

## **NOTICE INVITING TENDER**

- 1.1 Delhi Metro Rail Corporation Ltd. invites open e-tenders, in a single stage two packet system, 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 Outdoor Advertising Rights' on DMRC's selected civil structures under 'East MCD' i. e. from Dilshad Garden to Shastri Park Metro stations of Line-1 (Red Line) in DMRC Network for 3+3+3 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 Outdoor Advertising Rights' on DMRC's selected civil structures under 'East MCD' i. e. from Dilshad Garden to Shastri Park Metro stations of Line-1 (Red Line) in DMRC Network in a single lot as per details given in Annexure-1 of RFP.

- a) Bidders have to bid for the full/ entire offered advertisement spaces as per Annexure-1 without any provision for partial surrender of the licensed spaces during the currency of the contract along with/ after submitting tender cost and undertaking for tender security declaration. Contract for 'Exclusive Outdoor Advertising Rights' on DMRC's selected civil structures under 'East MCD' i. e. from Dilshad Garden to Shastri Park Metro stations of Line-1 (Red Line) in DMRC Network with minimum chargeable/ offered area of 55.78 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 two or more bids are of the same rates and are highest bids, then Bidder whose turnover is higher (average annual turnover/ gross turnover in the last three financial years) will be selected.
- b) Schedule of Bidding Process:

Sr. No.	Particular	Description
1	Cost of Tender Document (Non-Refundable)	₹ 5,900/- (₹ 5,000/- + 18% GST) The Cost of Tender Document shall be accepted only in the form of RTGS/ NEFT/ IMPS in

**NIT for Licensing of 'Exclusive Outdoor Advertising Rights' on DMRC's selected civil structures under 'East MCD' i. e. from Dilshad Garden to Shastri Park Metro station of Line-1 (Red Line) in DMRC Network**

		favour of "Delhi Metro Rail Corporation Ltd" and payable to/ for credit of A/C of DMRC Ltd. with Union Bank of India, F-14/15, Connaught Place, New Delhi, IFSC code – UBIN0530786, MICR code – 110026006 A/c No. – 307801110050003.
2.	Undertaking for Tender Security Declaration	Bidder shall upload scanned copy of undertaking for Tender Security Declaration as per the Annexure-12B of the tender document at the time of online bid submission. If undertaking for tender security declaration is not submitted or is not in prescribed format then such bids shall be considered ineligible and summarily rejected.
3.	Period of sale of 'Tender Document' (online only)	From 18-Nov-2021 to 20-Dec-2021 (up to 1500 hrs.) at e-tendering website: <a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a>
4.	Pre-Bid Conference	26-Nov-2021 (1100 hrs.) at 3 <sup>rd</sup> Floor, A-wing, Metro Bhawan,
5.	Last date of receiving written queries by registered official e-mail of tenderer at DMRC's email at <a href="mailto:pbtenders@dmrc.org">pbtenders@dmrc.org</a> also, apart from sending it online on e-tendering portal	29-Nov-2021 up to 1700 hrs
6.	DMRC's response to queries latest by	06-Dec-2021
7.	Start Date & Time of Submission (e-tender) of Bid (online only).	08-Dec-2021 from 1500 hrs
8.	Last Date & Time of Submission (e-tender) of Bid (online only).	20-Dec-2021 up to 1500 hrs
9.	Date & Time of Opening of Technical Bids online	21-Dec-2021 at 1500 hrs
10.	Validity of Bid	Up to 180 days from the last date of submission of bid.

Cost of tender document is non-refundable. The Cost of Tender Document amount has 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 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

document cost indicating e-receipt (clearly indicating the UTR No. & Tender Ref. No. i. e. DMRC/PB/42110110/OA must be entered in remarks at the time of online transaction of payment, failing which the payment may not be considered) to be uploaded in online bid submission. 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/tenderer 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)** Undertaking for tender security declaration: - Bidder shall upload the scanned copy of undertaking for tender security declaration as per the instructions specified in the tender document at the time of online bid submission. Otherwise, the uploaded bid will be rejected. If undertaking for tender security declaration is not submitted or is not in the prescribed format then such bids shall be considered ineligible and summarily rejected.
- e)** Bidders are expected to carry out extensive survey of DMRC premises and analysis at their own cost, before submitting their respective Bids for award of the License Agreement. DMRC shall provide necessary permission and assistance to the prospective Bidders in this regard.
- f)** The Bid submissions must be made online after uploading the mandatory scanned documents towards cost of Tender Document, Undertaking for Tender Security Declaration and other documents as stated in Tender Document.
- g)** 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.
- h)** Bids received after due Date & Time of Submission (e-tender) of Bid shall not be accepted under any circumstances.
- i)** 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 or 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/app> and Delhi Metro website at [www.delhimetrorail.com](http://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:
  - a)** General Manager (Property Business)/ DMRC  
3rd Floor, A-Wing, Metro Bhawan, Fire Brigade Lane,  
Barakhamba Road, New Delhi-110001  
Email ID: [gmpb@dmrc.org](mailto:gmpb@dmrc.org)  
Phone No: 011-23418417
  - b)** Chief Vigilance Officer/ DMRC,  
1st Floor, A-Wing, Metro Bhawan, Fire Brigade Lane,  
Barakhamba Road, New Delhi -110001  
Email ID: [cvodmrc@gmail.com](mailto:cvodmrc@gmail.com)  
Phone No: 011-23418406  
Website <http://www.delhimetrorail.com/vigilance.aspx>

General Manager/PB  
Delhi Metro Rail Corporation Limited