

NOTICE INVITING TENDER

- 1.1** Delhi Metro Rail Corporation Ltd. invites open e-tenders from reputed advertising agencies who may be a sole proprietary firm, a partnership firm or a company incorporated under the Companies Act' 1956/ 2013 & having its registered office in India or as a Joint Venture/ Consortium of such entities to License out 'Exclusive Indoor Advertising Rights' inside selected Metro stations i.e. from Janakpuri West to Botanical Garden Metro Stations (excluding SKVR, IGDA, IIT, PSPK, GKEI, OKNS, IW NR & OBC) on Line-8 (Magenta Line) of DMRC network for nine (9) years, as per detail given in Annexure-1 of Tender Document i.e. "Details of advertising spaces offered for licensing".
- 1.2** The Bidders shall not have a conflict of interest that affects the Bidding Process. Any Bidder found to have conflict of interest shall be disqualified. A Bidder shall be deemed to have a conflict of interest affecting the Bidding Process, if the constituent of one Bidder is also a constituent of another Bidder.
- 1.3** DMRC shall receive Bids (e-tender) pursuant to this 'Tender Document', in accordance with the terms & conditions set forth herein and as modified, altered, amended and clarified from time to time by DMRC. Bidders shall submit bids in accordance with such terms & conditions on or before the last date specified in this document for this purpose. The Bidders are advised to visit the site/ stations and familiarize themselves with the proposed arrangements and all activities, necessary in this regard.
- 1.4** **Salient features of bidding Process:**
- DMRC has adopted a single stage two packet Bidding Process to select a suitable highest Bidder to grant 'Exclusive Indoor Advertising Rights' inside selected Metro stations i.e. from Janakpuri West to Botanical Garden Metro Stations (excluding SKVR, IGDA, IIT, PSPK, GKEI, OKNS, IW NR & OBC) on Line-8 (Magenta Line) of DMRC network in a single lot as per detail given in Annexure-1 of RFP.
- a)** Bidders have to bid for the full/ entire offered advertisement spaces as per detail given in Annexure-1 without any provision for partial surrender of the licensed spaces during the currency of the contract along with/ after submitting tender cost. Contract for 'Exclusive Indoor Advertising Rights' inside selected Metro stations i.e. from Janakpuri West to Botanical Garden Metro Stations (**excluding SKVR, IGDA, IIT, PSPK, GKEI, OKNS, IW NR & OBC**) on **Line-8 (Magenta Line)** of DMRC network with minimum chargeable/ offered area of 1300.00 sqm shall be awarded to the bidder as per the H-1 rate received and accepted by DMRC, for the entire lot of the advertisement spaces offered as per annexure-1. In case of Two of more bids are of same rate and are highest bid, then bidder whose turnover is higher, will be selected, however DMRC's decision shall be binding and final.

b) Schedule of Bidding Process:

Sr. No.	Particular	Description
1.	Cost of Tender Document (non-refundable)(Non-Refundable)	Rs. 23,600/- (Rs.20,000/- + 18% GST). Cost of Tender Document (non-refundable) shall be acceptable through online mode only i.e RTGS/NEFT/IMPS. Details of DMRC's authorized bank name and Current account No. to which payments of Tender Cost are to be made is as follows: Union Bank Of India, F-14/15, Connaught Place, New Delhi-110001, IFSC- UBIN0530786, Acct No-307801110050003.
2.	Undertaking for tender security declaration	Bidder should upload the scanned copy of Undertaking for Tender Security Declaration as per the instructions specified in the tender documents, otherwise the uploaded bid will be rejected.
3.	Sale of Tender Document (online only)	From 20.09.2021 to 21.10.2021 at 17.30 hrs. e-tendering website for download of tender document: <i>https://eprocure.gov.in/eprocure/app</i>
4.	Pre-Bid Conference	28.09.2021 at 1130 hrs. The pre-bid meeting shall be conducted through video conferencing by software apps such as Webex/Microsoft Teams. All Prospective bidders shall provide the details of the person(s) (mobile No. and mail id) (maximum up to two) who will be participating in such virtual meeting at least one day before the meeting (latest by 1100 hrs on 27.09.2021) to the registered official email of DMRC i.e. gmpb@dmrc.org , so that links having details such as software, meeting ID, password, etc. can be mailed to these persons before the scheduled pre-bid meeting. Further, bidders are requested to send Pre-bid clarifications on the registered official email of DMRC i.e. gmpb@dmrc.org latest by 1700 hrs on 27.09.2021. Queries received after 1700 hrs on 27.09.2021 shall not be entertained.
5.	Last Date of receiving written queries by DMRC	27.09.2021 up to 1700 hrs
6.	DMRC's response to queries latest by	05.10.2021
7.	Date & Time of Submission (e-tender) of Bid (online only).	From 11.10.2021 (0900 hrs) to 21.10.2021 up to 1700 hrs
8.	Date & Time of Opening of Technical Bids online	22.10.2021 at 1700 hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of bid.

The Cost of Tender Document (non-refundable) amount have to be submitted online through RTGS/ NEFT/ IMPS for credit of the account as given in at Sr. No. 1.4 (b) (1) of the above table, by specified date and time i.e. before the last date & time of uploading of bid as per Clause 1.4(b) (7) above, failing which the offer/ bid of such bidder shall be declared as ineligible and the said bid submitted shall be summarily rejected. The Bid shall be valid for a period not less than 180 days from the last date of submission of bid. Bidders, who fail to submit the Cost of Tender Document (non-refundable) online on or before the prescribed date and time, shall be declared as ineligible and the Bid submitted by them shall be summarily rejected. No other mode of payments will be accepted. The bidder will be required to upload scanned copies of transaction of payment of tender cost at the time of bid submission clearly indicating the UTR No. & Tender Ref. No. The detail of tender cost remitted as per above should be correctly uploaded & detail must match in the online submission failing which the payment may not be considered to be uploaded in online bid submission.

- c)** The payment of the tender cost is acceptable from any account. However, applicant shall submit such transaction details along with their tender submission on e-portal. If the same transaction reference number has been submitted for more than one bid. All such bids shall be considered ineligible and summarily rejected.
- d)** Bidders are expected to carry out extensive survey of DMRC premises/ stations and analysis at their own cost, before submitting their respective bids for participating in the above said tender. DMRC shall provide necessary permission and assistance to the prospective bidders in this regards.
- e)** The Bid submissions must be made online after uploading the mandatory scanned documents towards Cost of Tender Document (non-refundable), Undertaking for tender security declaration and other documents as stated in Tender Document.
- f)** All the uploaded files in Bid submission should be named properly and arranged systematically. No special character/ space should be there in the name of uploaded file.
- g)** Bids received after due Date & Time of Submission (e-tender) of Bid shall not be accepted under any circumstances.
- h)** If a Bid is submitted by a JV/ Consortium, following shall be abided by all its members:
 - i)** For the purpose of evaluation of Consortium, each member's contribution towards the turnover shall be considered in the same ratio of their equity participation in the Consortium.
 - ii)** The Lead Member of the JV/ Consortium shall maintain a minimum percentage share of 51% of the aggregate shareholding of the JV/ Consortium during full tenure of License Agreement.
 - iii)** Any change in percentage stake of JV/ Consortium members without prior written approval of DMRC shall be treated as Material Breach of Contract and Licensee's Event of Default entitling DMRC to encash Security Deposit/ Performance Security and/ or to terminate the License Agreement after 30 days' notice.
 - iv)** Minimum percentage stake of any member in JV/ Consortium during license period (including lock-in period) shall not be less than 15%.

- v) Partners having less than 26% participation shall be considered as non-substantial partner and shall not be considered for evaluation which means that their eligibility shall not be considered for evaluation of JV/ Consortium.
- vi) All members of such entity shall be jointly and severally liable for the performance of License Agreement.
- vii) For the purpose of evaluation of the consortium/ JV each member's contribution towards the turnover shall be considered in the same ratio of their equity participation in the consortium of JV.

Illustration: Say If 'A' and 'B' are two members of JV/Consortium. 'A' is having 70% equity holding in JV and 'B' is having 30% equity holding in JV. In such a condition, 70% of A's turnover and 30% of B's turnover will be taken for the calculation of eligibility of the JV.

- 1.5 The Bidders are advised to keep in touch with e-tendering portal <https://eprocure.gov.in/eprocure/appand> Delhi Metro website at www.delhimetrorail.com for updates.
- 1.6 **The licensee has to comply with rules and regulations of "Safety and Health Management Policy" of DMRC enclosed as schedule –I, (attached separately).**
- 1.7 In case of any grievances/ complaints regarding this tender, the bidders are advised to contact:
 - 1. Sr.DGM/PB-II,
3rdFloor, 'A' Wing, Metro Bhawan,
Fire Bridge Lane, Barakhamba Road,
New Delhi-110 001.
 - 2. General Manager (Property Business)
DMRC, 3rd Floor, A Wing, Metro Bhawan,
Fire Brigade Lane, Barakhamba Road,
New Delhi -110001,
Email Id: gmpb@dmrc.org ,
Phone No: 011-23418417
 - 3. Chief Vigilance Officer
DMRC, 1st Floor, A Wing,
Metro Bhawan,
Fire Brigade Lane, Barakhamba Road,
New Delhi -110001 ,
Email Id: cvodmrc@gmail.com,
Phone No: 011-23418406
Website: <http://www.delhimetrorail.com/vigilance.aspx>