

## **Invitation for Request for Proposal (RFP)**

### **Licensing of Advertisement on Delhi Metro Smart Token**

**(NIT No. 008/2015)**

- 1.1. Delhi Metro Rail Corporation Ltd. (DMRC) undertook the construction activities of Delhi Mass Rapid Transit System and the first section was made operational on 25-12-2002. DMRC is presently operating a network comprising of 141 stations and a network of around 193 km. Further, 159 Km additional lines with 107 stations are under construction in Phase-III. As of today, DMRC network comprises of six operational lines with a ridership of around 2.5 million commuters per day.
- 1.2. The patrons are using Contactless Smart Card (CSC) and Contactless Smart Tokens (CST), as a travel media in DMRC authorised network. As on date about 32% of the Delhi Metro patrons are using Delhi Metro Smart Token (Contact Less Smart Tokens or "CST") for travel purpose. Contactless technology-based Smart Tokens having diameter of 30mm are purchased by commuters by paying travel charges. The lifetime of the Smart Token is till the physical damage of the Smart Token or till the chip inside the Smart Token becomes unreadable.
- 1.3. The Delhi Metro Smart Token is round in shape with diameter of  $30\pm 0.2$ mm, thickness of  $3\pm 0.2$ mm and weight of  $2.7\pm 0.2$ gm. The Smart Token provides printable space for advertisement at the centre with diameter of 25mm which can be viewed from both sides of token. This printable space shall be licensed to selected bidder for advertisement of its creative/artwork in pursuant to bidding process as per terms and conditions of this RFP Document.
- 1.4. As on date about eight lakh commuters per day are using Smart Tokens for travel. On an average a Smart Token is circulated in three different hands with in a day thus providing repetitive visibility to different persons in different sections of Network. Moreover, the Token are mostly used by new travellers to Delhi. Hence, advertisement on token provides a attractive destination to the advertisers for wide publicity of its brand/products.
- 1.5. DMRC invites bid from interested parties, who may be a registered sole proprietorship firm, a partnership firm or a company having registered office in India, or a combination of above in the form of Joint Venture (JV)/Consortium, etc. for selection of Licensee for Advertisement on Delhi Metro Smart Token. DMRC shall receive Bids pursuant to this RFP document, in accordance with the terms set forth herein as modified, altered, amended and clarified from time to time by DMRC. Bidders shall submit bids in accordance with such terms on or before the date specified in this document. Bidders are advised to visit the DMRC stations and familiarise themselves with the proposed advertisement arrangements and all activities necessary in this regard.
- 1.6. Salient features of Bidding Process:
  - a. DMRC has adopted single stage single packet Bidding Process for selection of a suitable highest Bidder for granting License.
  - b. For participation in e-tendering process, the Bidder(s) has to be registered on DMRC's e-tendering portal [www.tenderwizard.com/DMRC](http://www.tenderwizard.com/DMRC). On registration they will be provided with a User ID and a password enabling them to submit their Bids online using Digital System Certificate (DSC) and can witness various activities of the process. The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid class-III digital signature. The Bid Document can only be downloaded or uploaded using Class-III digital signature of the authorized signatory. If needed prospective bidder can be imparted training on "online tendering process".

c. Schedule of Bidding Process-

1.	Cost of Bid Document (Non-Refundable)	Rs. 5,250/- (Rs.5,000/- + 5% DVAT) Cost of Bid Document shall be acceptable in the form of Demand Draft / Banker's Cheque in favour of "Delhi Metro Rail Corporation Ltd." payable at New Delhi.
2.	Bid Security	Rs 1,10,000/- (Rs One Lakh Ten thousand) Bid Security shall be acceptable in the form of Demand Draft / Banker's Cheque in favour of "Delhi Metro Rail Corporation Ltd." payable at New Delhi
3.	Sale of Bid Document	From 21.07.2015 to 21.08.2015 (upto 1100 hrs) e-tendering website <a href="http://www.tenderwizard.com/DMRC">www.tenderwizard.com/DMRC</a>
4.	Last Date of receiving written queries by DMRC	03.08.2015
5.	Pre-Bid Conference	03.08.2015 at 1500 hrs. at Metro Bhawan
6.	DMRC's response to queries by	06.08.2015
7.	Last Date & Time of Submission (e-tender) of Bid online	21.08.2015 up to 1500hrs
8.	Date & Time of Opening of online Bid	21.08.2015 @ 1505 hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of Bid.
10.	Authority and place for submission of Bid Document Cost and Bid Security	Office of-  Dy. General Manager/ Property Business, 4 <sup>th</sup> Floor, B Wing, Metro Bhawan, Fire Bridge Lane, Barakhamba Road, New Delhi-110001.

- d. The Cost of Bid Document and Bid Security shall be accepted in the form of Demand Draft/ Pay Order/ Banker's Cheque in favour of "Delhi Metro Rail Corporation Ltd." payable at New Delhi. The Cost of Bid Document and the Bid Security must be submitted, in original, on or before 1500Hrs of last date of sale of Bid Document to Dy. General Manager/ Property Business, 4th Floor, B-Wing, Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi-110001. Bidders who fail to submit the Cost of Bid Document and the Bid Security in physical form on or before the prescribed date and time shall be declared as ineligible and the Bid submitted by them shall be summarily rejected. The Bid shall be valid for a period not less than 180 days from last date of submission of the Bid.
- e. Bidders are expected to carry out extensive survey of DMRC authorised network and analysis at their own cost, before submitting their respective Bids for award of the License Agreement. DMRC shall provide necessary permission and assistance for the prospective Bidders in this regard.
- f. The Bid submissions must be made online after uploading the mandatory scanned documents towards Cost of Bid Document, Bid Security and other documents as stated in Bid Document.
- g. Bidders shall note that the maximum file size that can be uploaded is 5MB. All the uploaded files in Bid submission should be named properly and arranged systematically. No special character/space should be there in the uploaded file name.

- h. Bids received after Last Date & Time of Submission (e-tender) of Bid online shall not be accepted under any circumstances.
  - i. In case of a Bid by a JV/Consortium of firms, members shall ensure:
    - i. 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.
    - ii. 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.
    - iii. It is clarified that percentage stake of lead member of JV/Consortium members shall always be more than 51% during license period. Lead member may be any member of JV/Consortium, provided its percentage stake in JV/Consortium is more than 51%.
    - 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.
  - j. 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 Bidding Process if a constituent of one Bidder is also a constituent of another Bidder.
- 1.7. The Bidders are advised to keep in touch with e-tendering portal [www.tenderwizard.com/DMRC](http://www.tenderwizard.com/DMRC) for updates.