

Terms and Conditions

1. STP shall be available at the license fee of Rs **1,63,010/- +18%GST** per train(6 coach train) per month in line-1(Red Line). May be verified in light of Total area of 7.88 Sqm per train. Total of 82 panels of size (514x204mm) are available in a 6 coach train in line-1(Red line) on as is where is basis. Total display Area for advertisement in 6 coach train is 7.88 Sqm.
2. Minimum advertisement proposal for one train (6 coaches) for at least one month shall be entertained with maximum period up to 3(three) months at a time. The decision of DMRC in this regard it shall be final (30 days shall constitute one month).
3. The trains shall be handed over on walk-in basis i.e. first come first serve basis.
4. The applicant is also required to submit a interest free security deposit of Rs1.50 lakh/train along the license-fee with the request letter giving the advertisement requirements shall be given in the name of:-

**General manager/Property Business
DMRC, 3rd floor, Metro Bhawan,
Fire Brigade Lane, Barakhamba Road,
New Delhi.**

5. The interest free Security Deposit shall be paid in the form of DD/PO in favour of DMRC Ltd payable in Delhi/New Delhi. This security deposit will be refundable after completion of STP and adjusting of dues, damages etc.
6. The fixed advertisement panels in trains/cars shall be handed over only after receiving of the full licensee-fee and interest free security deposit in advance/upfront. The advertisement shall only be allowed on these fixed panels provided inside the train only.
7. The advertisements can be placed inside the trains at night at the DMRC train depot only for which proper permission/I-cards shall be issued
8. The charging shall start as soon the train is handed over to the licensees and shall be done till the day they are actually removed from the train. The charging shall be done for the whole proposal for the entire period of STP (i.e. till last advertisement is removed). No part/partial surrender is allowed and charging shall be done for the whole proposal even if the licensee is not able to utilize the entire space.
9. It may be possible that the train wherein the advertisement has been placed is not available on line for repair/maintenance etc. If the train is not available for revenue services for more that 2 consecutive days, the said period shall not be counted in the STP on request of the licensee, subject to verification from concerned department and subsequently the duration of STP shall be increased for that many no. of days, No damages/claim shall be entertained on that account.
10. There will be no fitment/ grace period for installing/ removing the advertisement media.
11. There will be no exclusivity of any type to any agency under the STP for the period.

12. All responsibility of advertisement content and removal of all display shall lie with the licensee.
13. Digital Advt. Panels and Train wrapping are excluded from the purview of the STP.
14. Branding/advertisement materials inside the panels to be used should be of good quality.
15. All safety precautions shall be ensured by the licensee.
16. The advertisement is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products. The advertisement will have no objectionable and indecent portrays of people, products or any items. The advertisements should not hurt the sentiments of any group or groups of the society.
17. The use of DMRC name, logo or title without the licensor's prior permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
18. Surrogate advertisements may be allowed if request for permission to display is made to DMRC accompanied by NOC from Ministry of Information and Broadcasting, Govt. of India.
19. Advertisements pertaining to achievements by different Governments and their Departments, Ministries, Government Undertakings, their Authorities or Political Parties shall be permitted. However, no advertisement of any political party, person, violating "Model Code of conduct" shall be allowed during the period whereby "Model Code of Conduct" has been enforced by Election Commission.
20. The advertisement rights will be permitted only in the above mentioned advertisement format and for the specified period. If it is found that the licensee is doing advertisements activity on:
21. **Extra Panels:** penalty will be imposed at the rates for STP for the entire period on pro rata basis.
22. **Extra period:** penalty will be imposed at double the rates for STP for the period beyond permitted on pro rata basis.
23. DMRC's decision in regards to granting the STP shall be final and be binding.
24. If any damage, breakage or loss to DMRC property occurs the same shall be rectified or the cost of damages as estimated by DMRC shall be borne by the licensee.
25. No inconvenience it to be caused to the commuters by display of advertisements and all safety, precautions shall be ensured by licensee.
26. In case of non-compliance of instructions for STP activities as mentioned above DMRC can impose a fine of Rs5000/- per violation.
27. After completion of STP campaign all advertisement displays shall be removed and compliance submitted to DMRC.
28. The applicant has to submit unconditional acceptance of the terms and conditions of the STP proposal/terms and condition.
29. Applications without IFSD shall not be entertained.