



**दिल्ली मेट्रो रेल कॉरपोरेशन लिमिटेड**  
**DELHI METRO RAIL CORPORATION LTD.**

**Quotation for Designing and Printing of Coffee  
Table Book for Delhi Metro Rail Corporation Limited**

**Quotation No: 2015/1/e**

**Date of Issue:**

**Delhi Metro Rail Corporation Ltd  
1<sup>st</sup> Floor, C Wing, Metro Bhawan, Fire Brigade Lane,  
Barakhamba Road,  
New Delhi-110001**

**Subject: Designing & printing of DMRC Coffee Table Book**

The quotations are invited from the empanelled advertising agencies of DMRC for designing & printing of the Coffee Table Book. The specifications and terms and conditions are given below:

**Scope of Work :**

- Developing concept based design of cover and inside pages.
- Content Development, editing and proof reading. Services of professional and competent proof reader for editing and proof reading of entire book are to be taken.
- The book will contain about 180 photographs, which will be provided by DMRC. Selection of appropriate photographs, system work on photographs to enhance printing quality will be done by the shortlisted agency.
- Submission of 2 complete black & white dummies and 2 colour dummies including one dummy on actual paper.
- Preparation of ready to print file, processing, printing and supplying of copies within the time line.
- Designing and making of illustrations in caricature style by reputed professional illustrator

**Technical Specifications :**

Size	: 11" x 11" (Folded Size) 22" x 11" (Open Size)
No. of Pages	: 152 + End paper
Paper	: Inside 152 pages 160 GSM Imported Paper (Matt) End Paper 130 GSM Imported Paper (Matt) PLC 130 GSM Imported blank Paper Jacket 160 GSM Imported Paper (Matt)
Colour	: Inside pages : 4 + 4 End paper : Blank PLC : 4 + 0 Jacket : 4 + 0
Lamination	: Lamination on PLC & Jacket Aqueous Coating on all Inside pages.
Fabrication	: Hard bound with 2.5 mm board duly pasted with PLC
Quantity	: 1000 (Individual Shrink Wrapping, packed in carton)

**Other specifications:**

**Tender type:** Limited Quotation (Only empanelled Advertising Agencies of DMRC can apply)

**Estimated cost:** Rs 10,00,000 (including all applicable taxes/VAT)

**Cost of the Quotation:** NIL

**Earnest Money to be Deposited :** NIL

**Concerned HOD and Department:** Executive Director, Corporate Communication

**Address for submission of Quotations:**

Senior Deputy General Manager  
Corporate communications Department  
Delhi Metro Rail Corporation Ltd  
1<sup>st</sup> Floor, C Wing, Metro Bhawan, Fire Brigade Lane,  
Barakhamba Road,  
New Delhi-110001

**Schedule:**

Date and time for submitting Quotations	17 <sup>th</sup> August, 2015, till 3 PM
Date and time for opening Quotations	17 <sup>th</sup> August, 2015 at 4 PM

**Terms and Conditions:**

**AWARD OF WORK**

The work will be awarded to the agency who will quote lowest rates including all taxes. The rates quoted for +/- 4 pages will NOT be considered while evaluating the quotations. The amount and percentage of Applicable taxes/VAT should be specified while quoting the rates. The cost of ± 4 pages to be quoted separately.

**DELIVERY SCHEDULE**

All the copies of the book are to be delivered at the Metro Bhawan within **45 days** of awarding the Letter of Acceptance. The time and date specified in the LOA or as extended for the delivery of the publication must be adhered.

**DEPLOYMENT OF PROFESSIONALS**

The shortlisted agency shall deploy and provide qualified and experienced professionals with good knowledge of content writing, designing and visualization. These professionals will work closely with the Corporate Communications team of DMRC.

## **PAYMENT SCHEDULE**

The shortlisted agency will not be given any advance payment for the work. The payment will be initiated only after the completion of the work.

## **CONFIDENTIALITY**

The shortlisted agency will not divulge any information and data provided by DMRC to any other party without the written consent of the DMRC.

The shortlisted agency shall not use any documents, data and other information received from the DMRC for any purpose other than the publication of the Coffee Table Book. The CDR and PDF file of the book will be given to DMRC.

## **FRAUD & CORRUPTION**

DMRC requires the shortlisted agency to observe the highest standards of ethics during the performance and execution of the job. Corrupt, Fraudulent, Unfair trade and coercive practices will result in cancellation of the work and de empanelment of the agency from the DMRC panel.

The terms and conditions mentioned in the "Empanelment Letter" issued to the agencies ( No. 2013/DMRC/PR/ADVT/PANEL(2013-2016) dated 31/05/2013) is binding.

**DMRC reserves the right to terminate/cancel the job at any point of time without assigning any reason to the agency.**

**(Sushma Gaur)**  
**Sr. Deputy General Manager**  
**Corporate Communications**