-tourism related activities, including continuing activities it is already doing outside those in the core protected areas.

The Government of Tamil Nadu is keen on developing best-in-class eco-tourism projects in the State with private sector participation. To facilitate the development of such projects, the Government of Tamil Nadu has incorporated an exclusive company, Tamil Nadu Wilderness Experiences Corporation Limited (TNWEC).

TNWEC is a State Government Enterprise incorporated under the Companies Act 2013. The Company floated in the year 2021 for undertaking promotion and development of ecotourism projects across Tamil Nadu, acts as the Special Purpose Vehicle of the Government of Tamil Nadu for the purpose of ecotourism development laying emphasis on sustainable and experiential tourism. TNWEC has equity stake holding from two entities viz. Tamil Nadu Forest Department, and the Tamil Nadu Infrastructure Development Board (TNIDB).

With the vision to create eco-friendly hospitality facilities that would in turn promote ecotourism opportunities by allowing visitors to explore ecosystems with minimal impact, enhancing visitor experiences, and contributing to the sustainable livelihood of dependent communities, the Government of Tamil Nadu through TNWEC has envisaged to develop ecotourism facilities at Sethumadai in Coimbatore district.

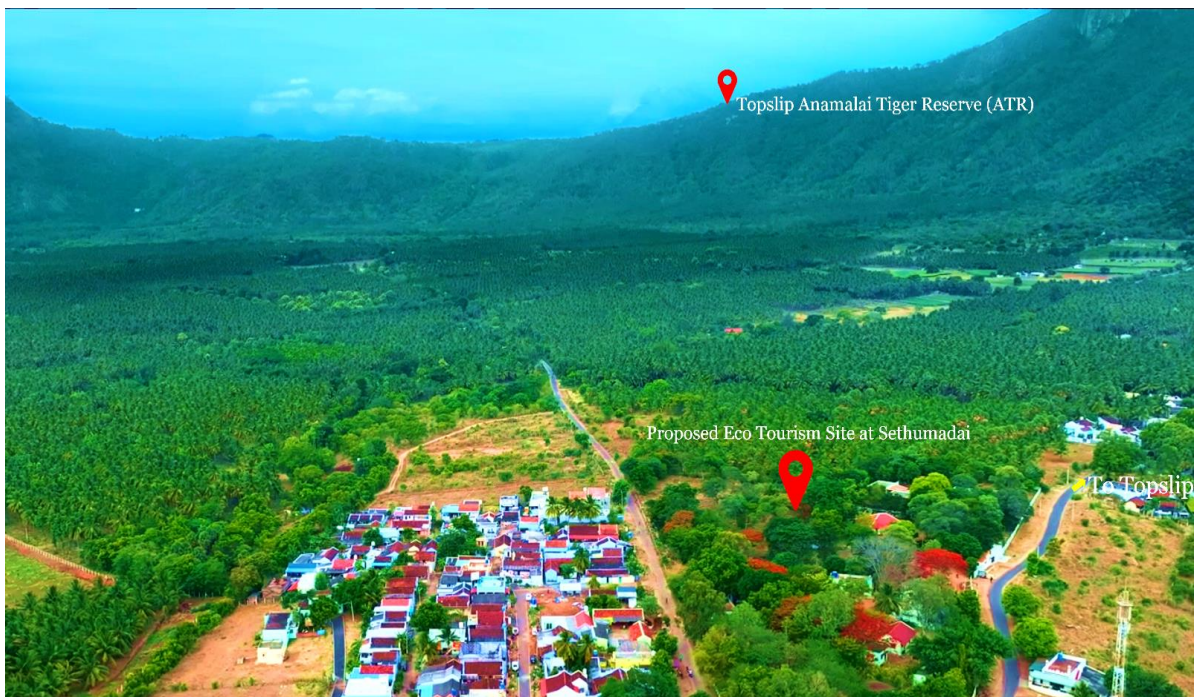
## **2. Project Scope**

The outcomes of the Detailed Project Report preparation undertaken by TNWEC with the support of Tamil Nadu Infrastructure Development Board (TNIDB) recommended development of eco-resorts and eco-dormitories, restaurant/cafe, allied facilities, open spaces and utilities. Keeping in view, the geographical location of the Ecotourism Site, camping, interpretation centre, eco-education, wildlife safari, Trekking and other related activities at the Ecotourism Site are already being carried out or will be carried out and managed by the TNWEC.

TNWEC now intends to appoint a private entity for the design, development, and construction of ecotourism facilities on the Sethumadai Ecotourism Site on PPP basis (DBFOT Basis) for a period of 20 (twenty) years.

The overall scope of work of the Concessionaire is as follows:

- a) Planning, designing and engineering of the Project
- b) Financing of the Project
- c) Procurement of equipment and eco-friendly materials required for the Project
- d) Construction and commissioning of the Project:
- e) Operation and maintenance of the Project during the Operation Period
- f) Compliance with all Applicable Laws
- g) Fulfilment of the conditions of the Concession Agreement
- h) Transfer of the Project Assets to the Authority upon expiry or early termination of the Concession Agreement



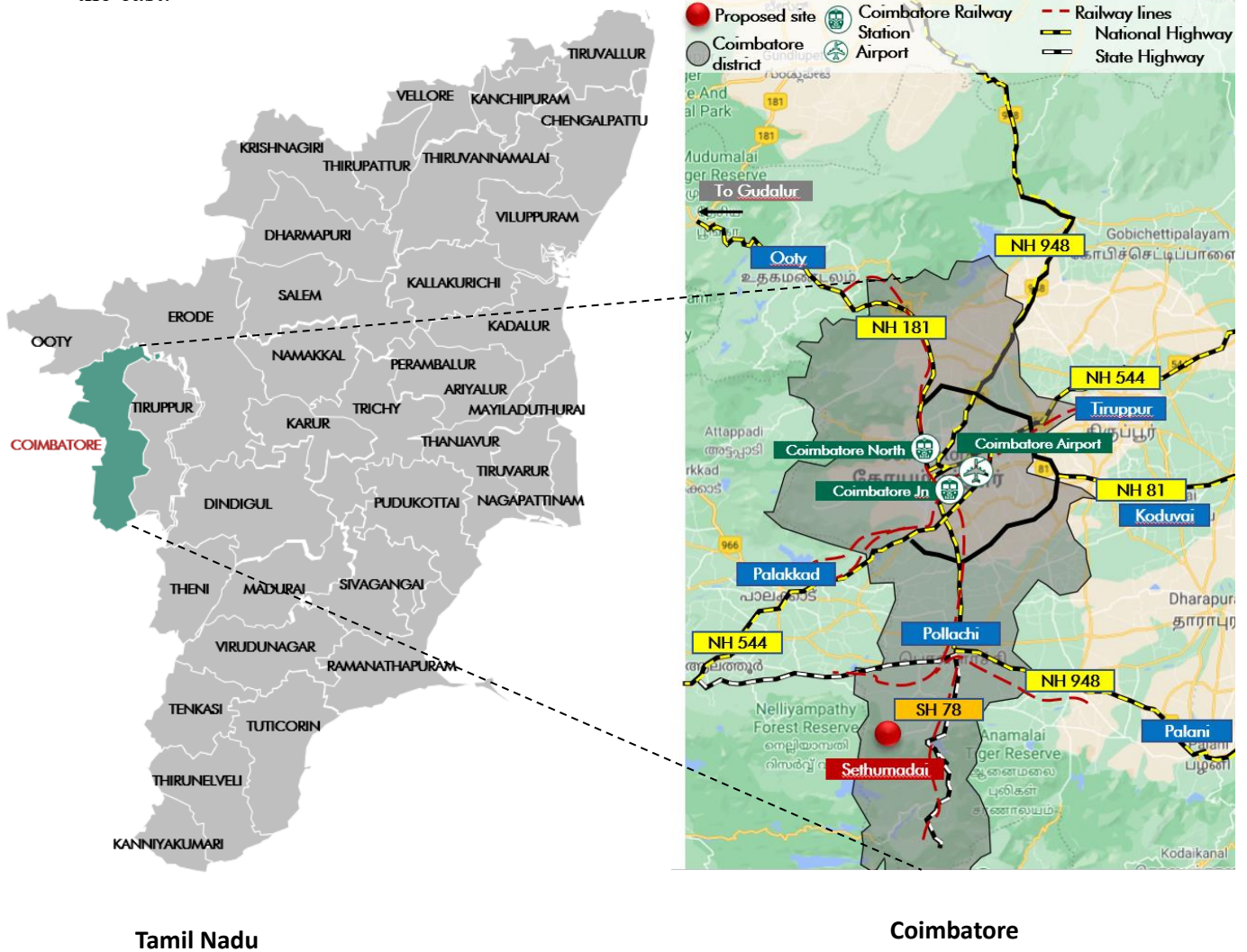
*Aerial View of Sethumadai Village Showing the Project Site in the Foreground and Top Slip/ Western Ghats in the background*



### 3. Project Site & its surroundings

The site proposed for development of ecotourism facilities at Sethumadai, measures 1.05 Ha and is situated at about **68 kms from District headquarters of Coimbatore & about 25 kms from Pollachi city** and at the **foothills of Topslip, Anamalai Tiger Reserve**.

The **Pollachi-Topslip-Parambikulam Road** is the **primary approach road for the site and it abuts the northern boundary of the project site**. Pollachi-Sarkarpathy Hydro-Power House Road forms the southern boundary; Anamalayagam Conservation Centre of the Forest Department and plantation are on the west; and Staff quarters of the Forest Department are on the east.



The villages around Sethumadai are Vettaikaranpudur, Kaliapuram, Odayakulam, Devipatinam. Vettaikaranpudur and as stated earlier its enroute to Topslip (Anamalai Tiger Reserve) from Pollachi.



*Aerial View showing the Eco Tourism Site with Forest Dept. Staff Quarters in the fore Ground*

### **Site Features**

**Site Area:** 1.05 Ha

**Water Supply:** Existing borewell water supply is available at site catering to needs of Anamalayagam conservation center

**Power Supply:** Existing electrical power supply sourced from Aliyar Reserve substation is available at site catering to needs of Anamalayagam conservation center

**Topography:** Relatively flat terrain

**Vegetation:** Covered with well grown Trees and Shrubs

<b>Latitude</b>	<b>Longitude</b>	<b>Altitude</b>
10°30'39.96"N	76°52'45.408"E	1200 ft (365 m)





*Aerial Photo showing Proposed Eco-Tourism Site, Pollachi-Top Slip Road (Main Approach Road) Anamalayagam and Forest Department Staff Quarters*

**Access Details of the Site:**

Primary Approach Road to the site is Pollachi-Topslip-Parambikulam Road (ODR 13). The site is at a distance of 30 Kilometers from NH 83 (Coimbatore-Pollachi- Dindigul- Trichy- Nagapatnam Highway) which is the nearest highway. Nearest Airport is Coimbatore International Airport located at a distance of 75 Kilometers and nearest Railway Station is Pollachi Railway Station located at a distance of 25 Km



#### 4. Site Potential & Neighbouring Tourist attractions:

The route from Pollachi is very scenic year around especially near the Ambarampalayam river. The scenic beauty of this village has made it an ideal outdoor location for the filming of several Kollywood movies. The proposed site is surrounded by World Heritage Site Western Ghats with Dense evergreen Forest, waterfalls, forest reserves and tiger reserves and it's the Gateway to Annamalai Tiger Reserve (Top Slip) and adjoining Parambikulam Tiger Reserve

The site is situated close to Tamil Nadu and Kerala, and surrounded by numerous tourist attractions and some of the key destinations are:

1. Topslip (11kms),
2. Parambikulam Tiger Reserve (16 kms),
3. Parambikulam Dam (35 km),
4. Aliyar Reserve Forest (60 kms)



- 5. Valparai (60 kms) etc.**
- 6. Aliyar Dam**
- 7. TN Trek sites at three locations – Top slip (Pandaravarai) 11kms, Aliyar (Canal Bank), Manambolly (60kms)**

Masani Amman Temple, Monkey waterfalls and Kozhikamuthi Elephant Camp etc. are few other attractions.

The proposed site with its tranquil environment poses greater potential for development of eco stay facilities. In the recent past Tamil Nadu Forest Department has established **Anamalayagam Conservation Centre** and is located adjacent to the proposed site. **Anamalayagam Conservation Centre** attracts tourists visiting Topslip and other nearby tourist attractions. The tribal communities in the vicinity are Pulaiyar, Malasar, Mudhuvar, Malai Malasar, Kadar and Eravallar and as part of local community involvement, they contribute towards management and maintenance of the existing facilities in Anamalayagam Conservation Centre.

## **5. Applicable Development Regulations:**

The site is governed by Tamil Nadu Combined Development and Building Rules in principle with following key regulations along with any other local byelaws including OSR as may be applicable.

- Max FSI: 2.0
- Max Built-up: ~ 20,600 sqm
- Max permitted site Coverage: 30% or as per applicable byelaws
- Site Set backs: Front- 1.5m, Rear/Back -1m
- Max permitted Building Height: ~12m

## **6. Market Assessment and Product Mix:**

Topslip a part of Annamalai Tiger Reserve (ATR) is one of the most prominent tourist destinations in Coimbatore. Topslip witnessed footfall of about 1.30 lakh visitors between January to November 2024, with an average monthly footfall of about 11,800 visitors. The proposed site at Sethumadai being enroute to Topslip from Pollachi, there is an immense potential to provide a harmonious gateway to the Topslip with a soothing hospitality and MICE facilities.

More than 8 prominent hospitality establishments are located within a radius of 5 kms from the proposed site. The facilities offered by the establishments include resort rooms, restaurants, banquet/meeting halls, children play areas, fitness centres, pool, garden area, etc, with Average Room tariff ranging between INR 5,000 – INR 15,000 per day. Top Slip, at a distance of about 11 kms from the proposed site also has similar hospitality establishments with Average Room tariff ranging between INR 4,000 – INR 26,500 per day.

The Anamalayagam conservation centre run by the Tamil Nadu Forest Department with state-of-the-art facilities to provide education and create environmental awareness is located adjacent to the proposed site, thereby having potential for education tourism/nature camps and related stay facilities such as student dormitories/ hostel facilities.

Basis the above, the potential facilities that may be considered for development include **overnight stay, eco-resort facilities** for tourists; **hostels/ dormitory facilities** for student groups and solo travelers; **multipurpose/ banquet halls** to host family events, corporate events/ student/ research group programs. With the above mentioned facilities being anchor developments, support amenities such as **restaurant, administrative blocks, spa & wellness center, pool, garden/children play area, souvenir shop and parking facilities** could be developed.

Keeping in view the geographical location of the Ecotourism Site, camping, interpretation centre, eco-education, wildlife safari and other related activities could be conducted on the Ecotourism Site, which will be managed by the TNWEC.

## **7. Concept Master Plan (Indicative):**

In consideration of the market potential and product mix, an indicative conceptual master plan has been evolved with a right balance between anchor components and support amenities, with a ground coverage of about 15%.

**Stay facilities**, being an anchor component for the development, two categories of stay experience have been proposed namely **Executive villas and Deluxe villas**. About twelve keys of deluxe Villas each of area about 600 sqft, and six executive villas each of area about 840 sqft have been considered. The structures are envisaged to house living space along with rest rooms and have eco-friendly material finishes including wooden and terracotta flooring, such that the look and feel of developed rooms feel integrated with nature.

**Amenities** are key components that complement the anchors in any tourism destination. A **restaurant & cafeteria** space is proposed to be spread across an area of about 4950 sqft, as an eco-friendly structure that would house kitchen space, dining spaces with a seating capacity of about 120 numbers. The restaurant is proposed to be designed using eco-friendly materials with plastered walls, terracotta flooring, wooden ceiling and wooden flooring. The look and feel of the restaurant are envisaged to be in such a way that it feels integrated with nature. An **administrative block** is proposed to be designed using eco-friendly and sustainable building materials. The block design is proposed to have elements displaying the local community culture. The ceiling and flooring finishes are envisaged to be of eco-friendly materials such as wood, terracotta etc. The administration block is envisaged to provide platform for reception of visitors, acting as a transition lounge for the visitors before proceeding to the respective stay spaces and to house stay facilities for Management, operations and maintenance personnel.

The parking space can be accessed through the archway at the entrance. The administration block is positioned near the entrance of the site such that it can be accessed easily from the parking.

The space for Restaurant and Café has also been allocated near the entrance, considering easy accessibility from the road and in view of enabling easy circulation of services. The landscaping and the pool area have been placed away from the road and amidst the stays to give a peaceful and calm ambience for the residents.



## 8. Cost of the Project

The cost of the project for the development of Ecotourism facilities is estimated as INR11 crores.

## 9. Bid Highlights

### a) The mandatory and optional facilities:

The Scope of Works to be executed by the Concessionaire shall include complete development of the Project Facilities comprising of accommodation facilities, restaurant and other allied facilities. scope of works shall also include development of design, drawings and documents, construction & commissioning of the facilities, operation and maintenance of the facilities post commissioning and financing the overall project. The following are list of Mandatory and optional facilities for development within the site:



### **MANDATORY Facilities**

- At least 15 keys – Eco-resorts
- Restaurant
- Administrative Block (*with stay facilities for management, operations and maintenance staff of ecotourism facilities*)
- Parking Facility

### **OPTIONAL Facilities**

- Additional keys – Eco-resorts
- Spa and Wellness Center
- Water Body such as pool/pond
- Multipurpose / Banquet Hall
- Any other eco-tourism oriented facility proposed by the Concessionaire and subject to approval by the Authority.

### **MANDATORY PROJECT INFRASTRUCTURE**

- Internal roads/pathways
- Electrical Power supply infrastructure/DG backup
- Water supply infrastructure
- Sewage/Waste treatment infrastructure
- Storm water drainage infrastructure
- Boundary Wall

## **b) Eco-friendly Development Guidelines:**

The proposed Eco-Tourism development shall follow the below following development guidelines:

- I. Architectural style / elements / features followed to adopt or to compliment the vernacular architecture style of the region or to camouflage with the natural environment or any style which are unique to the region or which reflects the tradition/culture/historicity of the place/region
- II. Construction Materials shall be eco-friendly/ sustainable to ensure that the materials compliment the objective of eco-tourism development including materials used for driveways, pathways, boundary walls/fence, all paved areas, material used for building walls and roofs, foundation etc., subject to the approval of the Independent Engineer.

- III. Building coverage not exceeding 30% of the total site area or within the coverage limits specified as per bye-laws applicable for the proposed site.
- IV. Open areas to have minimal hard paved surfaces
- V. Conventional paving materials like black topping and concrete surfaces to be avoided
- VI. Sustainable measures shall be adopted to minimise the ecological footprint of the proposed development, in terms of water consumption, power consumptions, emission of greenhouse gases etc., to minimise water usage, usage of recycled water, solar power, measures adopted through building designs towards minimising energy consumption for lights, room heating/air-conditioning, water heating etc.
- VII. Measures shall be adopted to maximizing the utilization of existing topography of the site without altering natural terrain of the site and to have minimal cut and fill of the earth.

### **c) Concession Period**

The period of Concession considered is 20 years. Concession Period is inclusive of the Construction Period of eight months from the Appointed Date.

### **d) Bid variable**

The bidder who is quoting the Highest Annual Gross Revenue Share Percentage subject to a minimum reserve share of 5%, will be the preferred Bidder.

### **e) Concession Fee**

In consideration of the grant of Concession and license hold rights over the Project Site, the Concessionaire shall during the Concession Period, pay the following to TNWEC:

- a. Annual License Fee; and
- b. Revenue Share.

**Annual License Fee** for the grant of Licensed Premises and development rights shall be an annual fee of INR 5,25,000/- (Rupees Five Lakhs Twenty Five Thousand only) per year, which shall be paid by the Concessionaire from the Appointed Date. The License Fee shall increase at the rate of 15% (fifteen percent) after every 3 (three) years over the previous value of the Annual License Fee.

**Revenue Share:** The Concessionaire shall be entitled to collect revenues in accordance with the provisions of the Concession Agreement and percentage of revenue share to be provided and escalation in the percentage will be as below.

From 2<sup>nd</sup> to 8<sup>th</sup> Anniversary of Operations Date – Quoted Percentage

From 8<sup>th</sup> to 14<sup>th</sup> Anniversary of Operations Date – Quoted percentage + 5%

From 14<sup>th</sup> to 18<sup>th</sup> Anniversary of Operations Date – Quoted percentage + 10%

## 10.Site photos



*Figure 1: Aerial view of the proposed site*



*Figure 2: Pollachi-Top slip Road-the main Site Approach Road*





*Figure 3: Site entrance*



*Figure 4: Project Site as seen from Anamalayagam*





*Figure 5: Project Site View*



*Figure 6: Anamalaiyagam Mani Entry*





*Figure 7: Anamalayagam Conservation Centre adjacent to site*



*Figure 8: View inside Anamalayagam Conservation Centre*