

NOTICE INVITING TENDER

ADVERTISEMENT ON ONE SIDE OF 10 LAKH DELHI METRO SMART CARDS

Tender offers are inviting from reputed National/Multinational advertising agencies, Media purchasing agencies and corporate for **ADVERTISEMENT ON ONE SIDE OF 10 LAKH DELHI METRO SMART CARDS.**

The details are as follows:

1	Tender security amount/EMD	Rs. 1,00,000/- (One lakh only)
2	Tender Document Sale	14.12.2011 to 04.01.2012 (on working days)
3	Last date to seek the clarification	29.12.2011 up to 17:00 hours
4	Last date to issue the clarification/ Addendum	03.01.2012
5	Date of submission of Tender	On 04.01.2012 up to 15:00 hours
6	Date of Opening of Tender	On 04.01.2012 up to 15:30hours
7	No. of smart cards to be licensed for advertising on one side	10 lakh

All details shall be obtained by purchasing the tender document on payment of Rs. 5250/- (5000+5% DVAT) in the form of DD/Banker's cheque drawn in favor of "Delhi Metro Rail Corporation Limited" payable at Delhi. The same may also be downloaded from DMRC website www.delhimetrorail.com and shall be submitted along with document cost of Rs. 5250/- vide DD/Banker's cheque drawn on or before date of tender submission i.e., 04.01.2012. Downloaded Tender submitted without tender document costs as mentioned above will be rejected out rightly. No late or delayed tender will be accepted.

Tender Document to be submitted on the prescribed date at the following address:

**O/o JGM/Marketing
Delhi Metro Rail Corporation Limited
B Wing, 4th Floor, Metro Bhawan
13, Fire Brigade Lane
Barakhamba Road,
New Delhi-110001**



DELHI METRO RAIL CORPORATION

**TENDER FOR ADVERTISEMENT ON ONE
SIDE OF SMART CARDS**

**JGM /Marketing
Delhi metro Rail Corporation Ltd.
B- Wing, 4th Floor, Metro Bhawan,
13, Fire Brigade Lane,
Barakhamba Road, Delhi-110001**

www.delhimetromail.com

**COST OF DOCUMENT (Non Refunadble):
Rs.5250/- (Rs.5000/-+5%DVAT)**

NOTICE INVITING TENDER

1.1 Delhi Metro Rail Corporation (DMRC) is implementing the prestigious Delhi Metro Rail project and Phase-I & II of DMRC has been successfully implemented. The commuters enter and exit station paid area by using smart cards & token. Contact less technology-based smart cards (Philips mifaire design chip) are purchased by commuter by paying the refundable security deposit and intended travel value to be added in the range of Rs.100/-to Rs.1000/-. Its validity is one year from the last date of add value. The lifetime of the said smart card is till the physically damage of the smart card occurs. An average 18 lakh commuter's travel everyday using Metro system and about 10% are added every quarter. Smart card ID No. is engraved at the corner of smart card and remaining space left blank on one face and other side of smart card DMRC photo as shown in enclosed photo.

1.2 DMRC intends to call the open tender for the advertising rights on one side of the 10 lakh smart each having an area of 46.75 Sqcm (8.50x5.50cm) for one time.

1.3 Those tenderers who intend to participate in the tender may purchase the tender document by submitting Rs.5250/- (Rs.5000/-+5% DVAT) in the form of DD/Banker cheque drawn in favor of "Delhi Metro Rail Corporation Ltd." at the following mentioned address. Tender document may also be down loaded from the DMRC web site www.delhimetrorail.com and same may be submitted along with DD of Rs.5250/-(Rs.5000/-+5% DVAT). All tenderer shall quote their rate in the annexure A.

1	Tender security amount/EMD	Rs.100000/-(One lakh only)
2	Tender document sale	14.12.2011 to 04.01.2012 (working day)
3	Last date to seek the clarifications	29.12.2011 up to 17:00 hours
4	Last date to issue clarification/Addendum	03.01.2012
5	Date of submission of Tender	On 04.01.2012 up to 15:00 hours
6	Date of opening of Tender	On 04.01.2012 up to 15:30hours
7	No. of smart cards be licensed for advertising on one side	10 lakh

1.4 Tender document to be submitted on the prescribed date at the following address:-

O/o JGM/Marketing
Delhi Metro Rail Corporation Ltd.
B Wing,4th Floor, Metro Bhawan,
Barakhamba Road,
New Delhi-110001.

INSTRUCTION TO TENDERERS

1. Tenderers are required to read carefully the contents of this document and to provide required information in sufficient detail so that the capabilities of the Tenderer can be fully appreciated and assessed.
2. Tenderers must be single firms/consortium/Joint venture.
3. All documents must be in English Language on each page of the application documents, other submissions and all the proformas with annexure are to be duly completed. Each page of the tender documents and other submissions must be signed, numbered & stamped as a token of acceptance. Any unsigned and unstamped document will not be considered for evaluation.
4. Successful tenderer only will be advised of the result of their application. It should be noted however, that DMRC will not be obliged to discuss any aspect of the evaluation process or declare, the result of evaluation.
5. Tenderers should note clearly the date and time of submittal of tenders. No late or delayed tenders will be accepted. Tenderers are reminded that no supplementary material will be entertained by DMRC Ltd. after the submission of Tender. But clarification if necessary can be asked in writing within prescribed date. The evaluation will be done only on the basis of documents submitted at the time of submission of Tender Document.
6. Tender will not be considered if they make misleading or false representations in statements, attachments, documents, proformas & annexure submitted as proof of the requirements, DMRC reserves the right to get the documents verified.
7. Tenderer shall submit the following payments along with tender form and required documents.
 - a) Tender security of Rs. 1, 00,000/- (Rupees One lakh only).
 - b) Tender document cost of Rs. 5250/- in the form of DD/Bankers Cheque drawn on or before the last date of tender submission date if downloaded from website.
8. Rs.1, 00,000/- submitted as EMD will be retained by DMRC Ltd as interest free Security deposit till end of contract period i.e. 1 year from the date of issue of Letter of acceptance (LOA). If the successful bidder to whom the LOA is issued successfully completes the work of advertisement on 10 lakh smart cards then this interest free security deposit of Rs. 1 lakh will be refunded without any interest otherwise it will be forfeited in favour of DMRC Ltd.
9. Letter of Acceptance (LOA) will be issued to successful bidder. Further to this LOA, separate Letter of Proceed will be issued to you during the currency of contract and you have to make the requisite payments within 15 days from the issue of that Letter of Proceed.

10. DMRC reserves the right to reject any/all tenders including the highest tender at any stage without assigning reasons. Successful bidder will not be having exclusive rights for the said work and DMRC is free to directly market and raise revenue through advertisement on smart cards.
11. Tender security and further payments to be submitted in the form of DD/bankers Cheque drawn in favor of 'Delhi Metro Rail Corporation Ltd.,'
12. Contract period will be for one year from the issue of LOA or completion of advertisement on smart card whichever is earlier. If DMRC is not able to made available 10 lakh smart cards within one year, then contract period will be extended suitably. The quantity of smart cards may vary i.e. increase or decrease. In case DMRC wishes to advertise on more than 10 lakh smart cards the same can be done on mutually agreeable terms and conditions.
13. The license for Advertising rights is not transferable. If any doubt about the tender document, Tendered shall seek the clarification from JGM/Marketing not later than 29.12.2011 up to 17:00 hours in writing. The clarification will be advised to all tenderer in writing by 03.01.2012 through facsimile & will be posted on DMRC website. (Those down loaded document from website should keep watch on the website for addendums/clarifications etc.)

Annexure A

Bill of Quantities

Item No.	Description of Items	Unit	Quantities	Rate per card	Amount in Rs.
1.	Printing of advertisement as per "Art work" given by licensee on one face of smart card measuring area 46.75 Sq.cm.	Each	10,00,000		

*On quoted rate service tax at current rate will be borne/paid by successful tenderer.

Signature of tenderers

Name of tenderer:

Address of the tenderer:

Contact No.:

Annexure B

The artwork shall be following:

1. Company /Firm name and logo.
2. Product name and logo.
3. The proposed advertising shall be following:
 - a. The advertisement is prohibited from carrying information or graphic or other items related to alcohol and tobacco products.
 - b. The advertisement will have no objectionable and indecent portrays of people products or any items.
 - c. The use of DMRC name logo or title.
 - d. Advertisement of political nature.
 - e. Surrogate advertisements.

Signature of tenderers

Name of the tenderer:

Address of the tenderer:

Contact No.: