



DELHI METRO RAIL CORPORATION LIMITED
(A Joint Venture of Govt. of India and GNCTD)

Name of Work: TR No. DMRC/2021/AdAgencyEmpanelment: Empanelment of Advertising Agencies in DMRC 2021

CORRIGENDUM NO. 1

(SUMMARY SHEET)

S. No.	Empanelment Document	Page No.	Corrigendum	Remarks
1.	Page No. 3, S. No. 1, Item No. C (Pre Requisite Documents)	Page No.3	The clause mentioning that 'the agency must be a member of AAAI (Advertising Agencies Association of India)' may be read as DELETED.	Page 3R

6. Advertising Agency shall undertake installation of exhibitions, stalls at conferences and workshops.
7. Advertising Agency shall undertake outdoor display material like preparation and installation of banners (including digital), display boards, scrollers for motion display etc
8. The Advertising Agency should have the capability to design and release Advertisements on the Internet and conduct SMS or any other campaign of electronic nature, if called upon to do so in administrative interest.
9. Any other work related to publicity, branding, media campaign etc which may be required by Delhi Metro Rail Corporation on time to time basis, will also form part of this "Scope of Work"

C. PRE REQUISITE DOCUMENTS (For qualification for evaluation at Level A)

1. The agency should have continuous accreditation with Indian Newspaper Society for 5 years and also should be empanelled with BOC (erstwhile DAVP) as a print media agency. ~~The agency must be a member of AAAI (Advertising Agencies Association of India).~~ **The membership of AAAI may be read as DELETED.** A self declaration/ letter of empanelment regarding the same shall be submitted. This will be verified subsequently from INS & BOC (erstwhile DAVP).
2. PAN No, GST No. A certificate duly issued by the respective authority / Department should be attached. **Agencies registered as MSMEs, if any, must submit a copy of certificate of registration.**
3. The attested copies of the Balance sheet for the financial year 2017-18, 2018-19 & 2019-20. Agency must have an average annual turnover of Rs.5 Cr. (Rupees Five crore) in each of the financial years 2017-18, 2018-19 & 2019-20. The turnover for the said three years duly certified by the Chartered Accountant, Auditor of the Advertising Agency with UDIN, proper seal and signatures. **(Specimen as per Annexure 2).**
4. Copy of the memorandum & articles of association/partnership deed/proprietorship deed/ certificate of incorporation (in case of company) etc. must be attached with the application without fail. Franchise is not permitted and application submitted by franchisees will not be entertained.
5. A document ascertaining that the Advertising Agency's office in Delhi-NCR is in an area/ building authorized for running Advertising Agency. The Advertising Agency will have to attach a declaration to the effect, that its Delhi-NCR office is located in an area/building authorized for running Advertising Agency. In case of incorrect declaration the application/empanelment of the Advertising Agency will be rejected/ cancelled.

A declaration to the effect must be submitted along with the application by the Advertising Agency that the office premises/ building is authorised owned or rented by the Chairman - cum - Managing Director or Partner in the Advertising Agency.

The above two declaration must be given by Chairman – cum – Managing Director or Partner in the Advertising Agency.

6. The Advertising Agency should submit ITR return for the past three consecutive financial years (i.e. 2017-18, 2018-19 and 2019-20).