

CHAPTER: 1
NOTICE INVITING TENDER (BID)

- 1.1 DMRC invites open e-Tenders/bids from suitable bidders who may be a sole proprietorship firm, a partnership firm or a company having registered office in India & incorporated under the companies act 1956/2013 or a combination of above in the form of Joint Venture (JV) or Consortium for selection of a Licensee to grant Exclusive Indoor Advertisement Rights inside selected Metro stations from Dwarka (L-3) to Dwarka Sec-21 Metro stations on Line No.-3 & from Dwarka (L-9) to Dhansa Bus Stand Metro stations on Line No.-9 of DMRC network on “as is where is basis” as per details given in annexure-1 of the tender document. The Licensee shall be permitted to display advertisements inside the selected Metro stations as per the factor governing the selection of permissible advertisement (except the negative list of advertisements) as detailed in clause 8.5 of the RFP and annexure-II of DLA.
- a) The bidder may be an entity which is a sole proprietorship firm, a partnership firm or a company having registered office in India & incorporated under the companies' act 1956/2013 or a combination of above in the form of Joint Venture (JV) or Consortium.
 - b) **Bid by a JV/Consortium of firms:** In case of a bid by a JV/Consortium of firms, following shall be abide by the participant/s:
 - i) For the purpose of evaluation of the consortium, each member's contribution towards the turnover shall be considered in the same ratio of their equity participation in the consortium. *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.*
 - ii) The Lead Member of the JV/Consortium shall maintain a minimum equity stake 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 Successful Bidder/ Licensee's event of default entitling DMRC to encash Interest Free Security Deposit/Performance Guarantee and/or to terminate the License Agreement after a 30 (thirty) days termination 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.
 - c) A bidder 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 bidding process if a constituent of one Bidder is also a constituent of another bidder.
 - d) Bidder shall undertake that they have not been banned from Business, as on date of Tender submission as per following:
 - i) DMRC/ any other Metro organisations (100% owned by govt.)/Ministry of Housing & Urban Affairs/Order of Ministry of

Commerce, applicable for all Ministries must not have banned/debarred business with the tenderer/bidder (including any member in case of JV/consortium) or with of its holding or subsidiary companies in case their financials are resorted to for the purpose of evaluation of eligibility as per clause 3.1 to 3.9 of Chapter 3 of this tender document as on the date of tender submission. The tenderer should submit undertaking to this effect in Annexure 11A of Tender Document.

- ii) Also no contract of the tenderer or with/of its holding or subsidiary companies in case their financial are resorted to for the purpose of evaluation of eligibility as per clause 3.1 to 3.9 of Chapter 3 of this tender document executed in either individually or in a JV/Consortium, should have been rescinded/ terminated by DMRC after award during last 03 years (from the last day of the previous month of the tender submission) due to non-performance of the tenderer or any of JV/Consortium members. The tenderer should submit undertaking to this effect in Annexure 11-A of Tender Document.
- iii) In case at a subsequent date the successful bidder/licensee is found to have been banned for business as given above, DMRC shall be at liberty to and have full rights to cancel the allotment of license for Indoor Advertising Rights inside selected Metro stations on Line No. 3 & 9 of DMRC network and forfeit the Interest Free Security Deposit after adjusting any dues payable by the successful bidder/licensee. The tenderer/bidder should submit undertaking to this effect as per annexure 11-A of the tender document.
- e) The bidders shall enclose with their application an undertaking stating/providing that all the necessary supporting documents, including duly certified audited accounts and financial statements have been provided.

1.2 DMRC shall receive Bids pursuant to this Tender Document, in accordance with the terms set forth herein and as modified, altered, amended and clarified from time to time by DMRC. Bidders shall upload their bids in accordance with such terms on or before the date specified in this document for this purpose. The Bidders are advised to visit the DMRC premises at the site and familiarise themselves with the proposed arrangements and all activities necessary in this regard.

1.3 Salient features of Bidding Process:

- a) DMRC has adopted a single-stage two packet bidding process for selection of a suitable highest bidder to grant Licensing Rights for Exclusive Indoor Advertisement Rights inside the selected Metro Stations on L-3&9 of DMRC network, as detailed in Annexure -1 of this document.
- b) Tender Document (non-transferable) can be downloaded from the web site <https://eprocure.gov.in/eprocure/app>. Cost of Tender Document is Non-refundable. A bidder is required to make the payment towards tender document cost of Rs. 23,600/- (including GST @18%). Tender Document cost shall be submitted through RTGS, NEFT or IMPS to DMRC Ltd. for credit of the account as given in cause 1.9 of the tender document. No other mode of payment will be accepted.
- c) The Bidder shall submit along with the Bid Application, tender document cost and bid security/EMD as mentioned herein under. The Tender Document Cost and Bid Security to be submitted are as under:

Sr. No.	Section offered for Indoor Advertisement	Cost of Tender Document (INR)	Amount of EMD/ Bid Security (INR)
1	from Dwarka to Dwarka Sec-21 Metro stations of Line-3 and Dwarka (Line-9) to Najafgarh Metro stations with future extension upto Dhansa Bus Stand Metro station of Line-9	₹ 23,600/-	₹ 10,20,000/-

Payment of EMD/bid security is to be made only by RTGS, NEFT and IMPS by specified date and time i.e. before the last date and time of uploading of bid as per clause 1.3(g) of the RFP. No other mode of payment will be accepted. The details of bank account of DMRC for payment of tender cost and EMD/ bid security are mentioned in clause 1.9 of NIT. The offer /bid of a bidder shall be declared as ineligible and the **application shall be summarily rejected if it is not accompanied with the above Tender Cost/EMD/Bid Security.** The bid security of the successful Bidder shall be adjusted against the Interest Free Security Deposit amount as per the License Agreement. The bid security of unsuccessful bidders shall be refunded after award of contract, without considering any interest, thereon. If the bidder withdraws his bid at any stage, his Bid Security amount shall be forfeited by DMRC. The bid shall be valid for a period not less than 180 days from the last date of submission of the bid.

- d) The payment of the tender cost is acceptable from any account. However, 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. Bidders to note that the payment of tender security shall be made from the account of bidder only, however, in case of JV / Consortium, the tender security can either be paid from JV/Consortium account or one of the constituent members of JV / Consortium. If tender security has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.
- e) Submission of the tender cost & EMD should match with the details of the uploaded documents. The bidder will be required to upload scanned copies of transaction of payment of tender cost and bid security/EMD at the time of bid submission clearly indicating the UTR No. & tender reference no.
- f) 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.
- i) Bidders shall have to bid for the full/complete list of Metro stations on Line-3 & 9, offered for indoor advertisement spaces in this tender as per Annexure-I along with/after submitting tender cost and EMD as detailed in this RFP. No partial surrender of any site/location shall be allowed during the contract period. Contract for Inside Station Advertisement on Line-3 & 9 (Blue Line & Grey Line) of DMRC network at 13 (Thirteen) selected Metro stations with minimum chargeable/offered area as detailed at annexure-I of this tender document, shall be awarded to the bidder as per the H-1 rate

received and accepted by DMRC. In case two or more bids are of the same rates then Bidder whose turnover is higher will be selected. However, DMRC's decision shall be binding and final.

Period of sale of Tender Document to Bidders	From 14-Feb-2020 to 16-Mar-2020 (up to 1500 hrs) on e-Tendering website https://eprocure.gov.in/eprocure/app For further information on this regard bidders are advised to contact on 23417910-12 (Ext: 534763), For technical queries related to Central Procurement Portal, Help Desk No: 0120-4200462, 0120-4001002
Cost of Tender Document (Non-refundable)	Non – Refundable Tender Document Cost of Rs. 23,600/- shall be paid. Payment of tender document cost is to be made only by RTGS, NEFT and IMPS. No other mode of payment will be accepted. The details of bank account of DMRC for payment of Tender Document are mentioned in clause 1.9 of NIT.
Bid Security (Earnest Money Deposit)	Bid Security/EMD for this tender is Rs. 10,20,000/- Payment of bid security is to be made only by RTGS, NEFT and IMPS. No other mode of payment will be accepted. The details of bank account of DMRC for payment of bid security are mentioned in clause 1.9 of NIT.
Pre-Bid Conference	20-Feb-2020 at 1100 hrs. in Conference Room, 3 rd floor, A-Wing, Metro Bhawan, Barakhamba Road, New Delhi- 110001.
Last date of receiving queries	1700 hrs on 21-Feb-2020
DMRC's response to queries by	Latest by 1700 hrs on 28-Feb-2020
Last Date & Time of Submission of Bids online	Latest by 1100 hrs on 16-Mar-2020
Date & Time of Opening of Bids	1100 hrs on 17-Mar-2020
Validity of Bids	180 days from bid submission date

g) Schedule of Bidding Process for tender:

h) Schedule of Various Stages: The Selected Bidder shall follow the following time lines:

Sr. No.	Stage of Activity	Time Period
1.	Payment of Interest Free Security Deposit/ Performance Security to DMRC by Licensee.	Within 30 days of date of issue of Letter of Acceptance.
2.	Handing over of advertisement spaces at the selected metro stations to the Licensee for advertisement.	Within 10 days of making the payments of Interest Free Security Deposit / Performance Security as per LOA.
3.	Signing of License Agreement.	Within 30 days after handing over of selected metro stations for advertisement spaces as per Annexure-1.

4.	Payment of Advance License Fee for 1 st Quarter to DMRC by Licensee.	Within 75 days from the date of first handing over of the licensed spaces for advertisement, without consideration of any interest.
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- 1.4** Addendum/Corrigendum, if any, will be placed on DMRC website only time to time. Tender Document can also be downloaded from the website <https://eprocure.gov.in/eprocure/app> and may be submitted along with document cost at the time of submission of bids. **Late / delayed bid received after the stipulated date and time of submission of tender shall be out rightly rejected.**
- 1.5** DMRC has adopted a single stage **two packet** Bidding Process to select a suitable highest Bidder for licensing of the aforesaid advertisement spaces.
- 1.6** The Bidder may obtain further information/ clarification, if any, in respect of Tender documents from the office of Sr. DGM/PB, DMRC, 3rd floor, A Wing, Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi.
- 1.7** The intending Bidder must be registered on e-Tendering portal <https://eprocure.gov.in/eprocure/app>. Those who are not registered on the e-Tendering portal required to be registered beforehand. After registration the Bidder will get User Id and Password. On login, Bidder can participate in Tendering process and can witness various activities of the process.
- 1.8** The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid *Class II or Class III Certificates with signing key usage* digital signature. The bid document can only be downloaded or uploaded using *Class II or Class III Certificates with signing key usage* digital signature of the authorized signatory.
- 1.9** Bid submissions will be made online after uploading the mandatory scanned documents towards cost of Tender documents such as Bid Security, Tender cost & other documents as stated in the Tender document. Details of bank account of DMRC for payment are as follows:

Name of Bank	Bank's Address & MICR Code	Account Name & No.	Account Type	IFSC Code
M/s Union Bank of India	Connaught Place Branch at New Delhi & MICR- 110026006	DMRC Ltd. Current A/C No. 307801110050003	Current	UBIN0530786

- 1.10** Late bids received after last date and time stipulated for submission of bid shall not be accepted under any circumstances.
- 1.11** DMRC reserves the right to accept or reject any or all proposals without assigning any reasons. No Bidder shall have any cause of action or claim against the DMRC for rejection of their bids.
- 1.12** All the uploaded files in tender submission should be named properly and arrange systematically. No special character/space should be there in the uploaded file name.
- 1.13** After successful completion of processing of tender, the Letter of Acceptance to the successful bidder shall be uploaded on the e-Tendering portal <https://eprocure.gov.in/eprocure/app> which can be downloaded by successful bidder.
- 1.14** The bidders are advised to keep in touch with e-Tendering portal <https://eprocure.gov.in/eprocure/app> and www.delhimetrorail.com/tenders.aspx for updates.
- 1.15** 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

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
Phone No: 011-23418406
Website: <http://www.delhimetrorail.com/vigilance.aspx>