

DELHI METRO RAIL CORPORATION LIMITED



Tender Document for Awarding Exclusive Advertising Rights inside Selected Metro stations from Kashmere Gate (Line-6) to Ballabgarh (excluding CTST & ITO) on Line 6 of DMRC Network

**Tender No.3159
DECEMBER-2015**

Metro Bhawan
Fire Brigade Lane, Barakhamba Road
New Delhi-11 00 01, India

Tender Document for Awarding Exclusive Advertising Rights inside Selected Metro stations from Kashmere Gate (Line-6) to Ballabgarh (excluding CTST & ITO) on Line 6 of DMRC Network

Name and address of the Bidder to whom issued:

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.....
.....

Date of issue.....
Issued by.....

Cost of Tender Document: Rs 21,000/- (Rupees Twenty one thousand only) inclusive of 5% DVAT, which is non-refundable.

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CHAPTER-1: NOTICE INVITING TENDER

- 1.1. Delhi Metro Rail Corporation Ltd. invites E-Tenders, in Two Packet System, from reputed agencies by themselves or as Joint Venture / Consortium / Partnership to License out Exclusive Advertisement Rights inside selected Metro Stations from Mandi House (of Line-6) to Escorts Mujesar (excluding Central Secretariat, Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur and Neelam Chowk Arjonda) with future extension from Escorts Mujesar to Ballabgarh and Mandi House to Kashmere Gate of Line-6 (excluding ITO), as per Annexure 1A & 1B of Tender Document. 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 Bid is also a constituent of another Bid.
- 1.2. DMRC shall receive Bids (e-tender) 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 submit bids in accordance with such terms on or before the date specified in this document. The Bidders are advised to visit the site/stations 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 two packet Bidding Process to select suitable highest Bidder(s) to grant Exclusive Advertisement Rights inside Selected Metro Rail Stations from Kashmere Gate to Ballabgarh.
 - b) For participation in e-tendering process, the Bidder(s) has to be registered on DMRC's e-tendering portal 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 Tender Document can be downloaded or uploaded using Class-III digital signature of the authorized signatory only. If needed prospective bidder can be imparted training on "online tendering process".
 - c) Schedule of Bidding Process:

1.	Cost of Tender Document (Non-Refundable)	Rs. 21,000/- (Rs.20,000/- + 5% DVAT) Cost of Tender 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 20 lacs (Twenty lacs)

3.	Sale of Tender Document	From 08.12.2015 to 14.01.2016 (up to 1100hrs) e-tendering website www.tenderwizard.com/DMRC .
4.	Pre-Bid Conference	21.01.2015 at 1500hrs at Metro Bhawan
5.	Last Date of receiving written queries by DMRC	22.01.2015
6.	DMRC's response to queries by	30.01.2015
7.	Last Date & Time of Submission (e-tender) of Bid online	14.01.2016 up to 1500hrs
8.	Date & Time of Opening of Technical Bids online	14.01.2016 @ 15:15hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of Bid.
10.	Authority and place for submission of Tender Document Cost and Bid Security	Office of: Dy. General Manager/ Property Business, 4 th Floor, B Wing, Metro Bhawan, Fire Bridge Lane, Barakhamba Road, New Delhi-110001.

- d) Cost of Tender 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 Tender Document and the Bid Security must be submitted, in original, on or before 1500 hrs of last date of sale of Tender Document to the 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 Tender Document and the Bid Security in physical form on or before the due 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 Bid.
- 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.
- f) The Bid submissions must be made online after uploading the mandatory scanned documents towards Cost of Tender Document, Bid Security and other documents as stated in Tender 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 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 abide by its members:
- 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 Bid is also a constituent of another Bid.
- 1.4 Tender Document can also be downloaded from DMRC's website www.delhimetrorail.com under tab "Tenders" and sub-tab "Property Development & Property Business Tenders" and must be submitted online through e-tendering process. The Tender Document submitted without cost of tender document shall be out rightly rejected. The bids received after stipulated date and time of submission of Tender Document shall be rejected out rightly.
- 1.5 The Bidders are advised to keep in touch with e-tendering portal www.tenderwizard.com/DMRC for updates.

CHAPTER-2: DISCLAIMER

- 2.1 This Tender Document is an invitation by DMRC to the interested Bidders for participation in the e-tendering process for selection of Licensee. This Tender Document is provided with information that may be useful to bidders in making their financial offers (Bids) pursuant to this Tender Document. This Tender Document includes statements which reflect various assumptions and assessments arrived at by DMRC. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this Tender Document and obtain independent advice from appropriate sources.
- 2.2 Information provided in this Tender Document to the Bidder(s) is on a general range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. DMRC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
- 2.3 DMRC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment, assumptions or scope contained in this Tender Document. DMRC, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this Tender Document or otherwise arising in any way for participation in this Bid Stage.
- 2.4 The issuance of this Tender Document does not imply that DMRC is bound to select a Bidder or to appoint the Preferred Bidder or Licensee, as the case may be, for the grant of License and DMRC reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever. Bidders shall bear all costs associated with or relating to the preparation and submission of Bid. Bidders are expected to carry out extensive study and analysis at their own cost, before submitting their respective Bids for award of the License Agreement. Any queries or request for additional information concerning this Tender Document shall be considered only if it is submitted in writing.

CHAPTER-3: ELIGIBILITY CRITERIA FOR BIDDERS

- 3.1 Bidders shall have a minimum average gross turnover of Rs. 20 Crore (Rupee Twenty Crore only) in last 3 (three) audited financial statements certified by a Chartered Accountant with stamp & signature. Here, gross turnover shall mean turnover from all/single (as applicable) sector(s) of business(es). The bidder shall upload audited financial statements including profit-loss account of last 3 financial years.
- 3.2 In case audited balance sheet of the last financial year is not made available by the bidder, they have to submit an affidavit certifying that 'The balance sheet has actually not been audited so far'. In such a case the financial data of previous 2 (two) audited financial years will be taken into consideration for evaluation (i.e, average of gross turnover of last 2 audited financial years will be considered). If audited balance sheet of last two preceding year other than the last year is not submitted, the bid shall be considered as non-responsive.
- 3.3 While calculating the updated value of turnover, escalation of 5% per annum shall be considered in India and 2% for foreign based firm. In case of a JV/ Consortium, the eligibility of all substantial members of JV/ Consortium would be considered, in proportion of their share/ participation in the JV/ consortium and the lead member shall have Minimum Cumulative Gross Turnover in immediately preceding 3 completed financial years more than 26% of required Minimum Cumulative Gross Turnover in immediately preceding 3 completed financial years for the respective bidding schedule(s).
- 3.4 The Bidder shall enclose following document along with its Bid:
 - a) The Certificate(s) from its statutory auditors with their Bid providing the information sought in clause 3.1 as per format given in Annexure-9.
 - b) Audited financial statements including Gross Turnover, Balance Sheet, Profit Loss Account, etc. for immediate preceding 3 (three) completed financial years [i.e. 2012-13, 2013-14 & 2014-15]. If audited financial statement for the last completed year 2014-15 is not available, the Bidder shall furnish an affidavit from statutory auditor in this regard.
 - c) An undertaking stating that all the necessary supporting documents, including audited accounts and financial statements have been provided.

CHAPTER-4: SUBMISSION OF BIDS

- 4.1 For participation in e-tendering process, the Bidder(s) has to be registered on DMRC's e-tendering portal www.tenderwizard.com/DMRC. Upon registration, they will be provided with a User ID and a system generated password enabling them to submit their Bids online using Digital System Certificate (DSC) and can witness various activities of bid process. The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid class-III digital signature. The Tender 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 processes'.
- 4.2 The Bid should be furnished in the format at Annexure 2 to 10, clearly providing the details for fulfilling Eligibility Criteria. The Tender Documents shall be signed by the Bidder's Authorised Signatory.
- 4.3 Bidders are required to deposit non-refundable Cost of Tender Document (as specified in Notice Inviting Tender) along with their Bid. The Cost of Tender Document shall be acceptable in the form of Demand Draft/Pay Order in favour of "Delhi Metro Rail Corporation Ltd." payable at "Delhi". The Cost of Tender Document shall be submitted in person by the specified date and time to Dy. General Manager/ Property Business, 4th Floor, B-Wing, Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi-110001. The Bids of the Bidders who fail to submit the Cost of Tender Document in physical form on or before the specified date and time shall be summarily rejected.
- 4.4 Bid Security:
- a) Bidders are required to deposit refundable Bid Security (as specified in Notice Inviting Tender) along with their Bid. The Bid Security shall be acceptable in the form of Demand Draft/Pay Order in favour of "Delhi Metro Rail Corporation Ltd." payable at "Delhi".
 - b) The Bid Security shall be submitted in person by the specified date and time 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 Bid Security in physical form on or before the specified 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 bid due date.
 - c) The Bid Security of unsuccessful bidders shall be refunded after award of License and without considering any interest thereof. The Bid Security of the Selected Bidder shall be adjusted against the Interest Free Security Deposit/Performance Security.
 - d) If the selected Bidder withdraws/alter their Bid at any stage, their Bid Security shall be forfeited by DMRC.
- 4.5 Bid Variable: The Bidder shall quote the rate of license fee per sqm/month "X" for space in the bid form in both words as well as figures as given in Annexure-

3. If there is a discrepancy between words and figures, the amount in words shall prevail.
- 4.6 The bid shall be submitted by the bidder in two parts comprising of Technical Bid and Financial Bid. The Technical Bid shall include the details for fulfilling Eligibility criteria as laid down in this document. The Financial Bid shall include the financial offer of the Bidder in the manner prescribed in this document. Both the Technical Bid and Financial Bid shall be submitted by the Bidder on the same date as mentioned in the Tender Document. The offer of Bidder, who does not fulfil the Eligibility criteria, shall be summarily rejected. The Bidder shall enclose with their Bid an undertaking stating that all the necessary supporting documents, including audited accounts and financial statements, certificate(s) from its statutory auditors have been provided.
- 4.7 Technical Bid: The Bidder shall on or before the date and time given in the Notice Inviting Tender, upload his Tender on e-tendering portal www.tenderwizard.com/DMRC. The Bidder shall ensure that a receipt is obtained for the submission of their Tender. Such receipt is being issued free of charge. The Bidder shall upload scanned copies of, subject to maximum of, following documents in Technical Bid:
- a) Tender Document Cost deposit slip.
 - b) Bid Security submission slip.
 - c) Annexure-2 (On Official letterhead of the Bidder)
 - d) Annexure-3
 - e) Annexure-4
 - f) Annexure-5
 - g) Annexure-9
 - h) Attested copies of Memorandum and Articles of Association in case of companies or bodies corporate and copy of partnership deed in case of the Partnership Firm.
 - i) In case of JV/Consortium, Annexure-6, 7 and 8.
 - j) Self attested copies of the PAN Card and Service Tax Registration Certificate (of lead member in case of JV/Consortium). In case any or all of the provisions mentioned above are not applicable, the Bidder should give a declaration to that effect. Non submission will not be considered as exemption.
 - k) Copies of (duly audited and certified by a chartered Accountant) Profit and Loss Account/Balance Sheet of the sole proprietor concern or a partnership firm, Annual Report in case of a company as per the companies Act.

- l) Copy of the complete Tender Document including Draft License Agreement (Annexure-11) and Addendum/ Corrigendum (if any) duly signed and stamped on each page by authorized representative of the Bidder as a token of acceptance of terms and conditions set out therein.
- m) In addition, a declaration by the bidders, as per Annexure -10, must be submitted stating that the tender document has been downloaded from official website of e-tendering portal www.tenderwizard.com/DMRC and no changes, whatsoever, have been made by the bidder. Bids received without the declaration are also liable to be rejected at any stage.
- 4.8 Financial Bid: The bidder shall quote the Bid Variable as rate of "License Fee per sqm/month "X" for space (Area in sqm)" in the Financial Bid form in both words as well as in figures as given in Annexure-3. If there is a discrepancy between words and figures, the amount mentioned in words shall prevail.
- 4.9 The documents including this Tender Document provided by DMRC shall remain or become the properties of DMRC and are transmitted to the Bidders solely for the purpose of preparation and submission of Bid. The Bidders are to treat all information as strictly confidential and shall not use it for any purpose other than preparation and submission of their Bid. The provisions of this clause shall also apply mutatis mutandis to Bids and all other documents submitted by the Bidders and DMRC shall not return to the Bidders any Bid, document or any information provided along with Bid.
- 4.10 Cost of Bidding: The Bidders shall be responsible for all of the costs associated with the preparation of their Bid and their participation in the Bidding Process. DMRC shall not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.
- 4.11 Pre-Bid Conference: The date and time for Pre-Bid conference of the Bidders has been notified in Notice Inviting Tender. During the course of Pre-Bid conference, the participants may seek clarifications and put suggestions for considerations. DMRC shall endeavour to provide clarifications and such further information as it may consider appropriate and valuable suggestions shall be deliberated upon by DMRC. DMRC's point of view/response to queries shall be uploaded on website. Please note that individual communication shall not be issued to any participant.
- 4.12 It shall be deemed that by submitting a Bid, the Bidder has:
- a) made a complete and careful examination of the bidding documents;
 - b) received all relevant information from DMRC;
 - c) accepted the risk of inadequacy, error or mistake in the information provided in the bidding documents or furnished by or on behalf of DMRC relating to any of the matters referred to in tender document;

- d) satisfied itself about all matters, things and information necessary and required for submitting the Bid, execution of the License Agreement and performance of all of its obligations thereunder;
 - e) acknowledged and agreed that inadequacy, lack of completeness or incorrectness of information provided in the bidding documents or ignorance of any of the matters hereinabove shall not be a basis for any claim for compensation, damages, claim for performance of its obligations, loss/ profits, etc. from DMRC or a ground for termination of the License Agreement by the Licensee;
 - f) acknowledged that it does not have a conflict of interest; and
 - g) agreed to be bound by the undertakings provided by it under and in terms hereof.
- 4.13 DMRC shall not be liable for any omission, mistake or error in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to tender document or the Bidding Process, including any error or mistake therein or in any information or data given by DMRC.
- 4.14 Verification and Disqualification: DMRC reserves the right to verify all statements, information and documents submitted by the Bidder in response to the tender document or the Bidding Documents and the Bidder shall, when so required by DMRC, make available all such information, evidence and documents as may be necessary for such verification. Any such verification or lack of such verification, by DMRC shall not relieve the Bidder of its obligations or liabilities hereunder nor shall it affect any rights of DMRC there under.
- 4.15 Amendment of Tender Document:-
- a) At any time prior to the Bid due date, DMRC may for any reason, modify the Tender Document by the issuance of Addendum/Corrigendum.
 - b) Any addendum/corrigendum issued hereunder shall be uploaded on DMRC official website i.e. www.delhimetrorail.com and www.tenderwizard.com/DMRC only.
 - c) In order to provide the Bidders a reasonable time for taking an Addendum into account or for any other reason, DMRC may, in its sole discretion, extend the Bid submission Date.
 - d) The Bidders are requested to be in touch with official website of DMRC i.e. www.delhimetrorail.com and www.tenderwizard.com/DMRC for all updates of the Tender Document such as addendum/corrigendum, replies to queries, postponement of Bid schedules etc. No claims or compensation shall be entertained on account of the Bidder having not read/noticed the updates, etc.
- 4.16 Preparation and Submission of Bids:

- a) Format and Signing of Bid: The Bidder shall provide all the information sought under this Tender Document as per the format.
 - b) The Bid and its copy shall be typed or written in indelible ink and signed by the authorised signatory of the Bidder who shall also initial each page in blue ink. All the alterations, omissions, additions or any other amendments made to the Bid shall be initialled by the person(s) who is authorized to sign the Bid.
 - c) The Bidder shall have to submit their Bids (Technical Bid & Financial Bid) online only in electronic format with digital signatures and after uploading the mandatory scanned documents towards cost of Tender Document, Bid Security and other documents as required in the Tender Document. The Tender Document Cost & Bid Security must be submitted with DMRC in form of Demand Draft or Pay Order before stipulated date & time (as specified in NIT).
 - d) The Bidders have to produce the original documents as and when required by DMRC. The failure of the Bidder or Licensee to furnish the said original documents will empower DMRC to summarily reject their Bid.
 - e) Before submission of online Bids, Bidders must ensure that scanned copies of all the necessary documents have been uploaded with the Bid.
 - f) The Bidders should carefully note the following instructions:
 1. The Bidders should ensure that the complete Tender Document has been downloaded.
 2. The printout of Tender Documents should be taken on an 'A4' size good quality paper. The printout should be same as available on website. The print should be legible and indelible.
 3. In case of any correction/addition/alteration/omission in the Tender Document, as made available by DMRC, is observed at any stage, the bid shall be treated as non-responsive and shall be rejected outrightly.
- 4.17 Late Tenders: Tenders have to be uploaded on e-tendering portal www.tenderwizard.com/DMRC before the due date and time of tender submission. The tender security and cost of tender documents shall be submitted to the office of Dy. General Manager/Property Business, Delhi Metro Rail Corporation 'B'-Wing, 4th Floor, Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi -10001. It shall be the responsibility of the bidder to ensure that their tender security and cost of tender documents reaches the designated officer before the schedule date and time for submission of bid. Tenders document Cost & Bid Security received after due date and time of submission of Bid shall not be accepted. DMRC will not be responsible for any delay, internet connection failure or any error in uploading the tender submission. The bidders are advised to upload their submissions well before the due date and time of tender submission to avoid any problems. DMRC shall not

be responsible for tender security and tender cost delivered to any other place/person in DMRC (like DAK section/Tapal/Receipt Section, etc.) other than the designated officer and does not reach the designated officer before the dead line for submission. DMRC may, at its sole discretion, extend the deadline for submission of tenders by issuing an amendment, in such case, all rights and obligations of DMRC and the tenderer previously subject to the original deadline will thereafter be subject to the deadline as extended. Notwithstanding anything contained in this Tender Document, DMRC reserves the right to accept or reject any Bid offer and to annul the Bidding Process and reject all Bid offers, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons therefore.

- 4.18 Confidentiality: Information relating to the examination, clarification, evaluation, and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising DMRC in relation to or matters arising out of or concerning the Bidding Process. DMRC shall treat all information, submitted as part of Bid, in confidence and shall require all those who have access to such material to treat the same in confidence. DMRC may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or DMRC or as may be required by law or in connection with any legal process.

CHAPTER-5 : EVALUATION OF BIDS

- 5.1 Tender Opening: Bids shall be opened online by the opening committee of DMRC on due date and time of tender opening. The Bid security amount will be checked. Tender Document for selection of Licensee for Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate to Ballabgarh (Violet Line) and details will be read out for the information of representatives of Bidders. Technical bids of those Bidders who have not submitted Bid security shall not be opened. Tender which is accompanied by an unacceptable or fraudulent Bid Security shall be considered as non – compliant and shall be rejected. The Technical Bids of all the Bidders shall be opened in the presence of Bidders or their representatives who choose to attend on date & time as mentioned in Tender Document. If such nominated date for opening of Tender is subsequently declared as a Public Holiday by DMRC, the next official working day shall be deemed as the date of opening of Technical Bids. The Tender of any Bidder who has not complied with one or more of the foregoing instructions may not be considered. The details will be read out for the information of representative of Bidders, present at the time of opening of Tender. On opening of the Tender, it will be checked if they contain Pre–Qualification, Technical & Financial Bids. Pre– Qualification & Technical bids of the Bidders not containing financial bids shall not be opened. DMRC shall prepare a record of opening of the, Pre–Qualification, Technical & Financial Bids, which shall include, the name of bidder and whether there is a withdrawal, substitution or modification; alternative proposals, and presence or absence of a Bid security. The Bidders representatives who are present shall be requested to sign the record. The omission of a bidder's signature on the record shall not invalidate the contents and effect of the record. The Bidders name, details of the Bid security and such other details as DMRC or his authorized representative, at their discretion, may consider appropriate will be announced at the time of tender opening. The sealed financial bids will be opened on a subsequent date after evaluation of technical bids. Financial bids of only those Bidders whose submissions are found substantially responsive and technically compliant will be opened. The time of opening of financial bids shall be informed separately to only the Tenderers who have qualified during Pre– Qualification and Technical evaluation stages and bidder(s) can be present to witness opening of Financial Bids.
- 5.2 Evaluation of Financial Bids: DMRC shall open Financial Bids of all Bidders who have passed the Pre-Qualification criteria and have submitted substantially responsive Technical Tenders, in the presence of Bidder's representatives who choose to attend at the address, date and time informed/specified by DMRC. The financial bids of the bidders shall be opened one by one, by reading out: the name of the Bidders and whether there is a modification; the Tender Price(s), including any discounts and any other details as DMRC may consider appropriate. Only Financial Bids discounts read out and recorded during the opening of Price Tenders shall be considered for evaluation. No Tender shall be rejected at the opening of Price Tenders. The omission of a Bidder's signature on the record shall not invalidate the contents and effect of the record. A

copy of the record shall be distributed to all Bidders. 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.

5.3 To facilitate evaluation of Bids, DMRC may, at its sole discretion, seek clarifications in writing from any Bidder regarding their Bid.

5.4 Selection of Bidder who qualifies the Eligibility & Financial Criteria:

a) After selection, Two Letter of Acceptance (the "LOAs") shall be issued, in duplicate, to the Selected Bidder.

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

Stage of Activity	Time Period
Payment of Interest Free Security Deposit/ Performance Security to DMRC by Licensee.	Within 30 days of issue of Letter of Acceptance.
Advertisement space to be handed over to Selected Bidder. (Annexure-1A)	Within 10 days of making the payments of Interest Free Security Deposit/ Performance Security.
Signing of License Agreement.	Within 30 days after handing over of the advertisement spaces. (Annexure-1A)
Payment of Advance License Fee for 1 st Quarter to DMRC by Licensee.	Within 75 days from the date of handing over of licensed space without consideration of any interest.

5.5 The selected Bidder is required to submit Interest Free Security Deposit/Performance Security within 30 (Thirty) days from the date of issuance of Letter of Acceptance. Any request of successful Bidders for seeking any clarification/approval/document from DMRC shall be considered only after submission of requisite Interest Free Security Deposit/Performance Security. In case, the bidder fails to submit Interest Free Security Deposit/Performance Security within 30 days from date of issuance of LOA, penal surcharge payable to DMRC shall be as follows:

Days from date of issue of LOA	Rate of penal surcharge
Up to 30 days	NIL
31 st to 45 th day	@ 3% flat on LOA amount

After 45 days of issuance of LOA, if Bidder fails to comply LOA conditions, the LOA may stand cancelled and Earnest Money submitted may be forfeited in favour of "DMRC Ltd". No further request for extension in making payment of LOA amount may be considered. The bidder voluntarily and unequivocally agrees not to seek any

claim, compensation, damages or any other consideration whatsoever on this account.

- 5.7 Selected Bidder shall sign the License Agreement within 30 days of handing over of the space indicated in Annexure-1A. The Selected Bidder shall not be entitled to seek any deviation, modification or amendment in the License Agreement.
- 5.8 The licensee shall pay Advance License Fee for 1st Quarter within 75 days from the date of handing over of licensed space (Annexure-1A) without consideration of any interest. If the Selected Bidder fails to pay Advance License Fee for 1st Quarter within 75 days after handing over of the Space, it shall be treated as non-payment of dues and action shall be taken as per ARTICLE-7 of Draft License Agreement.
- 5.9 Notwithstanding anything contained in this Tender Document, DMRC reserves the right to accept or reject any Bid offer and to annul the Bidding Process and reject all Bid offers, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reason therefore.



CHAPTER-6: OBJECTIVES & SCOPE

6.1 Objective

- a) To augment non-operational revenue of DMRC through advertisements.
- b) Position Delhi Metro as a most sought after location for advertising.
- c) Contribute to the aesthetical view of the Delhi Metro through high quality advertising comparable to world class Airports & Metro Railways and other leading destinations.
- d) Provide value to the Corporate who advertises in Delhi Metro.
- e) To promote Delhi Metro as the gateway to Delhi Tourism by highlighting Delhi's heritage and cultural beauty.

6.2 Scope of Work

The selected Bidder shall have exclusive rights to design, procure/manufacture, install, manage, operate, maintain, market and sell advertising opportunities at Selected Delhi Metro stations subject to the terms and conditions specified in the License Agreement. Licensee shall be responsible for the following activities:-

- a) The total inventory is available at Annexure-1C.
- b) The Licensee shall earmark 5 sqm out of total advertisement spaces at each station for carrying out DMRC campaign, social activities, social messages, etc. in consonance with its extant CSR policy. Cost for printing advertisements with regard to social marketing activities or social messages shall be borne by DMRC.
- c) The advertiser shall provide the advertisement as per their requirement, subsequent to the approval of DMRC, as stipulated.
- d) This contract is for total inventory available at the stations, which may be more than the minimum offered or utilized by the licensee. Licensee shall be submitting a list of proposed inventory (consisting of minimum area offered at Annexure-1 along with additional area that the licensee wishes to utilize during the tenure of the contract) with locations within 3 months of handing over of the stations. The excess installed inventory in addition to proposed inventory available at the stations (if any) is to be dismantled & disposed-off from DMRC premises by the licensee at their own cost within 1 (one) year of handing over of the stations and DMRC shall assist in this. DMRC shall not have any claim with regard to such disposal.

Notwithstanding proposed inventory as mentioned above, licensee may apply for any additional inventory in addition to proposed inventory as per requirement and following terms & conditions of the contract agreement during the tenure of the contract.

The proposed inventory at stations shall be re-furbished by the licensee at their own cost, as per DMRC's specifications and the same shall be available for utilization as commercial advertisements as per terms & conditions of the contract. At no stage, installed advertisement panels shall not be left unattended / abandoned & has to be updated by the Licensee. In intervening time, when licensee is not fully utilizing the all

inventory, it shall not bear a barren, deserted & shabby look; and presents a pleasant & aesthetic view of the station.

If the licensee is not able to utilize proposed inventory, licensee will provide DMRC message(s) on vacant panels for which write up shall be provided by DMRC. However, advertiser shall be permitted to mention their contact details on the same. If the licensee fails to update the unutilized inventory with DMRC messages within 90 days of providing such messages, DMRC may provide these messages the same & recover the cost from the licensee.

- e) Preparation of an advertising plan for each station which must clearly earmark exact locations and type of advertisement planned for each advertising site and other relevant details. DMRC shall consider the plan with respect to aesthetics, operational feasibility, safety and security concerns. If the part of plan is not approved by DMRC, Licensee is required to submit revised plan for approval. All further modification/revision in plans requires DMRC.
- f) Designing of all advertising units/structures to complement station architecture for advertising sites.
- g) Procurement, fabrication, installation & erection of advertising units. Advertisement inventory shall include spaces inside selected metro stations only and no advertisement shall be allowed on outer side of the metro stations. Advertisement spaces inside selected metro stations may include all possible spaces including staircases, escalators, platform screen doors, turnstile, frisking panels/equipments, fixed/moveable panels, floor or roof branding, logo on roof, elevator spaces, smart posters, visual display by electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. Advertisement inventory shall include smart posters, QR codes/graphics, canopy, etc to advertise the e-commerce activities for generating business opportunities through on-line or off-line shopping. Licensee is expected to provide certain display area for e-commerce at each station. The minimum chargeable area at each station shall be as per Annexure-1. The maximum area for advertisements at each station shall be 500 sqm except at interchange station where it shall be 750 sqm. Licensee shall prepare the plan for approval of DMRC.
- h) Appoint an architect to interact with nodal DMRC representative to bring clarity in understanding of spaces, to coordinate and implement decisions taken.
- i) Operate, manage and maintain the entire advertisement plans.
- j) Management of sales & marketing of the advertising within stations including providing adequate professionally trained manpower.
- k) Design of themes depicting Delhi culture and its natural beauty and Delhi tourism for display at the advertising sites as per the tender conditions.
- l) Promote DMRC amongst India's top three Destination Brands for Advertising.
- m) Create new innovative advertising opportunities inside selected metro stations including Experiential Marketing, advertisements by visual aids, smart posters for use, e-commerce for on-line or off-line shopping purposes, etc.

- n) Obtain all approvals, permits, etc. from all competent authorities including different tiers of government, statutory, local, Civic Authorities, etc. at their own cost.
- o) Comply with all statutory requirements in connection with License Agreement.
- p) Ensure regular and timely payments of all amounts due to DMRC and discharge all obligations as per License Agreement.
- q) All taxes including Municipal/Advertisement Taxes, Service tax and all other statutory dues where applicable shall be borne solely by the licensee without any contest.
- r) At present, DMRC is not liable to share its revenue generated from advertisements inside DMRC Metro stations with local bodies including MCD, etc. However, if DMRC becomes liable to share revenue with local bodies from advertisements Inside Selected Metro Stations in future, then DMRC shall deposit the due share to local bodies out of its own funds. Licensee shall not be liable to part with any additional amount on this account.

6.3 Route / Section Available For Exclusive Advertisement Rights Inside Selected Metro Stations:

Selected Metro Station as per Annexure-1 on Line- 6 from Mandi House to Escorts Mujesar (excluding Central Secretariat, Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur, Neelam Chowk Arjonda) with future extension from Escorts Mujesar to Ballabgarh and Mandi House of Line-6 (excluding ITO) to Kashmere Gate (Line-6) of DMRC network are proposed to be given for Exclusive Advertisement Rights. Stations where Licensee shall have Exclusive Advertisement Rights immediately after issue of Letter of Acceptance (LOA) are given in Annexure-1A. DMRC shall hand over the stations (Annexure-1B) to Licensee for Exclusive Advertisement Rights subsequent to start of Operation of these stations. The likely date of operation of these stations is given in Annexure -1B which may vary depending on the work on these sections. 5 stations (Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur & Neelam Chowk Arjonda) as mentioned above are earmarked for Semi Naming Rights (SNR). However, if any / all of these are not licensed out under SNR, they shall be provided to the successful bidder for advertisement under this contract at the prevalent rate of license fees.

Exception to Exclusivity:

- (i) DMRC has provided contract for regular cleaning & maintenance of toilet blocks with continuous serviceability round the clock along with advertisement rights (for area not exceeding 15 sqm) on the toilet blocks to the contractor.
- (ii) DMRC is in process of placing contract for providing digital media signage / DMRC messages at ticket counters (TOM, CCC, TVM, etc.) through LED, video wall, etc, wherein, advertisement rights shall be provided to the contractor on this digital media on time sharing basis, whereby contractor would get time slot

for advertisement on these digital media along with display of DMRC signage, information, messages, etc. These digital media would be provided for an area not exceeding 10 sqm and successful bidder for the advertisement rights inside selected stations metro stations will also be eligible to bid.

- (iii) DMRC has nominated some of the stations of DMRC network for providing Art / Exhibition corner. Escort Mujesar station from Line-6 has been included in this category, wherein DMRC would be utilizing a defined location at the station for displaying exhibits, artwork, etc, without any commercial consideration to the licensee.
- (iv) DMRC may install / create any new inventory, panels, etc. for its partners, etc. without any commercial exploitation from the same.
- (v) The licensee shall not be provided rights for advertising through wi-fi, mobile/radio signals on advertisement media not installed / owned by them, viz, mobile, tablet, etc. of commuters', DMRC staff, etc.



CHAPTER-7: TERMS AND CONDITIONS

7.1 TENURE OF LICENSE

- a) Tenure of License Agreement shall be 10 (ten) years, unless otherwise terminated by DMRC or surrendered by the Licensee. The tenure of License Agreement shall commence from the date of handover of the advertising spaces as mentioned in Annexure-1A. The license period for additional advertisement space so handed over/allotted during the currency of the contract including area mentioned in Annexure-1B will also be co-terminus with original license period.
- b) There shall be a lock in period of two years from the date of commencement of agreement.
- c) If the Licensee is desirous of terminating the license hereby created before expiry of the lock-in period, the License Agreement shall deemed to be terminated on the date mentioned in termination/ surrender notice, subject to confirmation by DMRC. In such a case, the balance Interest Free Security Deposit/ Performance Security shall be forfeited in favour of DMRC after adjustment of outstanding dues, if any, payable to DMRC. No grace period shall be provided to licensee in such a case. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC shall be free to dispose-off the property / goods in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration / damages.
- d) The Licensee shall have option to exit from the License Agreement immediately after completion of lock-in period. For this, the licensee shall give 180 days prior intimation to DMRC before completion of defined lock-in period. e.g. (In case lock-in period is of 3 years, prior intimation can be given after 2 ½ years). In such a case, balance Interest Free Security Deposit/ Performance Security of the Licensee shall be refunded after adjusting the outstanding dues, if any, payable on the part of Licensee. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC shall be free to dispose-off the property / goods in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration / damages.
- e) If the Licensee is desirous of terminating the license after expiry of lock-in period without serving any prior intimation period or shorter intimation period than 180 days, the agreement shall deemed to be terminated on completion of such improper intimation period. In such cases, the Interest Free Security Deposit/ Performance Security shall be refunded to the Licensee after adjustment of license fee for period shorter than 180 days (notice period) and outstanding dues, if any. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other

- contracts of licensee in DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC shall be free to dispose-off the property / goods in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration/damages.
- f) In case of successful completion of the full term of the License period i.e. Ten (10) years of License Agreement, Interest Free Security Deposit/Performance Security of the Licensee shall be refunded after adjusting the outstanding dues, if any. If balance outstanding dues are more than Interest Free Security Deposit/Performance Security, they shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC reserves it right to recover the balance outstanding dues from the other contracts of licensee in DMRC.

7.2 TAXES AND OTHER STATUTORY DUES

- a) All other statutory taxes, statutory dues, local levies, Service tax, etc. as applicable shall be charged extra and shall be remitted along with the License Fee for onward remittance to the Government. The Selected Bidder indemnifies DMRC from any claims that may arise from the statutory authorities in connection with this License.
- b) Payment of stamp duty for execution of license agreement shall be borne by Selected Bidder.
- c) Taxes/Municipal Taxes, if any, shall be solely borne by Selected Bidder.
- d) The Selected Bidder will not ask for any claim or compensation from DMRC if advertisements are not permitted due to local laws/civil authorities. The maintenance of all advertisement inserts will be borne by Selected Bidder.

7.3 Interest Free Security Deposit/ Performance Security:

- a) The selected Bidder(s) shall submit Interest Free Security Deposit/Performance Security to DMRC equivalent to half yearly (6 months) License Fee based on area mentioned in Annexure-1 and existing rate of license fee applicable as on date of its submission.
- b) The selected Bidder shall deposit minimum 25% of Interest Free Security Deposit/Performance Security in the form of DD/PO in favor of DMRC Ltd and remaining 75% or remaining amount of Interest Free Security Deposit/Performance Security in form of Bank Guarantee/FDR. Interest Free Security Deposit/Performance Security up to Rs 10.00 lacs shall be paid in the form of DD/PO only.
- c) Irrevocable Bank Guarantee in the prescribed format (Annexure-9.2) issued by the State Bank of India or any other Nationalized Bank or any other Scheduled Commercial Banks, acceptable to DMRC from/having branches located in Delhi. The Bank Guarantee shall be valid at least for two years and shall be renewed before expiry of earlier Bank Guarantee, failing which, the previous Bank Guarantee shall be invoked/en-cashed by DMRC without any prior

intimation. For the last year of license period, the Licensee shall submit the Bank Guarantee valid for remaining license period plus six months and shall renew it, if required, till the final settlement of all accounts is carried out, failing which, the Bank Guarantee of the Licensee shall be en-cashed by DMRC.

- d) In case of a JV/ Consortium, the Interest Free Security Deposit/ performance security is to be submitted in the name of its JV/Consortium. However, splitting of the Interest Free Security Deposit/performance security (while ensuring the Interest Free Security Deposit/ performance security is in the name of JV/Consortium) and its submission by different members of the JV/ Consortium for an amount proportionate to percentage stake or otherwise is also acceptable.
- e) The License Fee and the Interest Free Security Deposit/ Performance Security shall be escalated by 20% on completion of every 3 (three) years of license period, on compounding basis. First escalation in License Fee and the Interest Free Security Deposit/ Performance Security shall be on 01/04/2019 or 3 years of License Period, whichever is earlier.
- f) Interest Free Security Deposit/ Performance Security shall remain constant for an increase in area up to 10%. However, in case of increase in area is more than 10% than Interest Free Security Deposit/ Performance Security shall be increased on pro-rata basis.

7.4 Creativity and New Media

Licensee shall be at liberty to choose the media format, its design, type and carry out innovation and creativity to add value for maximization of revenues, subject to the scope of advertisement spaces specified in Clause 2 of the License Agreement. Licensee may utilize state of art technology prevalent globally.

- a) The licensee can utilise any format of advertisement including and not limited to backlit panels, scrollers, floor branding, roof branding, digital display (without audio), canopy, etc. Minimum area for which license fee shall be charged as per Annexure-1 for each station handed over for advertisement rights, even if the licensee do not utilise this minimum area mentioned in the Annexure, license fee & other dues shall be charged for minimum area.
- b) The rate of License Fees to be charged for advertisement at the stations is as under:

Rate Structure	Type of Advertisement Display	Rate of Licence fee in Rs. per Sqm/ Month
R1	All Types of Format of Advertisement at Stations including Digital Advertisement Display in the Form of LCD / LED Screens, Video Walls, etc.	"X" as accepted by DMRC subsequent to Bidding process.
R2	Floor Branding as Advertisement Display.	Half of the rate "X" (X/2)

- c) The area to be charged shall be actual display area, exclusive of any border or width of framework. In case of LCD/LED/Digital Display/Video Walls, the area to be charged shall be the actual display area of screen, exclusive of any border or non-digital width. In case, the licensee is utilising the Digital Display for advertisement, the same shall be charged at the rate structure of R1 as mentioned in Clause 7.4(b) above. Advertisement Area for canopies shall be charged for the surface area at the rate structure of R1 as mentioned in Clause 7.4 (b) above along with charging of area occupied at same rate.
- 7.5 The Licensee shall earmark 5% of total advertisement spaces at each station, acceptable to DMRC, for carrying out social activities or social messages in consonance with its extant CSR policy. Cost for printing advertisements with regard to social marketing activities or social messages shall be borne by DMRC.

7.6 Factors Governing Selection of Permissible Advertisements

The Licensee shall take into account the following aspects while selecting advertisements on the panels and abide by all the instruction of the authorized DMRC representative on the same:

- a) The advertiser is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
- b) The advertiser will have no objectionable and indecent portrays of people, products or any terms.
- c) The use of DMRC name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed without prior permission.
- d) No Surrogate advertisement is permitted unless application for placement of the same is accompanied by "no objection certificate" from the Ministry of Information and Broadcasting.
- e) Advertisements pertaining to achievements of different Governments, their Departments, Ministries, Government Undertakings, other 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. Further, no advertisement which violates "Model Code of Conduct" shall be permitted during the period whereby "Model Code of Conduct" have been enforced by Election Commission.
- f) Station naming and branding shall not be allowed.
- g) Any type of audio advertisement shall not be allowed.
- h) All advertisement/creative must be approved by DMRC before display in metro premises.

7.7 Minimum Material Specifications

Licensee shall provide advertisement media/panels/fixtures conforming to international standards of high quality advertising comparable to Airports and

Metro of leading nations. Advertisement panels shall be provided by Licensee conforming to the following minimum specifications or its equivalent:

- a) Frame work –SS 304
- b) Backing sheet of G.I.
- c) Internal cables of Fire Retardant Low Smoke type (FRLS) for Elevated & (FRLSZH) for U/G as specified in Electrical Procedure Order.
- d) TL tubes for back lighting/illumination with electronic ballast.
- e) Polycarbonate sheet as cover of GE make or equivalent.
- f) Advertising media to be made from Fire Retardant, Low Smoke & Zero Halogen material.
- g) For elevated stations frame finishes of Aluminum is also permissible.
- h) In order to have energy conservation, LED or any other energy saving devices confirming to BEE standards should be used at the advertisement sites. For existing sites, the conservation of energy saving devices may also be carried out.

- 7.8 The advertising media should be of fire retardant, low smoke and comply with all Indian and International Standards.



CHAPTER-8: MISCELLANEOUS

- 8.1 The Bidding Process shall be governed by and construed in accordance with the laws of India and the Courts at New Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/ or in connection with the Bidding Process. Even in such cases where DMRC asks for additional information from any bidder, the same cannot be adduced as a reason for citing any dispute.
- 8.2 During License period, all disputes between the successful bidder and DMRC shall be settled as per the Dispute Resolution procedure elaborated in the Draft License Agreement (Annexure-11) after signing the License Agreement.
- 8.3 DMRC, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to;
- a) suspend and/or cancel the Bidding Process and/or amend and/or supplement the Bidding Process or modify the dates or other terms and conditions relating thereto;
 - b) consult with any Bidder in order to receive clarification or further information;
 - c) retain any information and/or evidence submitted to DMRC by, on behalf of, and/ or in relation to any Bidder; and/or
 - d) Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder.
- 8.4 It shall be deemed that by submitting the Bid, the Bidder agrees and releases DMRC, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection with the Bidding Process and waives, to the fullest extent permitted by applicable laws, any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or in future.

Annexure-1**DETAILS OF ADVERTISING SPACES**

Name of Operational Stations for awarding advertising rights inside selected metro stations.

Annexure-1A

S/N	Station Name	Minimum Area offered (in sqm)	Likely date of Handing over
1	Mandi House*	100	Within 10 days of making the payments of Interest Free Security Deposit/ Performance Security.
2	Janpath	75	
3	Khan Market	75	
4	J L N Stadium	100	
5	Jangpura	75	
6	Lajpat Nagar	100	
7	Moolchand	100	
8	Kailash Colony	100	
9	Nehru Place	100	
10	Kalkaji Mandir	100	
11	Govindpuri	100	
12	Harkesh Nagar Okhla	75	
13	Jasola Apollo	75	
14	Sarita Vihar	75	
15	Mohan Estate	75	
16	Tughlakabad Station	100	
17	Badarpur Border	100	
18	Sector-28	50	
19	Old Faridabad	50	
20	Bata Chowk	50	
21	Escorts Mujeshar	50	
	Total Area	1725/-	

* Mandi House mentioned at Serial no. 1 is a metro station of line-6 in DMRC network.

Annexure 1 B**Name of upcoming stations for awarding advertising rights inside selected metro stations**

S/N	Station Name	Minimum Area offered (in sqm)	Likely date of Handing over
1	Kashmere Gate*	100	December 2016
2	Lal Quila	100	
3	Jama Masjid	100	
4	Delhi Gate	100	
5	NCB Colony	50	December 2017
6	Ballabhgarh	50	
Total Area		500	

* Kashmere Gate mentioned at Serial No. 1 is a metro station of line-6 in DMRC.

Gross Area of Annexure 1A & 1B	2225 sqm
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Successful bidder is to be charged for the higher of the following, i.e. minimum area whether fully utilized or not or the actual utilized area.

Jurisdiction of an advertisement site, whether falling inside station or outside, shall be decided by DMRC.

Note:

The offered area is the display area of the advertising media excluding area of panels, fixtures, etc.

Licensee shall not have any claim for compensation or damages, in case of delay in commissioning of stations as mentioned in Annexure-1B.

Annexure-1C**Detail of Available Panels**

Janpath	Wall mounting units	Panel size	Media Type	Display size	No. of units
		13x7	Backlit	12x6	46
					total = 46
Mandi House	Wall mounting units	Panel size	Media Type	Display size	No. of units
		13x7	Backlit	12x6	26
					total = 26
Khan Market	Wall mounting units	Panel size	Media Type	Display size	No. of units
		10x6	Backlit	9.8x5.8	5
		15x6	Backlit	14.8 x 5.8	1
		4x4	SAV	4x4	2
		16x7	Nonlit	15.8x 5.8	20
		20x6	Backlit	19.7x 5.8	4
					total = 32
J.L.N. Station	Wall mounting units	Panel size	Media Type	Display size	No. of units
		16x7	Nonlit	15.8.x6.8	20
					total = 20
Jangpura	Wall mounting units	Panel size	Media Type	Display size	No. of units
		9x5	Backlit	8.9 x 4	7
		16x7	Nonlit	15.8x 5.8	21
					total = 28
Lajpat nagar	free standing units	Panel size	Media Type	Display size	No. of units
		10x5	Backlit	9.8x4.8	30
		4x4	SAV	4x4	3

	Wall mounting units	10x5	Backlit	9.8x4.8	7
					total = 40
Moolchand		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	27
		4x4	SAV	4x4	2
	Wall mounting units	10x5	Backlit	9.8x4.8	6
					total = 35
Kailash Colony		Panel size	Media Type	Display size	No. of units
	Wall mounting units	10x5	Backlit	9.8x4.8	2
		9x3	Backlit	8.7x 2.7	4
		9x4	Backlit	8.7x3.7	6
		3x9	Backlit	2.7 x8.7	1
		15x5	Backlit	14.8x4.8	1
		4x4	SAV	4x4	2
		16x4	Backlit	15.8 x3.7	1
	beam mounted unit	10x5	Backlit	9.8x4.8	8
					total = 25
Nehru place		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	28
		4x6	Backlit	3.9x5.7	2
		4x4	SAV	4x4	3
	Wall mounting units	10x5	Backlit	9.8x4.8	4
		22x6	Backlit	21.8 x 5.7	1
					total = 38
Kalkaji Mandir		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	21
	Wall mounting units	8x4	Backlit	7.8x3.8	4
					total = 25
Govindpuri		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	17
	Wall mounting units	10x5	Backlit	9.8x4.8	1
		8x4	Backlit	7.8x3.8	5
					total = 23
Harkesh Nagar		Panel size	Media Type	Display size	No. of units

Okhla	free standing units	10x5	Backlit	9.8x4.8	12
		4x6	Backlit	3.9x5.7	3
	Wall mounting units	8x4	Backlit	7.8x3.8	4
					total = 19
Jasola Appolo		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	30
	Wall mounting units	8x4	Backlit	7.8x3.8	4
					total = 34
Sarita Vihar		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	20
		4x6	Backlit	3.9x5.7	1
	Wall mounting units	8x4	Backlit	7.8x3.8	1
					total = 22
Mohan Estate		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	25
		4x6	Backlit	3.9x5.7	1
	Wall mounting units	10x5	Backlit	9.8x4.8	5
					total = 31
Tuglakabad Station		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	9
		4x6	Backlit	3.9x5.7	2
	Wall mounting units	10x5	Backlit	9.8x4.8	5
		16x8	Backlit	15.8x7.4	1
					total = 17
Badarpur Border		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	20
		4x6	Backlit	3.9x5.7	3
	Wall mounting units	8x4	Backlit	7.8x3.8	2
		16x8	Backlit	15.8x7.4	1
					total = 26

Annexure-2

LETTER OF APPLICATION & INTEREST

(To be submitted (duly signed) by the Bidder or Authorized Signatory on Letter Head)

To

General Manager/Property Business,
2nd Floor, A Wing, Metro Bhawan,
Fire Brigade Lane, Barakhambha Road,
New Delhi-110 001

Sub:- "Tender to Licensing out Exclusive Advertisement Rights inside selected Metro stations from Kashmere Gate to Ballabgarh (violet Line)".

Sir,

I / We understand: -

- 1.0 That this tender is to License out Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate to Ballabgarh (violet Line)."
- 2.0 That the Advertisement Rights Inside selected Metro Stations are for a minimum area of approx 1725 sqm (minimum) before hand over of the section from Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House (Violet Line, excluding CTST, Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur, Neelam Chowk Arjonda & ITO) and area of 2225 sqm (minimum) after hand over of the section Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House.
- 3.0 The Terms and Conditions governing the Tender to license out Advertisement Rights on inside selected Metro Stations and hereby agreed to abide the same.
- 4.0 Agree to submit one LOA as a token of unconditional acceptance within 7 (Seven) days from the date of issue of LOA.
- 5.0 To deposit the first advance quarterly license fee within 75 (Seventy Five) days from the date of handover of the locations mentioned in Annexure-1A.
- 6.0 To deposit the requisite Interest Free Security Deposit/Performance Security to DMRC equivalent to half yearly (6 months) License Fee based on area mentioned in Annexure-1 and existing rate of license fee applicable as on date of its submission.
- 7.0 The selected Bidder shall deposit minimum 25% of Interest Free Security Deposit/Performance Security in the form of DD/PO in favor of DMRC Ltd. and remaining 75% or remaining amount of Interest Free Security Deposit/Performance Security in form of Bank Guarantee/FDR. Interest Free Security Deposit/Performance Security up to Rs 10.00 lacs shall be paid in the form of DD/PO only.

Irrevocable Bank Guarantee in the prescribed format (Annexure-9.2) issued by the State Bank of India or any other Nationalized Bank or other Scheduled Commercial Banks, acceptable to DMRC from/ with branches located in Delhi. The Bank Guarantee shall be valid at least for two years and shall be renewed before expiry of earlier Bank Guarantee, failing which the previous Bank Guarantee shall be en-cashed by DMRC without any prior intimation. For last year of license period, the Licensee shall submit the Bank Guarantee valid for remaining license period plus six months and shall renew it, if required, till the final settlement of all accounts failing which the Bank Guarantee of the Licensee shall be en-cashed by DMRC.

- 8.0 That the Tender Security/Bid Security of the successful Bidder shall be adjusted against the Interest Free Security Deposit.
- 9.0 That the License Fee shall commence from the 76th day (fitment period) of handing over of the advertisement area of as per Annexure-1A and Annexure - 1B.
- 10.0 To sign the License Agreement within the prescribed time or on date as indicated by the authorized representative of DMRC, failing which, DMRC may deem that Bidder are not interested in the offer and forfeit all payments made in favour of DMRC. Bidder hereby voluntarily and unequivocally agree not to seek any claim, compensation, damages or any other consideration whatsoever on account of such forfeiture and also agree not to enter into any correspondence on this account.
- 11.0 That the cost of Stamp Duty for execution of License Agreement, Registration Charges and any other related Legal Documentation charges/incidental charges shall be borne by us.
- 12.0 That all Taxes/Municipal Taxes, if any, shall be solely borne by us. Service tax as applicable from time to time shall also be paid by us.
- 13.0 Not to seek any claim or compensation from DMRC if certain advertisements are not permitted due to local laws/civil authorities. The maintenance of all advertisement inserts will be borne by us.
- 14.0 And satisfied with the locations of the advertisement areas and fully understand & comprehend the technical requirements. Bidder are also fully satisfied as to the business viability of licensing the advertisement panels and shall not claim any compensation, dues or any other consideration whatsoever on this account.
- 15.0 And shall abide by all terms & conditions and other clauses mentioned in this TAF, and is attached herewith duly signed and stamped on each page as token of my/our voluntary and unequivocal acceptance.
- 16.0 To undertake not to tamper/alter/modify the document in any manner whatsoever. DMRC may reject the tender outright in case it is found at any time that the Tender Application Form has been tampered/modified/altered in any manner. DMRC reserves the right to cancel the agreement, forfeiting all amounts in case of successful Bidder and also take necessary legal action. The Bidder voluntarily and unequivocally agrees not to seek any claim, compensation, damages or any other consideration whatsoever, in case DMRC takes necessary action to reject the tender/terminate the agreement, at any time it is found that the downloaded TAF has been tampered/ altered/modified or even corrected.

Signature _____

Name of the Authorized Signatory with rubber stamp

Address: _____

Telephone No: _____

Place: _____

Dated: _____

Annexure-3
Financial Bid Form

- 1.0 I/We hereby acknowledge and agree to the following: -
- 1.1 Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate (Violet Line) to Ballabgarh is being offered.
Availability of minimum space, on the presently operated sections of Delhi Metro, is as under:

S/N	Line	Section (As per Annexure-1A)	Area
1.	Line-6	Inside Metro Stations from Mandi House to Escorts Mujesar (Excluding Central Secretariat, Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur and Neelam Chowk Arjonda)	1725 sqm

The minimum area offered at the time of future extension of Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House at Violet Line (excluding ITO) Section is as under:

S/N	Line	Section (As per Annexure-1B)	Area
1.	Line-6	Inside Metro Stations of Escorts Mujesar to Ballabgarh	100 sqm
2.	Line-6	Inside Metro Stations of Kashmere Gate (Violet Line) to Mandi House (excluding ITO) Section	400 sqm

My/our offer towards per sqm/Month license fee as:

In figures: _____ only/- as License Fee per sqm/month (in Indian Rupees).
In words: _____ only / - as License Fee per sqm/month .

NOTE:

Advertisement Rights on Inside DMRC Metro Stations for the advertisement area of minimum 1725 sqm (minimum) before hand over of the section from Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House at Violet Line (excluding ITO) and area of 2225 sqm (minimum) after hand over of the section Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House (excluding ITO) or the actual used area whichever is higher is to be paid even if all the allotted advertising spaces are not utilized by me/us.

Signed

(Name of the Authorized Signatory)

For and on behalf of
(Name of the Bidder)

Designation:

Place:

Date:

Annexure-4
GENERAL INFORMATION OF THE BIDDER

(Each member in case of JV / Consortium)

1. (a) Name of the Bidder :
- (b) Country of Incorporation (in case of Firm) :
- (c) Address of the corporate headquarters and its :
branch office(s), if any, in India

2. Details of individual(s) who will serve as the point of contact/communication for DMRC within the Company:
 - (a) Name :
 - (b) Designation :
 - (c) Company :
 - (d) Address :
 - (e) Telephone/Mobile Number :
 - (f) Fax Number :
 - (g) E-Mail Address :

3. In case of Consortium:
 - (a) The information above (1 & 2) should be provided for all the members of the consortium.
 - (b) Information regarding the role of each member should be provided:

S/N	Consortium Member Name	Equity Stake (%) in the Consortium	Role of the Member in the Consortium (i.e. whether Lead Member/Member)
1.			
2.			
3.			

Signed
 (Name of the Authorized Signatory)
 For and on behalf of
 (Name of the Bidder / Lead Member)
 Designation :
 Place :
 Date :

Annexure-5

FORMAT FOR POWER OF ATTORNEY FOR SIGNING OF APPLICATION

Know all men by these presents, We _____ (name and address of the registered office) do hereby constitute, appoint & authorize Mr./Ms. _____ (name and residential address) who is presently employed with us and holding the position of _____ as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Tender, including signing and submission of all documents and providing information / responses to DMRC, representing us in all matters before DMRC, and generally dealing with DMRC in all matters in connection with our Tender.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For

Accepted

_____ (signature)

(Name, Title and Address) of the Attorney

Note: -

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*

****** *It should be on non-judicial stamp paper of Rs.100/- at least duly notarized with supported by copy of Board of Resolution passed for this purpose only in case of company.*

Annexure-6

CONSORTIUM AGREEMENT/MEMORANDUM OF AGREEMENT

This Consortium Agreement/Memorandum of Agreement is executed at New Delhi on this ____ day of _____, 2015

BETWEEN

M/s _____, a Company incorporated under the Companies Act, 1956 (further amended in 2013) and having its Registered Office at _____ acting through its _____ duly authorized by a resolution of the Board of Directors dated _____ (hereinafter referred to as the 'LEAD MEMBER' which expression unless excluded by or repugnant to the subject or context be deemed to mean and include its successors in interest, legal representatives, administrators, nominees and assigns) of the ONE Part;

AND

M/s _____, a Company incorporated under the Companies Act, 1956 (further amended in 2013) and having its Registered Office at _____ and acting through its _____, duly authorized by a resolution of the Board of Directors dated _____ (hereinafter referred to as the ('Participant member') which expression unless excluded by or repugnant to the subject or context be deemed to mean and include its successors in interest, legal representatives, administrators, nominees and assigns) of the OTHER/SECOND PART

[AND

M/s _____, a Company incorporated under the Companies Act, 1956 (further amended in 2013) and having its Registered Office at _____ and acting through its _____, duly authorized by a resolution of the Board of Directors dated _____ (hereinafter referred to as the ('Participant member') which expression unless excluded by or repugnant to the subject or context be deemed to mean and include its successors in interest, legal representatives, administrators, nominees and assigns) of the THIRD PART]

Whereas Delhi Metro Rail Corporation Limited (hereinafter referred to as 'DMRC') has invited Tenders to License out Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate (violet Line) to Ballabhgarh AND WHEREAS the parties hereto have discussed and agreed to form a Consortium for participating in the aforesaid application and have decided to deduce the agreed terms to writing.

NOW THIS CONSORTIUM AGREEMENT/MEMORANDUM OF AGREEMENT HEREBY WITNESSES:

1. That in the premises contained herein the Lead Member and the Participant Member(s) having decided to pool their technical know-how, working experiences and financial resources, have formed themselves into a Consortium to participate in this DMRC's tender.
2. That the members of the Consortium have represented and assured each other that they shall abide by and be bound by the terms and conditions

- stipulated by DMRC for the tender.
3. That the Consortium has agreed to nominate _____ as the common representative who shall be authorized to represent the Consortium for all intents and purposes for dealing with DMRC and for submitting the bid as well as doing all other acts and things necessary for submission of the Tender.
 4. That the share holding of the members of the Consortium for this specified purpose shall be as follows:
 - (i) The Lead Member _____ shall have ____per cent (___%) of share holding with reference to the Consortium for this specified project.
 - (ii) The Participant Member _____ shall have ____ (___%) of share holding with reference to the Consortium for this specified project.
 - (iii) [The Participant Member _____ shall have ____ (___%) of share holding with reference to the Consortium for this specified project.]
 5. That in order to fulfill the requirement of the tender process and also keep an altogether separate legal entity of the Consortium, the Members of the Consortium undertake to provide their own nominees as share holders to the extent of their respective share holding for the purpose of formation of a Special Purpose Company (SPC) through which the Consortium proposes to undertake the work.
 6. That in case to meet the requirements of tender or any other stipulations of DMRC, it becomes necessary to execute and record any other documents amongst the members of the Consortium, they undertake to do the needful and to participate in the same for the purpose of the said project.
 7. That it is clarified by and between the members of the Consortium that execution to this Consortium Agreement/Memorandum of Agreement by the members of the Consortium does not constitute any type of partnership for the purposes of provisions of the Indian Partnership Act and that the members of the Consortium shall otherwise be free to carry on their independent business or commercial activities for their own respective benefits under their own respective names and styles. This Consortium Agreement is limited in its operation to the specified project.
 8. That the Members of the Consortium undertake to specify their respective roles and responsibilities for the purposes of implementation of this Consortium Agreement and the said project if awarded to the Consortium in the Memorandum & Articles of Association of the proposed Special Purpose Company to be got incorporated by the Consortium Members to meet the requirements and stipulations of DMRC.

IN FAITH AND TESTIMONY WHEREOF THE PARTIES HERETO HAVE SIGNED THESE PRESENTS ON THE DATE, MONTH AND YEAR FIRST ABOVE WRITTEN.

1. (_____) Authorized Signatory
(_____) For (Name of company)
2. (_____) Authorized Signatory
(_____) For (Name of company)

Enclosure: Board resolution of each of the Consortium Members authorizing:

- (i) Execution of the Consortium Agreement, and
- (ii) Appointing the authorized signatory for such purpose.



Annexure-7

AFFIDAVIT

(To be given separately by each consortium member on Stamp Paper of Rs. 10)

I, S/o resident of
..... the(insert designation) of
the(insert name of the single bidder/consortium member if a
consortium), do solemnly affirm and state as follows :

1. I say that I am the authorised signatory of(insert name of company/consortium member) (hereinafter referred to as "Bidder/Consortium Member") and I am duly authorised by the Board of Directors of the Bidder/Consortium Member to swear and depose this Affidavit on behalf of the bidder/consortium member.
2. I say that I have submitted information with respect to our eligibility for Delhi Metro Rail Corporation's (hereinafter referred to as "DMRC") Tender Document for licensing Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate (violet Line) to Ballabhgarh and I further state that all the said information submitted by us is accurate, true and correct and is based on our records available with us.
3. I say that, we hereby also authorize and request any bank, authority, person or firm to furnish any information, which may be requested by DMRC to verify our credentials/information provided by us under this Bid and as may be deemed necessary by DMRC.
4. I say that if any point of time including the License period, in case DMRC requests any further/additional information regarding our financial and/or technical capabilities, or any other relevant information, we shall promptly and immediately make available such information accurately and correctly to the satisfaction of DMRC.
5. I say that, we fully acknowledge and understand that furnishing of any false or misleading information by us in our Bid shall entitle us to be disqualified from the tendering process for the said project. The costs and risks for such disqualification shall be entirely borne by us.
6. I state that all the terms and conditions of the Tender Document have been duly complied with.

DEPONENT

VERIFICATION:-

I, the above named deponent, do verify that the contents of paragraphs 1 to 6 of this affidavit are true and correct to my knowledge. No part of it is false and nothing material has been concealed.

Verified at, on this day of.....,2015.

DEPONENT

Annexure-8

UNDERTAKING FOR RESPONSIBILITY

(On Rs. 100/- stamp paper duly notarized)

_____ as a lead member of the consortium of ____ companies - namely _____ (Complete name with address) jointly & severally undertake the responsibility in regards to the license agreement with DMRC in respect of Licensing of:-

1. That, we Solely undertake that _____ (Name of the Company/ consortium member) shall conduct all transactions/ correspondences and any other activity in connection with License agreement pertaining to licensing Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate to Ballabgarh (violet Line).
2. That, all consortium members are jointly or severally responsible for all commitments / liabilities/ dues etc. to DMRC.
3. That, we further confirm that, the stake holding of lead member- _____ (Name of the company/ consortium member) shall always remain more than 51% and we, all consortium members, insure that there shall be no change in the stake holding of all parties during the initial lock-in period of license agreement.
4. We also confirm that our consortium was made on Dt. _____, for seeking licensing Exclusive Advertisement Rights inside selected Metro Stations from Kashmere Gate to Ballabgarh (Violet Line) in support of which a copy of our Board Resolution is attached with this Undertaking.

(Authorised/CEO of all ____ consortium members to sign on undertaking with witness signatures)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Witnesses 1.
2.

Annexure-9

CERTIFICATE OF STATUTORY AUDITOR

(On the Letterhead of the Statutory Auditor)

We have verified the relevant statutory and other records of M/s _____ [Name of Bidder], and certify that the cumulative gross turnover of M/s _____ (Name of the Bidder) in the last 3 completed financial years is Rs. _____.

Year wise detail of Annual Gross Turnover is as under:

Name of Bidder or member of JV	Annual Gross Turnover		
	2012-13	2013-14	2014-15
Name of Bidder or member(1) of Consortium/JV			
Name of Bidder or member(2) of Consortium/JV			
Name of Bidder or member(3) of Consortium/JV			
TOTAL			

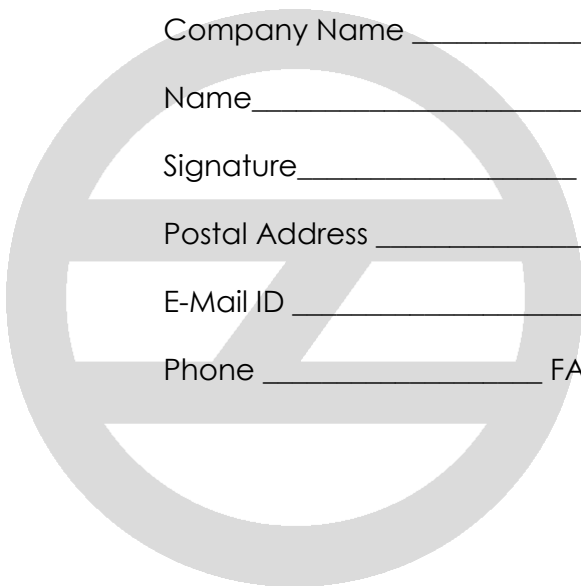
Name & address of Bidder's Bankers:
Signature and Seal of the Statutory Auditor clearly indicating his/her membership number

Note: Turnover as brought out in the audited annual financial results is to be indicated in above table and certified by the statutory auditor of the Bidders.

Annexure-10

UNDERTAKING FOR DOWNLOADED TENDER DOCUMENT

We here by confirm that, we have downloaded/read the complete set of tender documents /addendum/clarifications along with the set of enclosures hosted on e-tendering portal www.tenderwizard.com/DMRC. We confirm that we have gone through the Tender Documents, addendum/corrigendum and clarifications up to the date of opening of bids on the e-tendering portal [www.tenderwizard.com/DMRC]. We confirm our unconditional acceptance for the same and have considered these in the submission of our financial bid. We/I hereby give our acceptance to all the terms and conditions of the Tender Document as well as the draft licensee agreement.



Company Name _____
Name _____
Signature _____ Date: _____
Postal Address _____
E-Mail ID _____
Phone _____ FAX _____

Company Seal:

Annexure-11

DRAFT LICENSE AGREEMENT

Agreement No. _____ of the year _____

THIS AGREEMENT entered into at Delhi on this ____ day of _____ 2015 between Delhi Metro Rail Corporation Ltd.(DMRC) incorporated under the Companies Act, 1956 having its registered office at Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi-110001, India, hereinafter referred to as the 'Licensor' (which expression shall unless repugnant to the context mean and include it's successors and assigns) of the **First Party**

AND

M/s _____ incorporated under the companies act 1956 (further amended in 2013) having its registered office at _____ and represented by _____ hereinafter called 'Licensee' which expression shall unless repugnant to the context or meaning thereof include the successors and assigns of the Second party

WHEREAS

- a) DMRC with a view to part finance its project through Commercial Advertisements has invited Tender to License out Exclusive Advertisement Rights inside Selected Metro Stations from Kashmere Gate (Line-6 station) to Ballabgarh (Violet Line) on as is where is basis, to be identified, media vehicle(s) fabricated, installed and commissioned by the Licensee Inside Metro Stations as mentioned in Annexure-I.
- b) Advertisement on bare sites on as is where is basis (to be identified by the licensee and approved by DMRC) and commissioned by the licensee at its own cost after fixing advertisement panels as per DMRC standards.
- c) DMRC has agreed to provide the licensee advertising spaces (to be identified by the licensee and approved by DMRC) on "**as is where is basis**", hereinafter referred to as advertisement spaces, as mentioned below on the terms and conditions hereunder contained.
- d) Advertisement Rights Inside Metro Stations are for a minimum area of approx 1725 Sqm(minimum) before hand over of the section from Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House (excluding Central Secretrait, Badkal Mod, NHPC Chowk, Mewla Maharajpur, Neelam Chowk Ajronda and ITO) Section) and 2225 sqm after hand over of the section of Escorts Mujesar to Ballabgarh and Kashmere Gate to Mandi House (excluding ITO).

In Witness whereof the parties hereto have caused this agreement to be signed in their respective hands as of the day and year first before written.

..../...../2015

..../...../ 2015

(.....)

Authorized Signatory.

FOR AND ON BEHALF OF DELHI
METRO RAIL CORPORATION
LIMITED

FOR AND ON BEHALF OF
LICENSEE

IN WITNESS WHEREOF the LICENSEE and the DMRC have set their hands hereunto on the day, month and year first written above in the presence of the following witnesses

DMRC

LICENSEE

NOW THEREFORE THIS AGREEMENT WITNESSETH AND IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:

1.0 The following documents shall be deemed to form part and be read and construed as part of this agreement, namely:

- 1.1 Letter of Acceptance No. _____ dated _____.
- 1.2 Tender Document, Addendum/Corrigendum, etc.
- 1.3 Financial Bid Form
- 1.4 Any other document forming part of the tender.
- 1.5 Reply of the Pre-Bid queries (if any)

2.0 SCOPE OF WORK

The selected Bidder shall have exclusive rights to design, procure/manufacture, install, manage, operate, maintain, market and sell advertising opportunities at Selected Delhi Metro stations subject to the terms and conditions specified in the License Agreement. Licensee shall be responsible for the following activities:-

- a) The total inventory is available at Annexure-1C.
- b) The Licensee shall earmark 5 sqm out of total advertisement spaces at each station for carrying out DMRC campaign, social activities, social messages, etc. in consonance with its extant CSR policy. Cost for printing advertisements with regard to social marketing activities or social messages shall be borne by DMRC.
- c) The advertiser shall provide the advertisement as per their requirement, subsequent to the approval of DMRC, as stipulated.
- d) This contract is for total inventory available at the stations, which may be more than the minimum offered or utilized by the licensee. Licensee shall be submitting a list of proposed inventory (consisting of minimum area offered

at Annexure-1 along with additional area that the licensee wishes to utilize during the tenure of the contract) with locations within 3 months of handing over of the stations. The excess installed inventory in addition to proposed inventory available at the stations (if any) is to be dismantled & disposed-off from DMRC premises by the licensee at their own cost within 1 (one) year of handing over of the stations and DMRC shall assist in this. DMRC shall not have any claim with regard to such disposal.

Notwithstanding proposed inventory as mentioned above, licensee may apply for any additional inventory in addition to proposed inventory as per requirement and following terms & conditions of the contract agreement during the tenure of the contract.

The proposed inventory at stations shall be re-furbished by the licensee at their own cost, as per DMRC's specifications and the same shall be available for utilization as commercial advertisements as per terms & conditions of the contract. At no stage, installed advertisement panels shall not be left unattended / abandoned & has to be updated by the Licensee. In intervening time, when licensee is not fully utilizing the all inventory, it shall not bear a barren, deserted & shabby look; and presents a pleasant & aesthetic view of the station.

If the licensee is not able to utilize proposed inventory, licensee will provide DMRC message(s) on vacant panels for which write up shall be provided by DMRC. However, advertiser shall be permitted to mention their contact details on the same. However, if the licensee fails to update the unutilized inventory within 90 days of providing DMRC messages, DMRC may provide the same & recover the cost from the licensee.

- e) Preparation of an advertising plan for each station which must clearly earmark exact locations and type of advertisement planned for each advertising site and other relevant details. DMRC shall consider the plan with respect to aesthetics, operational feasibility, safety and security concerns. If the part of plan is not approved by DMRC, Licensee is required to submit revised plan for approval. All further modification/revision in plans requires DMRC.
- f) Designing of all advertising units/structures to complement station architecture for advertising sites.
- g) Procurement, fabrication, installation & erection of advertising units. Advertisement inventory shall include spaces inside selected metro stations only and no advertisement shall be allowed on outer side of the metro stations. Advertisement spaces inside selected metro stations may include all possible spaces including staircases, escalators, platform screen doors, turnstile, frisking panels/equipments, fixed/moveable panels, floor or roof branding, logo on roof, elevator spaces, smart posters, visual display by electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. Advertisement inventory shall include smart posters, QR codes/graphics, canopy, etc to advertise the e-commerce activities for generating business opportunities through on-line or off-line shopping. Licensee is expected to provide certain display area for e-commerce at each station. The minimum chargeable area at each station shall be as per Annexure-1. The maximum area for advertisements at each

station shall be 500 sqm except at interchange station where it shall be 750 sqm. Licensee shall prepare the plan for approval of DMRC.

- h) Appoint an architect to interact with nodal DMRC representative to bring clarity in understanding of spaces, to coordinate and implement decisions taken.
- i) Operate, manage and maintain the entire advertisement plans.
- j) Management of sales & marketing of the advertising within stations including providing adequate professionally trained manpower.
- k) Design of themes depicting Delhi culture and its natural beauty and Delhi tourism for display at the advertising sites as per the tender conditions.
- l) Promote DMRC amongst India's top three Destination Brands for Advertising.
- m) Create new innovative advertising opportunities inside selected metro stations including Experiential Marketing, advertisements by visual aids, smart posters for use, e-commerce for on-line or off-line shopping purposes, etc.
- n) Obtain all approvals, permits, etc. from all competent authorities including different tiers of government, statutory, local, Civic Authorities, etc. at their own cost.
- o) Comply with all statutory requirements in connection with License Agreement.
- p) Ensure regular and timely payments of all amounts due to DMRC and discharge all obligations as per License Agreement.
- q) All taxes including Municipal/Advertisement Taxes, Service tax and all other statutory dues where applicable shall be borne solely by the licensee without any contest.
- r) At present, DMRC is not liable to share its revenue generated from advertisements inside DMRC Metro stations with local bodies including MCD, etc. However, if DMRC becomes liable to share revenue with local bodies from advertisements Inside Selected Metro Stations in future, then DMRC shall deposit the due share to local bodies out of its own funds. Licensee shall not be liable to part with any additional amount on this account.

2.1 Route / Section Available For Exclusive Advertising Rights Inside Selected Metro Stations: Selected Metro Station as per Annexure-I on Line- 6 from Mandi House to Escorts Mujesar (excluding Central Secretariat, Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur and Neelam Chowk Arjonda) with future extension from Escorts Mujesar to Ballabhgarh and Kashmere Gate to Mandi House on Violet Line (excluding ITO) of DMRC network are proposed to be given for Exclusive Advertising Rights inside selected metro stations. Stations where Licensee shall have Exclusive Advertising Rights immediately after issue of Letter of Acceptance (LOA) are given in Annexure-I. DMRC shall hand over stations mentioned in Annexure-IB subsequent to start of their Operation. The likely date of start of operation of these stations is given in Annexure -IB which may vary. 5 stations (Sarai, Badkal Mod, NHPC Chowk, Mewla Maharajpur & Neelam Chowk Arjonda) as mentioned above are earmarked for Semi Naming Rights (SNR). However, if any / all of these are not licensed out under SNR, they shall be provided to the successful bidder for advertisement under this contract at the prevalent rate of license fees.

2.0 **Exception to Exclusivity:**

- 2.1 DMRC has provided contract for regular cleaning & maintenance of toilet blocks with continuous serviceability round the clock along with advertisement rights (for area not exceeding 15 sqm) on the toilet blocks to the contractor.
- 2.2 DMRC is in process of placing contract for providing digital media signage / DMRC messages at ticket counters (TOM, CCC, TVM, etc.) through LED, video wall, etc, wherein, advertisement rights shall be provided to the contractor on this digital media on time sharing basis, whereby contractor would get time slot for advertisement on these digital media along with display of DMRC signage, information, messages, etc. These digital media would be provided for an area not exceeding 10 sqm and successful bidder for the advertisement rights inside selected stations metro stations will also be eligible to bid.
- 2.3 DMRC has nominated some of the stations of DMRC network for providing Art / Exhibition corner. Escort Mujesar station from Line-6 has been included in this category, wherein DMRC would be utilizing a defined location at the station for displaying exhibits, artwork, etc, without any commercial consideration to the licensee.
- 2.4 DMRC may install / create any new inventory, panels, etc. for its partners, etc. without any commercial exploitation from the same.
- 2.5 The licensee shall not be provided rights for advertising through wi-fi, mobile/radio signals on advertisement media not installed / owned by them, viz, mobile, tablet, etc. of commuters', DMRC staff, etc.

3.0 **That the Licensee hereby covenants as follows:**

- 3.1 Licensee hereby assumes responsibility for Exclusive Advertising Rights of DMRC stations as specified in Annexure-I. Licensee shall be responsible for designing, procurement, manufacture, fabrication, installation, commissioning, management, operation, maintenance, marketing and selling advertisement spaces/opportunities inside stations as specified in this Agreement at its own cost. All the advertisement sites and formats proposed by the Licensee are subject to approval by DMRC with regard to operational feasibility, aesthetics, safety and security concerns.
- 3.2 Licensee irrevocably agrees to make all payments including License Fee as per this Agreement as and when due without delay or demur and without waiting for any formal advice from DMRC.
- 3.3 The Licensee confirms having examined the potential locations Inside Selected Metro Stations in detail and fully understands and comprehends the technical requirements of the advertisement insert/media. The Licensee also confirms full satisfaction as to the business viability of licensing the advertisement spaces inside the Metro Stations and hereby voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration,

whatsoever, on this account. Licensee also confirms having made independent assessment of present and future market potential and no future claim whatsoever regarding change in market circumstances shall be used by it as an alibi for non-payment of License Fee and other amounts due to DMRC.

- 3.4 That DMRC and LICENSEE represent and warrant that they are empowered, authorized and able to enter into this agreement.



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ARTICLE-1: DEFINITIONS

- a) **“Agreement”** means the License Agreement to be executed between DMRC and the Selected Bidder in the format approved by DMRC and includes any amendments, annexure hereto made in accordance with the provisions hereof.
- b) **“Applicable Laws”** means all laws, brought into force and effect by Govt. of India, State Governments, local bodies and statutory agencies and rules/ regulations/ notifications issued by them from time to time. It also include judgments, decrees, injunctions, writs and orders of any court or judicial authority as may be in force and effected from time to time.
- c) **“Applicable Permits”** means all clearances, permits, authorizations, consents and approvals required to be obtained or maintained under Applicable Law, in connection with the commercial advertisement spaces during the subsistence of this Agreement.
- d) **“As is where is basis”** means License of the said commercial advertisement space including all equipment, installations, fittings and fixtures is given on 'as is where is basis'. The LICENSEE may make additions or alterations in the licensed space, carry out various installations including electric installations and wiring, with the prior permission of DMRC in writing at its own cost. Licensee shall not be entitled for any compensation with regard to additions carried out by them in the licensed Commercial spaces. LICENSEE shall be required to hand over the Licensed Space at the end of license period.
- e) **“Bid”** means the documents, including all clarifications, addendum, corrigendum and revisions issued by DMRC to the Bidders, the Proposal submitted by the successful Bidder (Licensee) in response to the Bid Notice in accordance with the provisions thereof.
- f) **“Bidder”** means any entity which is 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) or consortium etc.
- g) **“Bid Security”** means the refundable amount to be submitted by the Bidder along with Tender Documents to DMRC as a security against the earnestness of bid.
- h) **“Change in Law” means the occurrence or coming into force of any of the following after the date of signing this Agreement:**
- a) The enactment of any new Indian law
 - b) The repeal, modification or re-enactment of any existing Indian law
 - c) Any change in the rate of any Tax

Provided that Change in Law shall not include:

- i. Coming into effect after the date of signing this Agreement of any provision of a statute which is already in place as of the date of signing this Agreement (or)
- ii. Any new law or any change in existing law under the active consideration of or in the contemplation of any Government as of the date of signing this Agreement, which is a matter of public knowledge.

- i) **“Commencement Date or Handover Date”** means the date on which the Licensed Space is handed over by DMRC to the Selected Bidder, in accordance with the terms of this agreement.
- j) **“Damages”** shall mean any claim of DMRC against the Licensee for breach of this Agreement, including but not limited to, losses, dues, arrears etc. against which DMRC shall be entitled to claim and adjust the Security Deposit/ Performance Security.
- k) **“DMRC”** means Delhi Metro Rail Corporation Limited.
- l) **“Interest Free Security Deposit/ Performance Security”** means interest free amount to be deposited by the Licensee with DMRC as per terms and conditions of License Agreement as a security against the performance of the License Agreement.
- m) **“License”** means the licensing rights granted by DMRC to the Selected Bidder for various activities excluding the banned activities as per banned list of usage of premises attached as Annexure-II.
- n) **“Licensee”** means the Selected Bidder, who has executed the license agreement with DMRC pursuant to bidding process.
- o) **“License Fee”** means the amount payable by the licensee to DMRC as per rates offered by the Selected Bidder for utilization of licensed space and accepted by DMRC to be paid by the Licensee along with other charges and any kind of Central or State Taxes, local levies, statutory dues, etc. that may be payable by the licensee as per prevalent law.
- p) **“License Period”** means the period beginning from the Commencement Date and ending on the Termination Date.
- q) **“Permits”** shall mean and include all applicable statutory, environmental or regulatory licenses, authorization, permits, consents, approvals, registrations and franchises from concerned authorities.
- r) **“Selected Bidder”** means the bidder who has been selected by DMRC, pursuant to the bidding process for award of license.
- s) **“Tax”** means and includes all taxes, fee, cesses, levies that may be payable by the Licensee under the Applicable Law to the Government or any of its agencies.
- t) **“Termination Date”** means the end of the License period or date of sooner determination of the License period in accordance with the terms of this Agreement whichever is earlier.

ARTICLE-2: GRANT OF LICENSE

TENURE OF LICENSE

- 2.1 Tenure of License Agreement shall be 10 (ten) years, unless otherwise terminated by DMRC or surrendered by the Licensee. The tenure of License Agreement shall commence from the date of handover of the advertising spaces as mentioned in Annexure-IA. The license period for additional advertisement space so handed over/allotted during the currency of the contract will also be co-terminus with original license period.
- 2.2 There shall be a lock in period of two years from the date of commencement of agreement.

LICENSE FEE

- 2.3 The license fee (exclusive of all taxes) at the rate of Rs. _____ per sqm/month for the licensed space and service tax (as applicable) shall be paid by Licensee to DMRC. The license fee shall be paid in advance on quarterly basis for the actual area handed over.
- 2.4 The License fee shall commence from 76th day from the date of handing over of area as per Annexure-IA and IB shall be charged until the termination/ completion of agreement.
- 2.5 Along with License Fee, Licensee shall also pay other dues like service tax, statutory dues/liabilities, electricity charges, damage/penal charges, pending arrears, etc. as applicable.
- 2.6 The License Fee and the Interest Free Security Deposit/Performance Security shall be escalated by 20% on completion of every 3 (three) years on compounding basis. 1st escalation shall be applicable on 01/04/2019 or 3 years of License Period, whichever is earlier.
- 2.7 The license fee along with service tax shall be paid to DMRC on Quarterly basis in advance to DMRC by the last working day of the previous quarter. This has also been illustrated below for better understanding of licensee –
- | | | |
|--|---|--|
| ▪ The Billing quarter | - | 1 st April - 30 th June |
| ▪ Period for the issue of invoice | - | 1 st March - 15 th March |
| ▪ Last Date of payment of Dues to DMRC | - | 31 st March |
- 2.8 The Licensee agrees voluntarily and unequivocally to make all payments to DMRC before the due date, without waiting for any formal advice from DMRC. If the Licensee does not receive invoice before 7 days of due date of payment, the Licensee agrees to collect the same from the office of authorized representative of the Licensor.
- 2.9 Licensee shall periodically advise the details of payment deposited with DMRC. In the case of non-submission of such details, initially Third Party dues, i.e. statutory dues/ liabilities shall be settled (mandatory liabilities of DMRC), then

others dues/ liabilities like electricity, etc. and lastly License fee shall be accounted for. The account shall be reconciled by DMRC on annual basis. Discrepancy, if any, shall be adjusted in next invoice.

- 2.10 If the Licensee fails to pay or partly pay the license fee and other dues by the due date, a 15 days' Cure Notice shall be issued to pay the outstanding license fee and other dues along with an interest of 18% (Eighteen percent) per annum on the amount of License Fee and other dues outstanding. Interest shall be charged on net outstanding dues for the actual day(s) of delay in payment. Interest shall continue to be accrued on monthly compounding basis until all the payable amount of License Fee and other dues are finally squared up.
- a) If the Licensee failing to pay the outstanding License Fee and other dues within 15 days' Cure Notice, DMRC shall issue 30 days termination notice to make payment of outstanding License Fee and other dues. No representation of licensee shall be entertained in this period till the licensee pays all dues to DMRC.
 - b) In the event of Licensee failing to pay the outstanding License Fee and other dues within 15 days from the date of issue of termination notice, DMRC shall disconnect all utilities provided to the Licensee.
 - c) In the event of Licensee failing to pay the dues within 30 days from the date of issue of termination notice, it shall constitute Material Breach of Contract and Licensee's Event of Default under this Agreement and shall entitle DMRC to terminate the License Agreement as per provisions stipulated in ARTICLE-7 of the License Agreement. In such a case, the balance Interest Free Security Deposit/Performance Security shall be forfeited in favour of DMRC after adjustment of outstanding dues, if any. If balance outstanding dues are more than Interest Free Security Deposit/ Performance Security, the same shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security from the other contracts of licensee in DMRC.
 - d) The Licensee should preferably make the payment of advance quarterly License fee and service tax to DMRC by E mode via RTGS/NEFT for credit in DMRC account. Licensee shall take prior approval of DMRC after complying with the required procedure/guidelines as per Annexure-IV of Bid Document.

Interest Free Security Deposit/ Performance Security:

- 2.11 The Licensee shall submit Interest Free Security Deposit/Performance Security to DMRC equivalent to half yearly License Fee based on area mentioned in Annexure-I (2225 sqm) and existing rate of license fee applicable as on date of its submission.
- 2.12 Interest free security deposit/performance security shall be escalated by 20% on completion of every 3 (three) years on compounding basis. 1st escalation shall be applicable on 01/04/2019 or 3 years of License Period, whichever is earlier.

- 2.13 The Licensee shall deposit minimum 25% of Interest Free Security Deposit in the form of DD/PO and remaining 75% in form of Bank Guarantee/FDR. The Bank Guarantee shall either be from State Bank of India or any other Nationalized Bank or other Scheduled Commercial Banks with branches located in Delhi only. The Bank Guarantee must be submitted minimum for two years validity and shall be renewed accordingly before expiry of earlier Bank Guarantee, failing which the previous Bank Guarantee may be en-cashed by DMRC without any prior intimation.
- 2.14 Interest Free Security Deposit/Performance Security shall remain constant for an increase in area up to 10% of allotted area. If increase in area is more than 10%, Interest Free Security Deposit/Performance Security shall be increased on pro-rata basis.
- 2.15 In case of a JV/Consortium, the Interest Free Security Deposit/Performance Security is to be submitted in the name of its JV/Consortium. However, splitting of the Interest Free Security Deposit/Performance Security (while ensuring the Interest Free Security Deposit/Performance Security is in the name of JV/Consortium) and its submission by different members of the JV/Consortium for an amount proportionate to percentage stake or otherwise is also acceptable.
- 2.16 DMRC shall reserve the right for deduction of DMRC dues from Licensee's Interest Free Security Deposit/Performance Security at any stage of agreement i.e. currency/ completion/termination/surrender, against:-
- a) Any amount imposed as a penalty and adjustment for all loses/damages suffered by DMRC for any nonconformity with the Agreement terms & condition by the Licensee.
 - b) Any amount which DMRC becomes liable to the Government/Third party due to any default of the Licensee or any of his servant/ agent.
 - c) Any payment/ fine made under the order/judgment of any court/consumer forum or law enforcing agency or any person working on his behalf.
 - d) Any other outstanding DMRC's dues/ claims, which remain outstanding after completing the course of action as per this License Agreement.
- 2.17 Once an amount is debited from the interest free Security Deposit/Performance Security, the Licensee shall replenish the Security Deposit/Performance Security to the extent the amount is debited, within 15 days period, failing which, it shall be treated as Licensee's event of default.

TAXES AND OTHER STATUTORY DUES

- 2.18 All other statutory taxes, statutory dues, local levies, Service tax, etc. as applicable shall be charged extra and shall be remitted along with the License Fee for onward remittance to the Government. The Licensee indemnifies DMRC from any claims that may arise from the statutory authorities in connection with this License.
- 2.19 Payment of stamp duty on execution of license agreement, if any, shall be borne by licensee.

2.20 Taxes/Municipal Taxes, if any, shall be solely borne by licensee.

2.21 The licensee will not ask for any claim or compensation from DMRC if advertisements are not permitted due to local laws/civil authorities. The maintenance of all advertisement inserts will be borne by licensee.



ARTICLE-3: MAINTENANCE AND OPERATION OF LICENSED SPACES**ADDITIONAL AREAS/ PANELS & FORMS OF ADVERTISING.**

- 3.1 Additional station(s) on this line, if any, other than those listed in Annexure I may also be handed over by DMRC to the licensee for exclusive advertisement rights and DMRC's decision in this regard shall be final and binding. The license fee for such stations shall commence after 75 days from the date of handing over of these stations. The tenure of the license period of these additional stations including mentioned at Annexure-1B shall be co-terminus with this license agreement.
- 3.2 Minimum area for which license fee shall be charged after the fitment period as given in Annexure-I for each station. If the Licensee utilizes less than the area given in Annexure-I, in such case, the license fee and other dues shall be charged for minimum area. The licensee can however utilise more area for advertising purposes at any of the stations. The additional area shall be charged on pro-rata basis. The maximum area for advertisements at each station shall be 500 sqm except at interchange station where it shall be 750 sqm.
- 3.3 The cost of preparation of the advertisements/media/inserts shall be borne solely by the licensee. The licensee shall also maintain all the media/inserts and advertisements as per standards indicated by DMRC.
- 3.4 **Creativity and New Media**
- Licensee shall be at liberty to choose the media, introduce any format, its design, type and carry out innovation and creativity to add value for maximization of revenues, subject to the scope of advertisement spaces specified in Clause 2 of the License Agreement. Licensee may utilize state of art technology prevalent anywhere globally.
- 3.5 The licensee can utilise any format of advertisement including and not limited to backlit panels, scrollers, floor branding, roof branding, digital display (without audio), canopy, etc. Minimum area for which license fee shall be charged as per Annexure-I for each station handed over for advertisement rights, even if the licensee do not utilise this minimum area mentioned in the Annexure.
- 3.6 The rate of License Fees to be charged for advertisement at the stations is as under:

Rate Structure	Type of Advertisement Display	Rate of Licence fee in Rs. per Sqm per Month
R1	All Types of Format of Advertisement at Stations including Digital Advertisement Display in the Form of LCD / LED Screens, Video Walls, etc	"X" as accepted by DMRC subsequent to Bidding process.
R2	Floor Branding as Advertisement Display	Half of the rate "X" (X/2)

3.7 The area to be charged shall be actual display area exclusive of any border or width of framework. In case of LCD/LED/Digital Display/Video Walls, the area to be charged shall be the actual display area of screen exclusive of any border or non-digital width. In case, the licensee is utilising Digital Display for advertisement, the same shall be charged at the rate structure of R1 as mentioned in Clause 3.6 above. Advertisement Area for canopies shall be charged for the surface area at the rate structure of R1 as mentioned in Clause 3.6 above along with charging of area occupied at same rate.

3.8 The Licensee shall have to earmark up to 5 sqm of total advertisement spaces at each station, acceptable to DMRC, for carrying out social activities or social messages by DMRC in consonance with its extant CSR policy. Cost for printing advertisements with regard to social marketing activities or social messages shall be borne by DMRC.

3.9 **Approval of Plan:**

3.9.1 Licensee shall submit advertising plan for each location/site indicating type of media and its format, location of advertisement spaces, etc. with compliance to existing guidelines or any other applicable policy, statutes, codes, applicable laws. However, Licensee is solely responsible for the compliance of applicable laws and adherence of them is to be submitted to DMRC. All the advertising sites proposed by the Licensee in the plan shall be subject to approval by DMRC with regard to:-

- a) Operational feasibility,
- b) Aesthetics,
- c) Safety & Security Concerns

3.9.2 In this regard, a committee comprising of DMRC officials shall be formed for granting approval. The committee shall communicate its decision in writing within seven working days from the date of submission of proposals. If DMRC does not send any communication within seven working days of its receipt in PB wing, the proposal for approval of advertisement plan shall be deemed to be approved by DMRC.

3.9.3 If the plan does not conform to the requirement as mentioned above, DMRC may reject the plans/proposals, duly specifying the reason(s) thereof. Licensee shall resubmit their plan/proposal after such modification and conforming to the requirement of DMRC for approval. Licensee shall display advertisements only at the spaces approved in the above said plan.

3.9.4 If any approval is required to be taken from any local authority for display of the advertisement, the same is the sole responsibility of the Licensee. DMRC may assist in submission of application on written request from the Licensee.

3.9.5 Scope of Work

The selected Bidder shall have exclusive rights to design, procure/manufacture, install, manage, operate, maintain, market and sell advertising opportunities at Selected Delhi Metro stations subject to the terms and conditions specified in the License Agreement. Licensee shall be responsible for the following activities:-

- a) The total inventory is available at Annexure-1C.
- b) The Licensee shall earmark 5 sqm out of total advertisement spaces at each station for carrying out DMRC campaign, social activities, social messages, etc. in consonance with its extant CSR policy. Cost for printing advertisements with regard to social marketing activities or social messages shall be borne by DMRC.
- c) The advertiser shall provide the advertisement as per their requirement, subsequent to the approval of DMRC, as stipulated.
- d) The existing panels/cut-outs in underground stations shall be re-furbished by the licensee as per DMRC's specifications at its own cost and shall be available for utilization by Licensee for commercial advertisements. At no stage, any installed advertisement panels shall be left unattended & shall be maintained by the Licensee, even if it is not falling under part of minimum offered area. If the licensee is not able to utilize the area beyond minimum offered as per the Annexure-1A & 1B, they will provide DMRC message(s) for which write up shall be provided by DMRC. However, advertiser shall be permitted to mention their contact details on the same. If the advertiser fails to utilize the minimum area as mentioned at Clause 'd' above, DMRC reserves the right to provide messages, posters, creative, etc. of its own partners with no cost to the advertiser.
In case of elevated stations, if Licensee does not intend to utilize existing prefabricated panels for advertisements in elevated stations beyond area offered at annexure-1A & 1B, then such prefabricated panels shall be disposed-off by Licensee at its own cost from DMRC premises. DMRC shall not have any claim with regard to such disposal.
- e) Preparation of an advertising plan for each station which must clearly earmark exact locations and type of advertisement planned for each advertising site and other relevant details. DMRC shall consider the plan with respect to aesthetics, operational feasibility, safety and security concerns. If the part of plan is not approved by DMRC, Licensee is required to submit revised plan for approval. All further modification/revision in plans requires DMRC.
- f) Designing of all advertising units/structures to complement station architecture for advertising sites.
- g) Procurement, fabrication, installation & erection of advertising units. Advertisement inventory shall include spaces inside selected metro stations only and no advertisement shall be allowed on outer side of the metro stations. Advertisement spaces inside selected metro stations may include all possible spaces including staircases, escalators, platform screen doors, turnstile, frisking panels/equipments, fixed/moveable panels, floor or roof branding, logo on roof, elevator spaces, smart posters, visual display by

electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. Advertisement inventory shall include smart posters, QR codes/graphics, canopy, etc to advertise the e-commerce activities for generating business opportunities through on-line or off-line shopping. Licensee is expected to provide certain display area for e-commerce at each station. The minimum chargeable area at each station shall be as per Annexure-1. The maximum area for advertisements at each station shall be 500 sqm except at interchange station where it shall be 750 sqm. Licensee shall prepare the plan for approval of DMRC.

- h) Appoint an architect to interact with nodal DMRC representative to bring clarity in understanding of spaces, to coordinate and implement decisions taken.
- i) Operate, manage and maintain the entire advertisement plans.
- j) Management of sales & marketing of the advertising within stations including providing adequate professionally trained manpower.
- k) Design of themes depicting Delhi culture and its natural beauty and Delhi tourism for display at the advertising sites as per the tender conditions.
- l) Promote DMRC amongst India's top three Destination Brands for Advertising.
- m) Create new innovative advertising opportunities inside selected metro stations including Experiential Marketing, advertisements by visual aids, smart posters for use e-commerce for on-line or off-line shopping purposes, etc.
- n) Obtain all approvals, permits, etc. from all competent authorities including different tiers of government, statutory, local, Civic Authorities, etc. at their own cost.
- o) Comply with all statutory requirements in connection with License Agreement.
- p) Ensure regular and timely payments of all amounts due to DMRC and discharge all obligations as per License Agreement.
- q) All taxes including Municipal/Advertisement Taxes, Service tax and all other statutory dues where applicable shall be borne solely by the licensee without any contest.
- r) At present, DMRC is not liable to share its revenue generated from advertisements inside DMRC Metro stations with local bodies including MCD, etc. However, if DMRC becomes liable to share revenue with local bodies from advertisements Inside Selected Metro Stations in future, then DMRC shall deposit the due share to local bodies out of its own funds. Licensee shall not be liable to part with any additional amount on this account.

3.9.6 Additional Area:

If the licensee is desirous of taking up additional area and revising already approved advertisement plan at any particular location/site, the Licensee shall submit advertisement plan of the additional area for approval of DMRC once in a quarter only and in multiples of 10 sqm only. If such additional area is taken up

for the currency of the license agreement, it shall be charged from 76th day from the date of handing over of additional area. In case additional area is taken up for short duration, it shall be charged from the date of handing over of additional area. Additional area shall be charged on pro-rata basis irrespective of the fact that it is utilized or not.

3.9.7 Surrender of Additional Area:

If the Licensee is desirous of surrendering advertisement area over and above minimum area as mentioned in Annexure- 1A & 1B, the licensee shall submit the plan for withdrawal of advertisement area. Such plans of surrendering advertisement area at any location/site shall be submitted at a frequency not more than once in a quarter and in one lot of minimum variation of 10 sqm of display area per quarter. The License fees for the reduced area shall be calculated from the actual date of removal of such advertisement media. Reduction in license fee shall be done consequent to certification from Station Manager or his authorized representative.

3.9.8 The Licensee shall submit details along with contact numbers of their authorized representative(s) who shall be available at the Metro Stations at a short notice for inspection of advertisement spaces including measurement of area. In the absence of licensee's representative, inspection shall be done by DMRC official(s) and it shall be final and binding to the Licensee. If during inspection, the area of advertisement space is found to be at unapproved location or more than the approved area, it shall be treated as unauthorized occupancy. The license fee of such unauthorized occupancy shall be charged at double the rate of that rate media from the first day of that quarter or from the date of previous inspection in which the space was found as per approved plan, whichever is later and shall be charged till a vacation certificate of that unauthorized occupancy from the concerned Station Manager or his authorized representative is submitted to DMRC or the unauthorized space is approved from the DMRC, whichever is later.

3.9.9 Licensee shall submit the monthly statement to PB wing of approved area as well as actual area utilized for advertisement at each station for each category, after due certification from the concerned Station Manager or their authorized representative. If the actual area utilized for advertisement at any station is found to be more than the approved area, the license fee shall be charged for actual area utilized for that rate structure at double the normal rate for whole month.

3.9.10 Operation & Maintenance of Licensed spaces:

a) Licensee confirms that they fully understand and confirm that the panels/advertisements spaces shall, at all time belong to DMRC, and no interest in the same shall be created by the licensee. The Licensee also agree

not to sub-license, lease, sub-lease or part with, partially or fully in any form the panels/advertisement spaces.

- b) The advertising rights for panels will vest with the licensee only. Any persons wishing to advertise in the above mentioned panels will have to deal directly with the licensee and DMRC will have no dealing in this regard. At no time sub-letting of rights for advertisement to other advertising agencies/outdoor agencies Out of Home advertising agencies, etc. would be permissible under this agreement. The licensee agrees voluntarily and unequivocally to place DMRC messages at his own cost in the panels which lie vacant and not commercialized.
- c) All the advertising panels shall belong exclusively to DMRC Ltd at all times. No permanent interests or lien of whatever nature is allowed to be created on the advertising spaces and the advertising panels fabricated installed and commissioned.
- d) The Licensee will not ask for any claim or seek any compensation from DMRC if advertisements are not permitted due to Court Order/Local Laws/Civil Authorities. The maintenance of all advertisement inserts and the panels handed over will be borne solely by the licensee. The replacement of bulbs, electrical chokes, other electrical parts and also other components of all advertisement panels will be done as per directions and standards specified by the authorized representative of DMRC Ltd.
- e) The licensee agrees to pay license fees and all dues during the currency of license agreement, even if any or all the panels are not functional/utilized or has/have been dismantled for repair or upkeep etc. The Licensee agrees that in the event of such dysfunction of the panels, the licensor will not be liable to pay any compensation to the licensee.
- f) If any approvals are required to be taken from any local/municipal authority for display of advertisement, the licensee is solely responsible for their arrangements. If any fine/penalty is imposed on DMRC (Licensor) due to non-availability of any such approval(s), the same shall be recovered from the security deposit of the licensee and licensee shall reimburse the security deposit to that extent within 30 days of such debit by DMRC.
- g) The licensee will have to maintain all the advertisement inserts in proper, neat and clean condition for the currency of the contract. The advertising media should be of fire retardant low smoke/zero halogen material and of international standards. The Licensee must submit the media sample for DMRC's approval to the office of the DGM/PB before using the same. DMRC reserves the right to suggest changes and not to give permission.
- h) The Licensee fully understands and comprehend that all panels constructed / fabricated, installed and commissioned by him/her/them will become the sole property of DMRC at the end of the license period.
- i) The licensee shall indicate the date till which license agreement is valid on each advertisement panel/displayed.

- j) All terms and conditions indicated in this agreement will also be applicable for the additional panels/spaces offered and accepted by the licensee.
- k) Licensee shall keep and maintain the advertisement media/panel, etc., in safe and sound manner during all the time of contract period. Any defective, weak or corroded structure should be replaced immediately with new proper structure after due certification from reputed agency/DMRC to ensure safety of DMRC commuters.
- l) Licensee shall ensure that all electrical wiring, power outlets and gadgets used are maintained properly, guarded against short circuits / fires. The instructions of DMRC's electrical inspectors/ authorized representative shall be complied with by the licensee at its own cost.
- m) In case of accident caused due to negligence of the Licensee resulting into injury/ death to DMRC employees/ other users/ any person or loss to DMRC property, Licensee shall compensate the loss (es), without prejudice to other actions under this Agreement at the sole discretion of DMRC, including termination of Agreement.
- n) The Licensee voluntarily and unequivocally agrees not to seek any claims, damages, compensation or any other consideration whatsoever because of implementing the instruction issued by DMRC fire officer, electrical inspector, Security officer or their authorized representatives from time to time.
- o) Licensee and its employees or other persons involved in the execution of the work shall not, in any way, impinge on the safety and security of metro operations, passenger safety, safety of metro properties and its assets.
- p) The Licensee shall comply with the laws of land including Court judgments/ court orders/Delhi Pollution Control Board and Delhi Fire Service guidelines, regulating the advertisements/displays and DMRC can't be held liable for any change/modification in these laws which adversely affects this tender and the licensee voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration whatsoever on this account.

q) **Penalty Clauses**

Further, DMRC can impose the fine on Licensee up to Rs.5,000/- per week/ offence on the following offenses: -

a)	Any staff of Licensee found in drunken condition/indulging in bad conduct.
b)	Any staff of the Licensee found creating nuisance.
c)	Improper maintenance & defacement of the Metro Property.
d)	Dishonor of Cheques and Drafts submitted by Licensee to DMRC.
e)	Misbehavior with staff and commuters of DMRC.
f)	Not following safety and security norms as may be indicated by authorized representative of DMRC.

g)	Utilizing advertisements at locations other than that approved by DMRC.
h)	Non submission of monthly statement of approved plan and actual utilized area of advertisement at each station.
i)	Any staff of Licensee found in drunken condition/indulging in bad conduct.
j)	Any staff of the Licensee found creating nuisance on duty.

- r) The amount of penalty shall become double the specified amount after three years from the date of commencement of License Agreement.
- s) The option to impose fine, penalty, etc. under this License Agreement shall be exercised by DMRC official not below the rank of Dy.HOD

3.9.11 Factors Governing Selection of Permissible Advertisements

The Licensee shall take into account the following aspects while selecting advertisements on the panels and abide by all the instruction of the authorized DMRC representative on the same:

- a) The advertisement is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
- b) The advertisement will have no objectionable and indecent portrays of people, products or any terms.
- c) The use of DMRC name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
- d) No Surrogate advertisements are permitted unless application for placement of the same is accompanied by "no objection certificate" from the Ministry of Information and Broadcasting.
- e) Advertisements pertaining to achievements by different Governments, their Departments, Ministries, Government Undertakings, other 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. Further, no advertisement which violates "Model Code of Conduct" shall be permitted during the period whereby "Model Code of Conduct" have been enforced by Election Commission.
- f) Station naming and branding shall not be allowed.
- g) Any type of audio advertisement shall not be allowed.

All advertisement creative must be approved by DMRC before display in metro premises.

3.9.12 Minimum Material Specifications:-

Licensee shall provide advertisement media / panels / fixtures conforming to international standards of high quality advertising comparable to Airports and Metro of leading nations. Advertisement panels shall be provided by Licensee

conforming to the following minimum specifications or its equivalent:

- a) Frame work –SS 304
- b) Backing sheet of G.I.
- c) Internal cables of Fire Retardant Low Smoke type (FRLS) for Elevated & (FRLSZH) for U/G as specified in Electrical Procedure Order.
- d) TL tubes for back lighting/illumination with electronic ballast.
- e) Polycarbonate sheet as cover of GE make or equivalent.
- f) Advertising media to be made from Fire Retardant, Low Smoke & Zero Halogen material.
- g) For elevated stations frame finishes of Aluminum is also permissible.
- h) In order to have energy conservation, LED or any other energy saving devices confirming to BEE standards should be used at the advertisement sites. For existing sites, the conservation of energy saving devices may also be carried out.

The advertising media should be of fire retardant, low smoke and comply with all Indian and International Standards.



ARTICLE-4: RIGHTS AND OBLIGATIONS

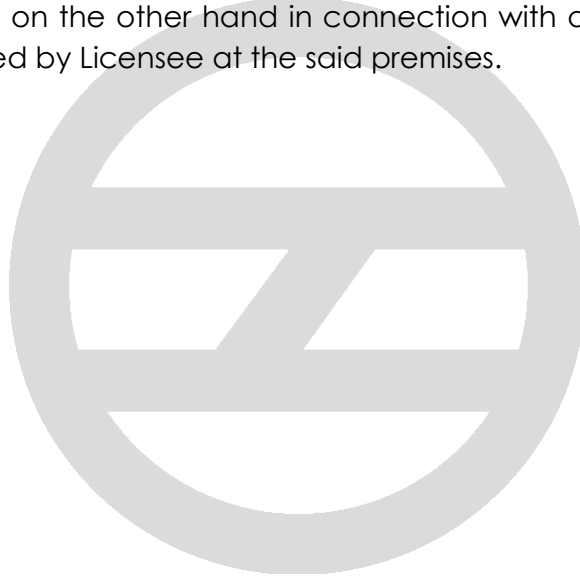
4.1 Licensee's Obligations:

The Licensee's Responsibilities and Duties shall include the following, in addition to and without prejudice to other obligations under this Agreement:

- a) to obtain due permits, necessary approvals, clearances and sanctions from the competent authorities for all activities or infrastructure facilities
- b) to operate and maintain the Licensed Area at all times in conformity with this License Agreement;
- c) to ensure that no structural damage is caused to the existing buildings and other permanent structures at the station as a result of his activities or any of its agents, contractors, sub-Licensee, etc.;
- d) to take all reasonable steps to protect the environment (both on and off the Licensed Space) and to limit damage and nuisance to people and property resulting from construction and operations, within guidelines specified as per Applicable Laws and Applicable Permits;
- e) to duly supervise, monitor and control the activities of contractors, sub-licensees, agents, etc., if any, under their respective License Agreements as may be necessary;
- f) to take all responsible precautions for the prevention of accidents on or about the site and provide all reasonable assistance and emergency medical aid to accident victims;
- g) not to permit any person, claiming through or under the Licensee, to create or place any encumbrance or security interest over whole or any part of the Licensed Space or its assets, or on any rights of the Licensee therein or under this Agreement, save and except as expressly permitted in this Agreement;
- h) to keep the Licensed Space free from all unnecessary obstruction during execution of works and store the equipment or surplus materials, dispose of such equipment or surplus materials in a manner that causes least inconvenience to the Metro Station, Commuters or DMRC's activities;
- i) at all times, to afford access to the Licensed Space to the authorised representatives of DMRC, other persons duly authorised by any Governmental Agency having jurisdiction over the business at Licensed Space, to inspect the Licensed Space and to investigate any matter within their authority and upon reasonable notice;
- j) to comply with the divestment requirements and hand over the Licensed space to DMRC upon Termination of the Agreement;
- k) to ensure that no foul/ unpleasant smell shall spread out from the premises of the licensee;
- l) To ensure that its equipment does not interfere with the function of DMRC's equipments installed at the station. The Licensee is advised to obtain prior written consent from DMRC for installing such equipments. However, DMRC reserves the right to refuse installation of the equipment if it is of the opinion that the Licensees equipment shall interfere with the station installations.

4.2 The Licensee shall be solely and primarily responsible to DMRC for observance of all the provisions of this License Agreement on behalf of its employees and representatives and any person acting under or for and on behalf of the Licensee; contractor (s) appointed for the Licensed Space as fully as if they were the acts or defaults of the Licensee, its agents or employees.

- 4.3 The Licensee shall comply with all rules and regulations under the Metro Railways (Operations and Maintenance) Act 2002 & amendments thereto.
- 4.4 No lease/ tenancy/sub-tenancy is being created by DMRC in favour of Licensee under or in pursuance of this Agreement and it is distinctly & clearly understood, agreed and declared by/ between the parties hereto that:
- a) The Licensee shall not have or claim any interest in the licensed space as a lessee/ tenant/sub-tenant or otherwise.
 - b) The rights, which Licensee shall have in relation to the said premises, are only those set out in this Agreement.
 - c) The relationship between DMRC and Licensee under and/or in pursuance of this Agreement is as between Principal and Principal. Consequently, neither party shall be entitled to represent the other and/or make any commitment on behalf of and/ or with traders or any other party. Furthermore, no relationship in the nature of Partnership or Association of persons is hereby being created or intended to be created between DMRC on the one hand and Licensee on the other hand in connection with and/or relating business to be operated by Licensee at the said premises.



ARTICLE-5: INDEMNITY AND INSURANCE

- 5.1 The Licensee hereby undertakes to indemnify and hold DMRC harmless against all costs, damages, liabilities, expenses arising out of any third party claims relating to non- completion of the Fit-out; quality of the Fit-out and the construction/ construction activities.
- 5.2 The Licensee hereby undertakes to indemnify DMRC against all losses and claims in respect of death or injury to any person or loss or damage to any property which may arise out of or in consequence of the execution and completion of works and remedying defects therein and against all claims, proceedings, damages, costs charges and expenses whatsoever in respect thereof or in relation thereto.
- 5.3 The Licensee hereby undertakes that DMRC shall not be liable for or in respect of any damages or compensation payable to any workman or other person in the employment of Licensee or any of his contractors/ sub-contractors/sub-Licensees. The Licensee shall indemnify and keep indemnified DMRC against all such damages and compensation; all claims proceedings, damages, costs, charges and expenses whatsoever in respect thereof or in relation thereto.
- 5.4 The licensee must strictly comply with all the provisions of The EPF Act 1952, The ESI Act, Minimum Wages Act 1948, Labour Laws & regulation in force including but not limited to the Contract Labour (Regulation & Abolition) Act-1976 including any subsequent amendment thereof and the rules made there under as per prevalent Government orders and ensure timely payment under these Acts. Failure to comply these acts shall attract penalty as per provisions. Licensee shall indemnify DMRC Administration for any loss and damages suffered due to violation of its provision.
- 5.5 The Licensee hereby indemnifies DMRC against any loss, damage or liabilities arising because of any act of omission or commission on part of Licensee or on part of its personnel or in respect of non-observance of any statutory requirements or legal dues of any nature.
- 5.6 The Licensee hereby undertakes to discharge all statutory obligations and liabilities in connection with employment of its personnel in the said premises. Licensee hereby indemnifies DMRC against any liability arising in connection with the employment of its personnel in the said premises by Licensor. Licensee hereby undertakes to carry out police verification of its employees and submit its copy to DMRC in accordance with its extant policies.
- 5.7 The Licensee shall indemnify DMRC from any claims that may arise from the statutory authorities against any statutory taxes, statutory dues, local levies, etc. in connection with this License.

- 5.8 The Licensee shall indemnify DMRC from any serious accident caused due to negligence of the Licensee, resulting in injury, death to commuters or DMRC employees or loss to DMRC property during the currency of license agreement.
- 5.9 The Licensee shall be liable for and shall indemnify, protect, defend and hold harmless DMRC, DMRC's officers, employees and agents from and against any and all demands, claims, suits and causes of action and any and all liability, costs, expenses, settlements and judgments arising out of the failure of the Licensee to discharge its obligations under this clause and to comply with the provisions of Applicable laws and Applicable Permits.
- 5.10 The Licensee shall indemnify and keep indemnified DMRC for any losses/ penalties on this account levied by any Judicial/ Statutory Authorities/ Courts on Licensee.
- 5.11 Insurance and Waiver of Liability: The Licensee shall bear the cost, throughout the term of the License, for a comprehensive general liability insurance covering injury to or death of any person(s) while working in DMRC premises, including death or injury caused by the negligence of the Licensee or the Licensee's failure to perform its obligations under the agreement. Upon DMRC's request, the Licensee shall submit to DMRC, suitable evidence that the foregoing policy or policies are in effect. In the event of the default i.e. avoiding the insurance cover, the Licensee agrees and undertakes to indemnify and hold the licensor harmless against all liabilities, losses, damages, claims, expenses suffered by the licensor as a result of such default by the Licensee.

ARTICLE-6: FORCE MAJEURE

6.1 In case of Force Majeure Events occasioned in whole or in part, neither DMRC nor Licensee shall be liable for any inability to fulfill their commitments and obligations. Any of the following events resulting in total block up of business from the licensed space shall constitute Force Majeure Event:

- a) Earthquake, Flood, Inundation, Landslide.
- b) Storm, Tempest, Hurricane, Cyclone, Lighting, Thunder or other extreme atmospheric disturbances.
- c) Fire caused by reasons not attributable to the Licensor.
- d) Acts of terrorism
- e) War, hostilities (Whether war be declared or not), invasion, act of foreign enemy, rebellion, riots, weapon conflict or military action or civil war.
- f) Strikes or boycotts, other than those involving the Licensor, its contractors, or their employees, agents etc.
- g) Any other similar things beyond the control of the party, except court order/ court judgment.

Such Force Majeure occurrence shall be notified to the other party within 15 days of such occurrence. If such Force Majeure continues for a period of three months, the other party may be entitled to, through not being obliged to terminate this agreement by given a notice of one week to the other party.

ARTICLE-7: BREACHES/SURRENDER/TERMINATION OF LICENSE AGREEMENT

Surrender of License Agreement:

- 7.1 If the Licensee is desirous of terminating the license hereby created before expiry of the lock-in period, the License Agreement shall deemed to be terminated on the date mentioned in termination/surrender notice, subject to confirmation by DMRC. In such a case, the balance Interest Free Security Deposit/ Performance Security shall be forfeited in favour of DMRC after adjustment of outstanding dues, if any, payable to DMRC. No grace period shall be provided to licensee in such a case. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC shall be free to dispose-off the property / goods in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration / damages.
- 7.2 The Licensee shall have option to exit from the License Agreement immediately after completion of lock-in period. For this, the licensee shall give 180 days prior intimation to DMRC before completion of defined lock-in period. (In case lock-in period is of 2 years, prior intimation can be given after 1 ½ years). In such a case, balance Interest Free Security Deposit/ Performance Security of the Licensee shall be refunded after adjusting the outstanding dues, if any, payable on the part of Licensee. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC shall be free to dispose-off the property / goods in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration / damages.
- 7.3 If the Licensee is desirous of terminating the license after expiry of lock-in period without serving any prior intimation period or shorter intimation period than 180 days, the agreement shall deemed to be terminated on completion of such improper intimation period. In such cases, the Interest Free Security Deposit/ Performance Security shall be refunded to the Licensee after adjustment of license fee for period shorter than 180 days (notice period) and outstanding dues, if any. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC shall be free to dispose-off the

property / goods in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration / damages.

- 7.4 In case of successful completion of the full term of the License period i.e. Ten (10) years from commencement date of License Agreement, in such a case, balance Interest Free Security Deposit/Performance Security of the Licensee shall be refunded after adjusting the outstanding dues. If, balance outstanding dues are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC.

Breach of License Agreement/Licensee's Events of Default

- 7.5 Following shall be considered as Material Breach of the License Agreement by Licensee resulting in Licensee's Events of Default:

- a) If the Licensee has failed to perform or discharge any of its obligations in accordance with the provisions of License Agreement, unless such event has occurred because of a Force Majeure Event, or due to reasons solely attributable to DMRC without any contributory factor of the Licensee.
- b) If the Licensee fails to pay License Fee, utility charges, penalty or Damage herein specified or any other due payable by the Licensee to DMRC by the stipulated date.
- c) If the Licensee makes any of the following changes in Ownership:
 - i. Any change in percentage stake of JV/Consortium by the members of the License Agreement without prior written permission of DMRC.
 - ii. Dilution of stake of Lead Member in the JV/Consortium below 51% at any time during the License Period.
 - iii. Dilution of stake of any consortium member in JV/ Consortium below 15% during the license period
- d) If the Licensee during pendency of the License Agreement becomes insolvent or is put under receivership by a competent court.
- e) If the Licensee is in persistent non-compliance of the written instructions of a DMRC officials.
- f) If the Licensee or any of its representatives cause an incident or accident that results in injury or death to DMRC employees/ commuters or loss to DMRC property.
- g) If the Licensee is in violation of any of the other Clauses of License Agreement and after three written notice (unless otherwise specifically mentioned therein) from DMRC fails to cure the Default to the satisfaction of DMRC.
- h) If any representation made or warranties given by the Licensee under this Agreement is found to be false or misleading.
- i) If the Licensee engaging or knowingly has allowed any of its employees, agents, or sub-Licensee to engage in any activity prohibited by law or which

constitutes a breach of or an offence under any law, in the course of any activity undertaken pursuant to this Agreement.

- j) If the Licensee has created any encumbrance, charges or lien in favour of any person or agency, over the Licensed Space except expressly permitted under this Agreement.
- k) If a resolution for voluntary winding up has been passed by the shareholders of the Licensee.
- l) If any petition for winding up of the Licensee has been admitted and liquidator or provisional liquidator has been appointed or the Licensee has been ordered to wind up by Court of competent jurisdiction, except for the purpose of amalgamation or reconstruction with the prior consent of DMRC, provided that, as part of such amalgamation or reconstruction and the amalgamated or reconstructed entity has unconditionally assumed all surviving obligations of the Licensee under this Agreement.
- m) If the Licensee has abandoned the Licensed Space.
- n) If the licensee violates banned usage as per list given in Annexure-II.

Termination of License Agreement by DMRC

7.6 Provided that in the event of application of clauses 7.5 (a) and (b) above, DMRC shall give to the Licensee 15 days' time to cure the default and in the event the Licensee rectify the default to the satisfaction of the DMRC within the cure period, the event shall not be considered as a Licensee Event of Default.

7.7 If the Licensee failing to cure the default within 15 days it shall constitute Material Breach of Contract under this Agreement. It shall entitle DMRC to disconnect all utilities provided to the Licensee and to terminate license agreement. No representation of licensee shall be entertained after the expiry of cure period.

7.8 Termination on Operational Ground:

DMRC reserves the right to terminate the License Agreement on operational ground by giving three months notice. The License agreement shall stand terminated after expiry of three months' notice and the Interest Free Security Deposit/Performance Security shall be refunded after adjusting outstanding dues. If DMRC terminates agreement on operational ground within lock-in period of two years, the licensee shall also be entitled to an amount equivalent to one month of license fee applicable on the date of termination. The Licensee voluntarily agrees not to seek any claim, compensation, damages or any other consideration whatsoever on any ground in this regard.

7.9 Termination due to Force Majeure conditions: The License Agreement may be terminated for Force Majeure Reasons as specified in ARTICLE-6.

Other Terms & Conditions:

7.10 Upon termination/ completion of License Agreement:

- a) All sub-licenses/ third party agreements, entered by the Licensee, shall stand terminated with immediate effect ;
- b) In case of termination of agreement on account of Licensee's Events of Default, the balance Interest Free Security Deposit/ Performance Security shall be forfeited in favor of DMRC after adjustment of outstanding dues, if any, payable to DMRC. Balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, shall be recoverable from the licensee before licensee is permitted to remove their establishment(s) or else DMRC will seize their property. DMRC may also recover the balance outstanding dues, if are more than Interest Free Security Deposit/ Performance Security, from the other contracts of licensee in DMRC.
- c) All utilities shall be disconnected with immediate effect, unless otherwise specified elsewhere, and
- d) The Licensee shall vacate the premises within 30 days after date of issue of termination notice.

7.11 Upon termination of the license agreement, the Licensee shall handover the vacant possession of premises to the Station-in-charge or his authorized representative within 30 days from the date of termination of License Agreement, after removal of media, fixtures, panels, etc. installed by the Licensee at its own cost, without causing damage to DMRC structures. The Licensee agrees voluntarily and un-equivocally not to seek any claim, damages, compensation or any other consideration whatsoever on this account. If the premise is not handed over in good condition as required under this clause, DMRC reserves the right to deduct/ recover damage charges.

7.12 If, the Licensee fails to vacate the licensed space/premises within the grace period, penalty of twice the prevalent monthly Licensee Fee shall be chargeable for occupation beyond 30 day. Apart from this, such violation shall empower DMRC to dispose-off the property & goods from the premises. And after lapse of this 30 days grace period, DMRC shall take over the goods/property treating at NIL value, even if it is under lock & key; and shall be free to dispose-off the property in whatsoever manner as it deems fit. Licensee shall have no claim for compensation or consideration/damages after completion of grace period. If, licensee fails to pay the penalty, applicable in case of non-vacation of premises, the same shall be adjusted from the Interest Free Security Deposit/Performance Security available with DMRC. No grace period shall be provided to licensee, if licensee terminates the contract within the lock-in period.

7.13 After vacating the premises, the Licensee shall submit a vacation certificate issued by the Station in-charge or its authorized representative as a proof of Licensee having vacated the site. Licensee's statement regarding vacation, without a vacation certificate issued by the Station in-charge or its authorized representative, shall not be accepted.

7.14 The termination of this Agreement shall not relieve either party from its obligation to pay any sums then owing to the other party nor from the obligation to perform or discharge any liability that had been incurred prior thereto. The Licensee shall

be liable to pay all dues outstanding to DMRC including electricity, chiller and other utility charges under this agreement without prejudice to rights and remedies applicable under the law. The final settlement of dues shall take place after submission of vacation certificate from the Station in-charge or his authorized representative subsequent to termination of License Agreement.

7.15 Rights of DMRC on Termination: DMRC shall not have any obligation whatsoever including but not limited to obligations as to compensation for loss of employment, continuance or regularization of employment, absorption or re-employment on any ground, in relation to any person in the employment of or engaged by the Licensee in connection with the Licensed space.

7.16 On termination of Agreement, DMRC shall have rights to re-market or to seal/ lock the Licensed Space.



ARTICLE-8: DISPUTE RESOLUTION

Arbitration: All disputes relating to this agreement or claims arising out of or relating to this agreement or breach, termination or the invalidity thereof or on any issue whether arising during the progress of the services or after the completion or abandonment thereof or any matter directly or indirectly connected with this agreement shall be referred to Arbitrator(s) appointed by Director, DMRC on receipt of such request from either party. Matters to be arbitrated upon shall be referred to a sole Arbitrator if the total value of the claims is upto Rs.50 Lakhs and to a panel of three Arbitrators, if total value of claims is more than Rs.50 Lakhs. DMRC shall provide a panel of three Arbitrators which may also include DMRC officers for the claims upto Rs.50 Lakhs and a panel of five Arbitrators which may also include DMRC officers for claims of more than Rs.50 Lakhs. Licensee shall have to choose the sole Arbitrator from the panel of three and / or one Arbitrator from the panel of five, in case three Arbitrators are to be appointed. DMRC shall also choose one Arbitrator from this panel of five and the two so chosen will choose the third Arbitrator from the panel only. The Arbitrator(s) shall be appointed within a period of 30 days from date of receipt of written notice / demand of appointment of Arbitrator from either party.

The decision of sole Arbitrator / panel of Arbitrators shall be binding on all the parties. The cost of arbitration shall be borne by respective parties equally. The venue of such arbitration shall be Delhi / New Delhi. The parties agree to comply with the awards resulting from arbitration and waive their rights to any form of appeal insofar as such waiver can validly be made.

Rules governing Arbitration Proceedings: The Arbitration Proceedings shall be governed by Indian Arbitration and Conciliation Act 1996, as amended from time to time including provisions in force at the time the references made. During the pendency of arbitration proceedings, the Licensee shall continue to perform and make due payments to DMRC as per the License Agreement.

Jurisdiction of Courts: The Court at Delhi/New Delhi shall have the exclusive jurisdiction to try all disputes between the parties arising out of this agreement. The Court at Delhi/New Delhi shall have the exclusive jurisdiction to try all disputes between the parties arising out of this agreement..

ARTICLE-9: REPRESENTATIONS AND WARRANTIES

- 9.1 The Licensee represents and warrants to DMRC that-
- a) It is duly organized, validly existing and in good standing under the laws of India;
 - b) It has full power and authority to execute, deliver and perform its obligations under this Agreement and to carry out the transactions contemplated hereby;
 - c) It has taken all necessary corporate and other action under Applicable Laws and its constitutional documents to authorize the execution, delivery and performance of this Agreement;
 - d) It has the financial standing and capacity to undertake the commercial utilization of Licensed Commercial spaces;
 - e) This Agreement constitutes its legal, valid and binding obligation enforceable against it in accordance with the terms hereof;
 - f) The execution, delivery and performance of this Agreement shall not conflict with, result in the breach of, constitute a default under or accelerate performance required by any of the terms of the Licensee Memorandum and Articles of Association or any Applicable Law or any covenant, agreement, understanding, decree or order to which the Licensee is a party or by which Licensee or any of its properties or assets are bound or affected;
 - g) There are no actions, suits, proceedings or investigations pending or to the Licensee's knowledge threatened against the Licensee at law or in equity before any court or before any other judicial, quasi-judicial or other authority, the outcome of which may constitute the Licensee Event of Default or which individually or in the aggregate may result in Material Adverse Effect;
 - h) It has no knowledge of any violation or default with respect to any order, writ, injunction or any decree of any court or any legally binding order of any government authority which may result in Material Adverse Effect;
 - i) It has complied with all applicable law and has not been subject to any fines, penalties, injunctive relief or any other civil or criminal liabilities which in the aggregate have or may have Material Adverse Effect;
 - j) No representation or warranty by the Licensee contained herein or in any other document furnished by the Licensee to DMRC or to any government authority in relation to Applicable Permits contains or shall contain any untrue statement of material fact or omits or shall omit to state a material fact necessary to make such representation or warranty not misleading;
 - k) The Licensee also acknowledges and hereby accepts the risk of inadequacy, mistake or error in or relating to any of the matters set forth above and hereby confirms that DMRC shall not be liable for the same in any manner whatsoever to the Licensee.

- l) The Licensee shall make its own arrangements in engagement of its staff and labour and shall at no point represent to or claim that the staff, labour is being recruited for and on behalf of DMRC. The Licensee shall at all times comply and represent to the staff and labour employed/ engaged by them the requirement for complying with Applicable Laws and applicable Permits, particularly in relation to safety and environmental regulations.

9.2 Obligation to notify change: In the event that any of the representations or warranties made/ given by the Licensee ceases to be true or stands changed, it shall promptly notify DMRC of the same.

9.3 DMRC covenants:

- a) DMRC covenants and represents that it has good and marketable title to the said premise, free and clear of all liens, claims, mortgages or deeds of trust affecting the Licensee's possession of the Licensed Premises, Licensee's use of the premises, or the rights granted to the Licensee hereunder.
- b) DMRC covenants and represents that it has full and complete authority to enter into a license agreement under all terms, conditions and provisions set forth in the agreement, and so long as the Licensee keeps and substantially performs each and every term, provision and condition contained in the agreement, the Licensee shall peacefully and quietly enjoy the premises without hindrance or disturbance by DMRC or by any other person(s) claiming by, through or under or in trust for DMRC.
- c) On paying the License fee, Licensee hereby reserved and observing & performing the several covenants and stipulations on its part and the conditions herein contained, shall peacefully hold and enjoy the licensed space throughout the said term without any interruptions by the DMRC or by any person claiming by, through, under or in trust for DMRC.
- d) That the overall control & supervision of the premises shall remain vested with DMRC who will have the right to inspect the whole or part of the licensed premises as & when considered necessary with respect to its bonafide use and in connection with fulfillment of the other terms & conditions of the license agreement. DMRC also reserves the right to enter the demised premises to repair & replace the fixtures provided by DMRC.

ARTICLE-10: MISCELLANEOUS

- 10.1 Licensee shall comply with the laws of land including Delhi Pollution Control Board guidelines, building guidelines, fire norms etc. DMRC shall not be held liable for any change/modification in these laws which adversely affect this agreement. Licensee shall have no right/ claim in this regard, whatsoever the reason may be.
- 10.2 Licensee shall bear all salaries, wages, bonuses, payroll taxes or accruals including gratuity, superannuating, pension and provident fund contributions, contributions to worker's compensations funds and employees state insurance and other taxes and charges and all fringe and employee benefits including statutory contributions in respect of such personnel employed/deployed by the Licensee. These personnel shall at no point of time be construed to be employees of DMRC and the Licensee shall be solely responsible for compliance with all labour laws which shall include all liabilities of the Provident Fund Act, ESI Act, Workmen's compensation Act, Minimum Wages Act and other Labour Welfare Act in respect of its personnel. The Licensee shall indemnify DMRC from any claims that may arise in connection with above.
- 10.3 Employees conduct: The Licensee shall ensure that all persons employed behave in an orderly and disciplined manner and that the said employees are prohibited from carrying on any unlawful, unfair activities or demonstrations. The Licensee shall submit the details/Bio data of personnel to whom it intends to employ/deploy for carrying out the work of media installation, within 45 days of handing over of the stations. The personnel deployed shall be decent, courteous and without any adverse or criminal background. In this connection, Licensee shall be required to furnish declaration to DMRC with respect to all his personnel deployed. Further within 45 days of issue of LOA, Licensee shall submit police verification report in respect of all its personnel (to be deployed for the work of media installation) shall be furnished by the Licensee to DMRC. All the Licensee's personnel shall be required to possess ID card issued by DMRC while working in DMRC's premises as per prevailing procedure. Access inside the stations in paid areas shall be through smart cards as per prevailing applicable charges, in addition to the valid ID cards.
- 10.4 DMRC reserves the right to put Signage of the retail outlets in the property development areas in stations/circulating areas of the station. Such signage will be restricted to the Inside/outer faces of the property development areas/circulating area for which licensee will have no claim.
- 10.5 Notices : DMRC and Licensee voluntarily and unequivocally agrees –
- a. That any notice to be served upon DMRC shall be sufficiently served and given if delivered to-

**“General Manager/Property Business,
2nd Floor, A Wing, Metro Bhawan,
Fire Bridge Lane, Barakhamba Road, New Delhi-110 001”**

- b. That any notice which may be required to be served upon the Licensee shall be served and given if delivery by Registered / Speed Post/ Courier at the Address given on the First page of the License Agreement or delivered in person to the authorized representative of Licensor.
- c. That any notice or correspondence under the terms of this License shall be in writing by registered post/ Speed Post/ Courier or delivered personally. All activities including day to day management, billing, cancellation/termination/surrender etc. shall be carried out from the office of the Chief Engineer/Property Business or by his duly authorized representative.
- d. No instruction/ notice of any party if not communicated in writing, shall be entertained by the other party.

In Witness whereof the parties hereto have caused this agreement to be signed in their respective hands as of the day and year first before written.

.....-2015

.....- 2015

(.....)
 FOR AND ON BEHALF OF
 DELHI METRO RAIL CORPORATION
 LIMITED

(.....)
 Authorized Signatory
 FOR AND ON BEHALF OF
 LICENSEE

In Witness whereof the LICENSEE and the DMRC have set their hands hereunto on the day, month and year first written above **in the presence of the following witnesses:**

 DMRC

 LICENSEE

ANNEXURE

Note: Only relevant Annexure shall be attached with the final agreement.



Annexure-1**DETAILS OF ADVERTISING SPACES**

Name of Operational Stations for awarding advertising rights inside selected metro stations.

Annexure-1A

S/N	Station Name	Minimum Area offered (in sqm)	Likely date of Handing over
1	Mandi House*	100	Within 10 days of making the payments of Interest Free Security Deposit/ Performance Security.
2	Janpath	75	
3	Khan Market	75	
4	J L N Stadium	100	
5	Jangpura	75	
6	Lajpat Nagar	100	
7	Moolchand	100	
8	Kailash Colony	100	
9	Nehru Place	100	
10	Kalkaji Mandir	100	
11	Govindpuri	100	
12	Harkesh Nagar Okhla	75	
13	Jasola Apollo	75	
14	Sarita Vihar	75	
15	Mohan Estate	75	
16	Tughlakabad Station	100	
17	Badarpur Border	100	
18	Sector-28	50	
19	Old Faridabad	50	
20	Bata Chowk	50	
21	Escorts Mujeshar	50	
	Total Area	1725/-	

* Mandi House mentioned at Serial no. 1 is a metro station of line-6 in DMRC network.

Annexure 1 B**Name of upcoming stations for awarding advertising rights inside selected metro stations**

S/N	Station Name	Minimum Area offered (in sqm)	Likely date of Handing over
1	Kashmere Gate*	100	December 2016
2	Lal Quila	100	
3	Jama Masjid	100	
4	Delhi Gate	100	
5	NCB Colony	50	December 2017
6	Ballabhgarh	50	
Total Area		500	

* Kashmere Gate mentioned at Serial No. 1 is a metro station of line-6 in DMRC network.

Gross Area of Annexure 1A &1B	2225 sqm
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Successful bidder is to be charged for the higher of the following, i.e. minimum area whether fully utilized or not or the actual utilized area.

Jurisdiction of an advertisement site, whether falling inside station or outside, shall be decided by DMRC.

Note:

The offered area is the display area of the advertising media excluding area of panels, fixtures, etc.

Licensee shall not have any claim for compensation or damages, in case of delay in commissioning of stations as mentioned in Annexure-1B.

Annexure-1C**Detail of Panels available**

Janpath	Wall mounting units	Panel size	Media Type	Display size	No. of units
		13x7	Backlit	12x6	46
					total = 46
Mandi House	Wall mounting units	Panel size	Media Type	Display size	No. of units
		13x7	Backlit	12x6	26
					total = 26
Khan Market	Wall mounting units	Panel size	Media Type	Display size	No. of units
		10x6	Backlit	9.8x5.8	5
		15x6	Backlit	14.8 x 5.8	1
		4x4	SAV	4x4	2
		16x7	Nonlit	15.8x 5.8	20
		20x6	Backlit	19.7x 5.8	4
					total = 32
J.L.N. Station	Wall mounting units	Panel size	Media Type	Display size	No. of units
		16x7	Nonlit	15.8.x6.8	20
					total = 20
Jangpura	Wall mounting units	Panel size	Media Type	Display size	No. of units
		9x5	Backlit	8.9 x 4	7
		16x7	Nonlit	15.8x 5.8	21
					total = 28
Lajpat nagar	free standing units	Panel size	Media Type	Display size	No. of units
		10x5	Backlit	9.8x4.8	30
		4x4	SAV	4x4	3

	Wall mounting units	10x5	Backlit	9.8x4.8	7
					total = 40
Moolchand		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	27
		4x4	SAV	4x4	2
	Wall mounting units	10x5	Backlit	9.8x4.8	6
					total = 35
Kailash Colony		Panel size	Media Type	Display size	No. of units
	Wall mounting units	10x5	Backlit	9.8x4.8	2
		9x3	Backlit	8.7x 2.7	4
		9x4	Backlit	8.7x3.7	6
		3x9	Backlit	2.7 x8.7	1
		15x5	Backlit	14.8x4.8	1
		4x4	SAV	4x4	2
		16x4	Backlit	15.8 x3.7	1
	beam mounted unit	10x5	Backlit	9.8x4.8	8
					total = 25
Nehru place		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	28
		4x6	Backlit	3.9x5.7	2
		4x4	SAV	4x4	3
	Wall mounting units	10x5	Backlit	9.8x4.8	4
		22x6	Backlit	21.8 x 5.7	1
					total = 38
Kalkaji Mandir		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	21
	Wall mounting units	8x4	Backlit	7.8x3.8	4
					total = 25
Govindpuri		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	17
	Wall mounting units	10x5	Backlit	9.8x4.8	1
		8x4	Backlit	7.8x3.8	5
					total = 23
Harkesh Nagar		Panel size	Media Type	Display size	No. of units

Okhla	free standing units	10x5	Backlit	9.8x4.8	12
		4x6	Backlit	3.9x5.7	3
	Wall mounting units	8x4	Backlit	7.8x3.8	4
					total = 19
Jasola Appolo		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	30
	Wall mounting units	8x4	Backlit	7.8x3.8	4
					total = 34
Sarita Vihar		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	20
		4x6	Backlit	3.9x5.7	1
	Wall mounting units	8x4	Backlit	7.8x3.8	1
					total = 22
Mohan Estate		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	25
		4x6	Backlit	3.9x5.7	1
	Wall mounting units	10x5	Backlit	9.8x4.8	5
					total = 31
Tuglakabad Station		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	9
		4x6	Backlit	3.9x5.7	2
	Wall mounting units	10x5	Backlit	9.8x4.8	5
		16x8	Backlit	15.8x7.4	1
					total = 17
Badarpur Border		Panel size	Media Type	Display size	No. of units
	free standing units	10x5	Backlit	9.8x4.8	20
		4x6	Backlit	3.9x5.7	3
	Wall mounting units	8x4	Backlit	7.8x3.8	2
		16x8	Backlit	15.8x7.4	1
					total = 26

Annexure-II

Factors Governing Selection of Permissible Advertisements

The Licensee shall take into account the following aspects while selecting advertisements on the panels and abide by all the instruction of the authorized DMRC representative on the same:

- a) The advertisement is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
- b) The advertisement will have no objectionable and indecent portrays of people, products or any terms.
- c) The use of DMRC name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
- d) No Surrogate advertisements are permitted unless application for placement of the same is accompanied by "no objection certificate" from the Ministry of Information and Broadcasting.
- e) Advertisements pertaining to achievements by different Governments, their Departments, Ministries, Government Undertakings, other 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. Further, no advertisement which violates "Model Code of Conduct" shall be permitted during the period whereby "Model Code of Conduct" have been enforced by Election Commission.
- f) Station naming and branding shall not be allowed.
- g) Any type of audio advertisement shall not be allowed.

Annexure-III

FORM OF PERFORMANCE SECURITY BY BANK

(The Bank Guarantee shall either be from State Bank of India or any other Nationalized Bank or other Scheduled Commercial Banks from branches located in

Delhi only on non-judicial stamp paper of appropriate value)

BANK GUARANTEE NO. _____ dated _____ -

This Deed of Guarantee executed at _____ by _____ (Name of Bank) having its Head / Registered office at _____ (hereinafter referred to as "the Guarantor") which expression shall unless it be repugnant to the subject or context thereof include its, successors and assigns;

In favour of

The Delhi Metro Rail Corporation Limited (hereinafter called "DMRC"), having its office at Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi-110001, which expression shall unless it be repugnant to the subject or context thereof include its, successors and assigns;

WHEREAS

DMRC intends to license out Exclusive advertising rights inside selected Metro Stations from Kashmere Gate (violet Line) to Ballabgarh (hereinafter referred to as the 'Project'). This license is for a period of Ten (10) years from the date of commencement of license Period, unless otherwise terminated/surrendered earlier or extended further. After the expiry of the license, a peaceful vacant physical possession of the panels should be handed over back to DMRC on "as is where is" basis.

1. The tender offer submitted by M/s _____ having their registered office at _____ has been accepted by DMRC vide LOA No. _____ dated _____.

As per the terms of the above mentioned LOA, the licensee is required to display advertisements inside selected Metro Stations from Kashmere Gate (violet Line) to Ballabgarh for the duration of the license.

2. The Licensee is also required to make payments of Quarterly advanced License Fees & other dues as per contractual obligations and applicable taxes to DMRC.
3. The licensee shall also: -

- bear and pay all expenses, costs and charges incurred in the fulfillment of all its obligations under the License Agreement ;and
 - not assign or create any lien or encumbrance on the license hereby granted or on the whole or any part of the Project Facility nor transfer, lease/ license or part possession therewith save and except as expressly permitted by this Agreement.
4. The licensee is required to furnish an unconditional irrevocable Bank Guarantee for an amount of Rs. _____ (Rupees _____ only) as security deposit for the performance and fulfillment of all its responsibilities and obligations as per the License Agreement. The licensee has requested the Guarantor to issue the said Bank Guarantee in favour of DMRC.
5. Now, therefore at the request of the licensee, the Guarantor has agreed to execute this Guarantee in favour of DMRC for the due payment of Rs. _____ (Rupees _____ only).

NOW, THEREFORE, THIS BANK GUARANTEE WITNESSETH AS FOLLOWS:

1. The Guarantor, as primary obligor shall, without demur, pay to DMRC an amount not exceeding Rs. _____ (Rupees _____ only), on the same working day of receipt of a written demand from DMRC, calling upon the Guarantor to pay the said amount and stating that the Bank Guarantee provided by the licensee has been forfeited.
2. The Guarantor agrees that DMRC shall be the sole judge to decide as to whether the licensee has defaulted in the performance of its obligations as per the license Agreement, and the decision of DMRC in this regard shall be final and binding on the Guarantor, notwithstanding any differences in this regard between DMRC and the licensee or any dispute pending before any Court, Tribunal Arbitrator or any other Authority.
3. Any such demand made on the Guarantor by DMRC shall be conclusive, absolute, final and binding on the Guarantor, and the amount due and payable by the Guarantor under this Guarantee will be honored by the Guarantor, simply on demand, without demur, reservation, contest, protest, recourse whatsoever and without need for ascribing any reason to the demand. The liability of the Guarantor under this guarantee is absolute and unequivocal. The above payment shall be made without any reference to the licensee or any other person.
4. This Guarantee shall be irrevocable, valid and remain in full force till the end of the license Period, or for such extended period as may be mutually agreed between DMRC and the licensee, and shall continue to be enforceable till all amounts under this Guarantee are paid. The said Guarantee shall be released by DMRC after the expiry of the license Period subject to fulfillment of all handover requirements by the licensee, to the satisfaction of DMRC and further subject to adjustment for all damages suffered by DMRC.

5. This Guarantee is unconditional and irrevocable till such time DMRC discharges this guarantee by issuing a letter to the Guarantor in this behalf.
6. The Guarantor undertakes to pay the amount mentioned herein as principal debtor and not a surety and it shall not be necessary for DMRC to proceed against the licensee before proceeding against the Guarantor, notwithstanding the fact that DMRC may have obtained or obtains from the licensee, any other security which at the time when proceedings are taken against the Guarantor hereunder, is outstanding and unrealized.
7. The obligations of the Guarantor shall not be affected by any variations in the terms and conditions of the license Agreement or other documents or by extension of time of performance of any obligations granted to the licensee or postponement / non-exercise / delayed exercise of any of its rights by DMRC against the licensee or any indulgence shown by DMRC to the licensee, and, the Guarantor shall not be relieved from its obligations under this Bank Guarantee on account of any such variation, extension, postponement, non exercise, delayed exercise or omission on the part of DMRC or any indulgence by DMRC to the licensee to give such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving the Guarantor.
8. The Guarantee shall not be affected by any change in the constitution or winding up of the licensee/the Guarantor or any absorption, merger or amalgamation of the licensee / the Guarantor with any other person.
9. The Courts at Delhi shall have exclusive jurisdiction to adjudicate on any or all matter arising under this Guarantee.
10. The Guarantor declares that it has power to issue this Guarantee and discharge the obligations contemplated herein and the undersigned is duly authorized to execute this Guarantee.
11. This guarantee shall come into effect forthwith and shall remain in force upto _____ or the extended period if any and shall not be revoked by the Guarantor at any time without DMRC's prior consent in writing. This Guarantee is valid for a period of _____ Months from the date of signing. [The initial period for which this Guarantee will be valid must be for at least 2 years from the start of contract period]
12. Unless a demand or claim under this guarantee is made by the DMRC in writing on or before _____ all the rights of the DMRC against Guarantor shall be forfeited and guarantor shall be relived and discharge of all liabilities here under.

IN WITNESS WHEREOF THE GUARANTOR HAS EXECUTED THIS GUARANTEE ON THE DAY, MONTH AND YEAR FIRST ABOVE MENTIONED THROUGH ITS DULY AUTHORISED REPRESENTATIVE.

For and on behalf of the _____ Bank.

Signature of authorized Bank official

Name: _____

Designation: _____

I.D. No.: _____

Stamp/Seal of the Bank: _____

Signed, Sealed and Delivered
for and on behalf of the Bank
by the above named _____
In the presence of:

Witness-1
Signature _____
Name _____
Address _____

Witness-2
Signature _____
Name _____
Address _____



Annexure-IV

UNDERTAKING FOR PAYMENTS THROUGH RTGS/NEFT/ECS MODE

No.

Dt. __/__/__

The license agreement between Mr./Mrs./Miss/M/s. _____ (name of the Licensee/ company/ party) and DMRC Ltd. executed on Dt._____.

Lease out No. _____ and Customer ID _____ (as mentioned in invoice).

I/We _____ (name of the Licensee/ company/ party) have been made to understand that payments of contract shall be acceptable to M/s DMRC Ltd. in the form of Bank Drafft/ Pay order/ Demand draft only and in case, I/we _____ intend to make payments through RTGS/NEFT/ECS procedures the same shall require prior approval of DMRC as per the terms and conditions detailed as under:

1. RTGS/NEFT/ECS mode of payments shall require prior approval of DMRC for which Licensee/ party/company must take concent from the property business cell of DMRC Ltd. in the standard format attached at Annexure–III(1).
2. Once DMRC has given their approval, the party must intimate every time before submission of any payment through RTGS/ NEFT/ ECS at least seven (7) days prior to due date for making payment in prescribed format attached at Annexure–III(1). DMRC shall give their consent with in two working days within the receipt of aforesaid intimation for submission of request as per Annexure–III(2).
3. In case of any delay in receipt of aforesaid intimation mentioned at Pt. No. 2, DMRC reserve the right for refusal to accept payments through RTGS/ NEFT/ RTGS mode of payments.
4. In event of Licensee/ party/ company's non-compliances to the aforesaid requirements. DMRC shall take action as under:
 - a.) In the absence of any details from Licensee/ party/ company for consideration of DMRC amount received from the party shall not be accounted for and party shall continue pay interest/ penalty on the outstanding as per the provision of contract.
 - b.) In case of receipt of payment with incomplete details payment received shall be adjusted /allocated in the following order:
 - i) All the statutory dues/ Taxes shall be adjusted first.
 - ii) All payments made by DMRC on behalf of Licensee/ party/ company such as water/ electricity/ maintenance charges/ annual maintenance charges etc. shall be adjusted after the adjustment statutory dues/ Taxes as mentioned in Pt. No. 4.b.i above.
 - iii) All previous outstanding dues existing on date of receipt of payment including interest/ penalty imposed.
 - iv) Sum remaining after adjustments as per items No. (i) to (iii) above shall be adjusted against lease rent/ space rent/ license fee as per the terms of contract.
 - v) In case amount received is even shorter than statutory dues, the Licensee shall be liable to pay all the penalties as declared/ decided by the statutory bodies or as applicable under the provisions of law. In addition to

this, Licensee/ party/ company shall also attract penalties as per the provisions of license agreements. Repeated violations of aforesaid instructions shall be treated as non performance/ breach of agreement and under the provisions of license agreement may attract maximum penalty of termination of license agreement.

I/We _____(name of the Licensee /company/ party) hereby agree to the abovementioned procedure / terms and conditions related to submission of payments through RTGS/NEFT/ECS mode.

Date: ____/____/____

Name and designation of authorized representative of client/ Licensee/ company



FORMAT FOR INTIMATION FOR DEPOSITION OF PAYMENTS VIA RTGS/NEFT/ECS IN PB CONTRACTS

1. Name and address of client/Licensee_____
2. Customer ID _____
3. Lease out No _____
4. Invoice No. and Date _____
5. Period of Invoice _____
6. Head/item wise details of payment to be submitted as described in the invoice

Item No.	Description/Head details	Period	Amount
Gross amount to be deposit			
Less statutory deductions such as TDS, VET, S. Tax etc.			
Net amount to be deposit			

7. TDS registration No. of client/Licensee_____
8. S. Tax registration No. of client /Licensee_____
9. D.VAT registration No. of client /Licensee_____

Note: DMRC's authorized bank name and account No. to which payments to be made—M/s Union Bank of India, Karol Bagh Branch, IFSC code – UBIN 0530794, MICR code – 110026004, A/c No. - 307301110050008

Name and designation of authorized representative of client/ Licensee/ company

All clients/ Licensees are directed to give complete compliance to this and ensure to deposit the details at least seven days before of due date of making payments as mentioned in invoice for approval of DMRC.

To be filled by DMRC Officials

The aforesaid details is checked and verified by MGR/AM-Property Business and is approved/ disapproved for submission through ECS/RTGS/NEFT, with following observations:

1. _____
2. _____
3. _____

Licensee is hereby directed to submit confirmation of deposition of payment before the due date.

Dated: ____/____/_____

Signature of MGR/AM-Property Business

Annexure-IV (2)

FORMAT FOR APPROVAL FOR SUBMISSION OF PAYMENTS VIA RTGS/NEFT/ECS IN PB CONTRACTS

To,

Delhi Metro Rail Corporation Ltd.
O/o- Chief Engineer/ _____.
2nd Floor, Metro Bhawan,
Barakhamba Road,
Delhi – 110001

Sub: Request for approval for submission of payments via RTGS/ NEFT/ ECS in our contract with DMRC.

Ref: 1.) The license agreement between Mr./Mrs./Miss/M/s. _____
(name of the Licensee/company/party) and DMRC Ltd. executed on Dt. ____
2.) Lease out No. and Customer ID _____ (as mentioned in invoice).

Sir,

- 1.) With reference to above mentioned subject matter, it is requested that kindly allow us to avail the RTGS/NEFT/ECS mode of payment for deposition of payments against aforementioned license agreement.
- 2.) That, I/we _____ (Name of Licensee/ authorized representative of company/ party/ Licensee) have understood the terms and conditions related to deposition of payments via RTGS/ NEFT/ ECS mode.
- 3.) That, I/we also voluntarily agree to submit the format for intimation for deposition of payments via RTGS/NEFT/ECS in PB contracts seven (7) days before due date as mentioned in invoice or last date for submission of payments as per the terms and conditions of license agreement every time for approval of DMRC Ltd for making payments via RTGS/NEFT/ECS mode.
- 4.) After making payments, I/we shall also undertake to submit the details with payment confirmation before due date.
- 5.) I/we also understand that in case of non-compliances, it shall be considered as breach of agreement and action shall be taken as per the terms and conditions of license agreement.

Thanking you

Name and designation
of authorized representative
of client / Licensee / company

To be filled by DMRC Officials

On the request for the _____ (name of Licensee/ party/ company), they are allowed to deposit the payment via RTGS/ NEFT/ ECS mode in DMRC's authorized bank name and account No. to which payments to be made – M/s Union Bank of India, Karol Bagh Branch, IFSC code – UBIN 0530794, MICR code – 110026004, A/c No. – 307301110050008 subject to submission of format for intimation for deposition of payment via RTGS/NEFT/ECS in PB contracts every time seven (7) before due date for approval of DMRC Ltd and submission of confirmation of deposition of payments before the due date.

Dated: ____/____/____

Signature of MGR/AM-Property Business

Annexure-V

Rules and Guidelines for Release of Electric Power

1. Electric power required for commercial activity within footprint of metro station is required to be sourced from existing available source of DMRC at station, availing power supply from outside agencies in DMRC is not permitted. The disbursement of power at different stations shall be dealt with individually under separate connections.
2. The power supply connection released for commercial activity shall be from the available DMRC power network, which is reliable having adequate redundancy. DG supply will not be made available. The power fed shall be from normal source without backup network, licensees may however, provide UPS/ Inverter at their cost if they so desire. Installation of DG set is not permitted.
3. Underground metro stations are already air-conditioned and hence separate AC for these are not required. In underground stations, installation of window/ split AC are not permitted, in case of A/C requirement tapping of connection from chilled water line shall be given on chargeable basis, further work shall be done by licensee. However, for elevated stations licensee may provide AC at his own cost conforming to detailed specifications attached at Annexure-8 (E).
4. DMRC will attempt to provide electricity at the point nearest to location; licensee is required to pay the cost of electrical works required for extension of power from DMRC panel/ DB up to site on actual basis + DMRC service charges @ 15%. Alternatively, licensee may also undertake electrical work for extension of power from nominated source under DMRC supervision and complying all codal provisions listed DMRC specifications, upon payment of requisite fees of Rs. 10,000/- per feeder (one feeder with energy meter).
5. DMRC provides power supply up to leased premises on chargeable basis. For meeting the requirement following works shall be done:
 - a) Supplying and laying including end termination of suitable size (rating suitable for allowable electric load) LT FRLS cable (from source to nearest point) as per standard specifications.
 - b) Supplying and laying of meter box, pre-paid energy meter and MCB for extending the power. Pre-paid energy meters require periodic recharge if timely recharge is not done then electric supply is automatically disconnected.
6. Licensee shall extend power supply from this Meter box at his own cost. Please find attached list of approved makes and specifications to be complied for carrying out electrical works inside leased premises, Annexure-8 (D). Licensee is also required to comply with necessary provision for fire safety in accordance with stipulations attached at Annexure-8 (F). The work executed by licensee shall be inspected by DMRC representative for ensuring compliance of specifications / stipulations of contract.
7. At the end of the contract (pre-mature surrender/termination, natural completion, etc.) all cable, pre-paid meter, connected software, etc. shall be sole property of DMRC. The licensee voluntarily and unequivocally agrees not to seek any claim, damage, compensation or any other consideration whatsoever on account of time and costs associated, in making provision of electricity.

8. Mode of power supply: If licensee desires they may seek temporary or permanent connection. Temporary connection is given for limited time i.e. 30 days.
9. Permanent connection is given after ensuring all safety compliance and completion of electrical and fire safety works in leased premises in all respect.
10. During tenure of temporary power supply Rs.100/- per week per KW or part thereof shall be charged over and above applicable tariffs.
11. In case of failure to convert, the temporary connection to permanent within stipulated time, temporary connection charge shall be doubled. Format of application for temporary and permanent connection and lists of documents required are attached at Annexure-8 (A) & 8 (B).
12. TARIFF: Rate of electricity shall be charged from licensee at whom concerned DISCOM would be charging, had they obtained electric connection from them.



Annexure-V-A

SPECIFICATIONS FOR ELECTRICAL WORKS

1. Licensee is required to prepare all the plans/drawings for Electrical & Fire work to be carried by them and obtain prior approval of DMRC before execution. The work is required to be executed as per IE rules and through a licensed Sub Contractor. All costs associated with provision of electricity will be borne solely by the Licensee. The Licensee hereby voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration whatsoever on account of time and cost associated in making provision of electricity.
2. For Elevated station load up to 10 KVA shall given in single phase & in case of underground stations load up to 5KVA shall be given. Load above this shall only be given in three phase. License is required to balance load at his end so that no unbalancing occurs at DMRC end.
3. Cables up to 6 Sq.mm. will be of Copper conductor and above 6 Sq.mm. Aluminum conductors may be used. However in case of underground station, use of Aluminum conductor cable is not allowed. Cables for single phase shall be three core, with one core as earth. For three phase load four core cables along with separate 2 nos. of 8 SWG GI wires shall be used for earthing. For underground stations, 2 separate earth wire of 8 SWG copper conductors shall be used.
4. For elevated stations all wires shall be FRLS. Cables shall be armoured, XLPE, FRLS. In case of Underground stations all wires and cables shall be armoured, XLPE FRLSZH and conform to NFPA-70, BS-6724 and BS-6724.
5. The meter box along with MCB & ELCB will be metallic and without any holes. DP MCB & ELCB is required for single phase supply. TPN MCB and ELCB is required in case of three phase. ELCB, cables, MCB rating for main connection shall be as per table- E-1.
6. Use of any PVC material is not permitted in the underground stations.
7. Licensee will provide their proposed protection philosophy with proper discrimination with upstream breaker and seek approval from DMRC.
8. Specification for all materials / works must follow the standards, codes and specifications as used by DMRC in the E&M works. If any item/ equipment/ work is not covered in standards, codes and specifications of DMRC, then the same has to be procured / installed from reputed manufacturer/ make in line with relevant IS/IEC standard with prior approval of DMRC.
9. In case, the Licensee draws power more than the sanctioned load, electricity connection may be disconnected. The electricity connection will be restored on first occasion only when Licensee pays necessary penalty as per DERC norms and removes excess load. On the subsequent occasion, DMRC reserves the rights to revoke the license and forfeited the interest free security deposit.
- 10 Only Galvanized Cable tray, Conduit, Cable Ladder shall be allowed.

- 11 Internal wiring of luminaries (Light Fittings) and Signage in signage's panel shall also be FRLSZH in case of UG stations.
- 12 All Plastic accessories used in luminaries shall be non-flammable material, meeting all the NFPA requirements, preferable by UV and shall be suitable for application at UG station conforming to UL – 94 standards on flammability of material.

TABLE: E-1 (Rating of Electric items)

	Power Requirement (KVA)	Rating of MCB (A, 10kA)	Rating of ELCB (A, mA)	Cable Size Copper (Sq.mm.) DB to Licensee premises
ELEVATED STATION	0 - 0.1	0.5	16, 30	1.5
	0.1 - 0.2	1	16, 30	1.5
	0.2 - 0.5	2	16, 30	1.5
	0.5 - 0.7	3	16, 30	1.5
	0.7 - 0.9	4	16, 30	1.5
	0.9 - 1.2	5	16, 30	1.5
	1.2 - 1.4	6	16, 30	1.5
	1.4 - 2.3	10	16, 30	2.5
	2.3 - 3.7	16	16, 30	4
	3.7 - 4.6	20	25, 30	4
	4.6 - 7.4	32	32, 30	6
	7.4 - 9.2	40	40, 30	10
9.2 - 10.0	50	63, 30	16	
UNDER GROUND STATIONS	0 - 0.1	0.5	16, 30	3 Core x 4 Sq. mm (for single phase)
	0.1 - 0.2	1	16, 30	3 Core x 4 Sq. mm (for single phase)
	0.2 - 0.5	2	16, 30	3 Core x 4 Sq. mm (for single phase)
	0.5 - 0.7	3	16, 30	3 Core x 4 Sq. mm (for single phase)

LIST OF APPROVED MAKES

S. N.	Item	Approved Makes
1.	GI Conduit Pipes	BEC, AKG, NIC, Steel Craft -- ISI Marked
2.	GI Conduit Accessories	Confirming to BIS as per approved samples
3.	Copper Conductor FRLS, PVC insulated wires	National, Ecko, Finolex, Havells, Grandly, NICCO, Asian, Poly Cab
4.	Copper Conductor FRLSZH , PVC insulated wires	Polycab, Ducab Dubai, Cords Cables, KEI.

5.	FRLS Cables	Fort Gloster, NICCO, Finolex, Asian/RPG, KEI, Havells, Polycab, CCI, Universal
6.	FRLSZH , PVC Cables	Polycab, Ducab Dubai, Cords Cables, KEI, Rashi Cables.
7.	Switches & Socket outlets	Crabtree, Anchor, MDS, LK (Schneider)
8.	MCB, RCCB (ELCB)	L&T Hager, MDS, Siemens, GE, Merlin-Gerin, ABB, Schnieder
9.	Distribution Boards	L&T Hager, MDS, Siemens, ABB, INDO, ASIAN, Havells, GE, Schnieder
10.	Energy Meters with MDI/TOD (pre-paid)	L&T, Secure, Ducati.
11.	Luminaries	Philips / Schrader / Osram / Bajaj / Thorn / Crompton



Annexure-V- B**FORMAT OF APPLICATION FOR TEMPORARY POWER SUPPLY**

SN	ITEM	DETAILS
1	Name of the Licensee	:
2	Station	:
3	Reference to allotment letter (Copy to be attached)	:
4	Load Requirement (KW)	:
5	Details of submission of Advance Consumption Deposited as per load	:
6	Details of Cable installed along with earthing (Make and rating) Attach cable test report	:
7	Details of MCCB/MCB installed (make and rating)	:
8	Details of ELCB installed (make and rating)	:
9	Details of MDI / TOD Energy meter installed (Make and rating) Attach Original Meter Test Report	:
10	Please confirm whether lockable meter box with earthing has been provided and sealed by DMRC representative	:
11	Attach Cable layout plan (submitted by license & signed by concerned E & M supervisor)	: Attached / Not Attached
12	Attach Electrical Declaration as per Annexure IV-F 1/F2 on Rs.100/- Non-judicial Stamp paper	: Attached /Not Attached

PROCEDURE

1. After ensuring laying of cable and meter box as per stipulations, Licensee shall apply to concerned PB department in above form.
2. Electrical Department shall release temporary electric connection after verification.
3. Licensee to ensure that rules and specifications for electrical works, fire safety requirements have been understood by them and necessary approval wherever required has been taken / applied for.

Annexure-V-C**FORMAT OF APPLICATION FOR PERMANENT POWER SUPPLY**

SN	ITEM	DETAILS
1	Name of the Licensee	:
2	Station	:
3	Reference to allotment letter (Copy to be attached)	:
4	Load Requirement (KW)	:
5	Details of submission of Advance Consumption Deposited as per load	:
6	Details of Cable installed along with earthing (Make and rating) Attach cable test report	:
7	Details of MCCB/MCB installed (make and rating)	:
8	Details of ELCB installed (make and rating)	:
9	Details of MDI / TOD Energy meter installed (Make and rating) Attach Original Meter Test Report	:
10	Please confirm whether lockable meter box with earthing has been provided and sealed by DMRC representative	:
11	Attach Cable layout plan (submitted by license & signed by concerned E & M supervisor)	: Attached / Not Attached
12	Attach Electrical Declaration as per Annexure IV-F 1/F2 on Rs.100/- Non-judicial Stamp paper	: Attached / Not Attached
13	Attach Electrical Installation Test Report {In stipulated format as per Annexure-IVG} signed from Electrical contractor holding valid license	: Attached / Not Attached

PROCEDURE

1. After ensuring completion of all electrical works as per stipulations and completion of all safety requirements i.e. Fire safety, clearance by local fire service etc., Licensee shall apply to concerned PB department in above form.
2. Electrical Department and Fire Department shall carry out inspection atsite and if found complied, permanent electric connection shall be released.

SPECIFICATIONS FOR ELECTRICAL WORKS

FORMAT OF APPLICATION FOR PERMANENT POWER SUPPLY DECLARATION

{For Elevated Stations, On non-judicial stamp paper of Rs. 100/-}

I _____, son/daughter/wife of _____ Resident of _____ (hereinafter referred to as the "Applicant", which term shall mean and include executors, administrators, heirs, successors and assigns), do hereby swear and declare as under:

OR

_____, a company incorporated under the provision of the Companies Act 1956, a sole proprietorship, a partnership having its registered office at _____ (hereinafter referred as "Applicant", which expression shall unless repugnant to the context or meaning thereof, include its successors and assigns), do hereby swear and declare as under:

That the Applicant is an occupant of the premises No. _____ at _____ having taken the premises from DMRC on the terms and conditions agreed to with DMRC which include that DMRC may supply electricity as a part of the lease or license of the premises, based on the commercial arrangement.

The Applicant has requested the DMRC to provide an electricity connection at the above-mentioned premises in the Applicant's name for the purpose mentioned in the application form.

The Applicant hereby agrees and undertakes:

1. That the Applicant desires to have and agrees with DMRC to take supply of energy for the above mentioned purpose, for a period of not less than two years from the date of commencement of supply and to pay for the energy so supplied and all other charges at the rates set out in the concerned State Electricity Regulatory Commission's Tariff Schedule and the miscellaneous charges for supply as may be in force from time to time including advance Consumption Deposit etc.
2. That the Applicant shall have no objection for the DISCOMs to carry out Inspections of the Applicants' Meters & Equipments & Any Observation made by such Agencies, Which are acceptable to DMRC, shall be binding on the Applicant for Attention/Compliance.
3. That DMRC shall be entitled to disconnect the supply of energy by issuing a disconnection notice in writing, to the Applicant, if the Applicant is in default of payment of the due charges.
4. That the applicant shall pay the full amount mentioned in the Monthly/Bi-monthly Consumption Bill as raised by DMRC before the last date mentioned in such Monthly./Bi-monthly Bill. Licensee shall provide Test Report/Calibration report in regard to Energy Meter installed. DMRC may ask Licensee to recalibrate the Energy Meter whenever considered necessary.
5. That all or any taxes/duties, as may be levied on the supply of electricity to the Applicant by DMRC, shall be paid and borne by the Applicant.

6. That the Applicant agrees that DMRC would accept an application from the Applicant for reduction in load only after two years from the original sanction. All applications for load enhancement by the Applicant would be dealt with by DMRC as a new connection and DMRC would follow the procedure as in the case of a new connection.
7. That DMRC shall have the right to recover the fixed charges due as per applicable tariff for the remaining contracted period in case the contract is terminated prior to the expiry of the contracted period.
8. That all the electrical work done within the Applicant's premises including wiring, power outlets and gadgets for power distribution & air conditioning system are used, operated and maintained properly for guarding against short circuits/fires and are as per the Indian Electricity Rule, 1956 and other applicable laws, statutory provisions and standards in force at the time, and indemnify DMRC against any loss accrued to the Applicant on this account. Further, the Applicant agrees that if there is any harm/loss to the property of DMRC or to any other third party due to fault in the electrical work, outlets or apparatus within the premises of the applicant, all the loss shall be borne by the Applicant.
9. That specification for all materials / works will follow the standards, codes and specifications as used by DMRC in the E&M works. If any item/ equipment/ work is not covered in standards, codes and specifications of DMRC, then the same will be procured / installed from reputed manufacturer/ make in line with relevant IS/IEC standard with prior approval of DMRC.
10. To pay DMRC all costs and expenses that DMRC may incur by reason of a fresh service connection being given to the Applicant.
11. To indemnify DMRC against all proceedings, claims, demands, costs, damages and expenses that DMRC may incur by reason of a fresh service connection given to the Applicant.
12. To be bound by DMRC's conditions of supply, and all applicable acts and rules.
13. That DMRC shall not be responsible for any interruption/diminution of supply.

14. Others

- 14.1 Licensee will have to provide a Low voltage switch-board with MCBs& ELCB's of required capacity with Electronics Static Energy Meters having provision of MDI, TOD etc. of required capacity at his cost conforming to relevant BIS standards and of approved make along with test certificate shall be arranged by the applicant. The meter shall be installed and sealed by DMRC, either within the premises of the applicant or at a common meter room/board. Applicant shall not tamper with or disturb the meter in any manner whatsoever, and shall be responsible for its safety.
- 14.2 DMRC shall provide supply, if available, at one fixed point as per DMRC plan. All cabling work to tap off the supply from the fixed point and to avail it within his premises shall be done by the applicant in line with scope of work provided by DMRC. Approval to the layouts/schemes/details shall be taken from DMRC O&M wing.
- 14.3 Only FRLS /FRLSZH cable of required size shall be used for tapping off supply from DMRC fixed supply to Licensee premises in rigid GI Conduit pipe in line with specifications of Electrical works provided to applicant by DMRC.

- 14.4 Licensee will also do wiring within his shop/stall by using GI conduit or fire resistance PVC casing/caping. The Licensee shall use FRLS /FRLSZH copper wire of the required size in line with specifications of Electrical works provided to applicant by DMRC (the wiring scheme, the type of wiring, size of wires, various loads, plug point, light fan etc. shall be as per DMRC's approval).
- 14.5 DMRC will provide Power Supply of single phase, 230V, 50Hz for a max. connected load up to 10kVA/5 KVA in line with specifications of Electrical works provided to applicant by DMRC. Electrical load requirement exceeding above will be given on 3-phase, 415V, 50Hz subject to availability.
- 14.6 Licensee shall be given only normal power supply available in station premises. Licensee may use suitable voltage stabilizers and power factor correction equipment as per his requirement. DMRC shall not be providing any standby power supply from station DG set or UPS.
- 14.7 Licensee shall not be permitted to use any standby Diesel Generator Sets. Licensee will only be the permitted to use standby UPS/Inverter system will also be taken as a part of total connected load.
- 14.8 The Total Demand Load& Total Connected load shall be treated as same. Licensee will have to pay applicable demand charges as per the Total Connected Load Only.
- 14.9 Licensee shall use Energy efficient lighting& shall provide proper Lighting fixtures, Lamps, Electronic Ballast etc. Licensee shall provide uniform & good illumination level not less that 100 Lux in any case.
- 14.10 Licensee shall use Brand/make Electrical wiring and switch gear items in line with specifications of Electrical works provided to applicant by DMRC. The Electrical Contractor/agency at Licensee's cost shall carry the entire work. DMRC's representative may inspect and supervise the work.
- 14.11 Licensee shall provide proper Earthing connection as per the applicable standards and shall terminate the same to the DMRC's Distribution Board or to any other place as directed by the DMRC. Installation Test Report issued by licensed electrical wiring contractor in the prescribed format (available with the application form) and countersigned by the applicant shall be submitted by the Licensee. Every shop/ property Development area must have enough fire Extinguisher as stipulated.
- 14.12 Licensee will not be allowed to provide Room Heating appliance of any kind.
- 14.13. The power shall be supplied normally as per approved sanction load by DMRC. Minimum load to be given shall be 2 KVA on which the demand charges as applicable shall be paid by the Licensee. Additional power up to 10 kW on single phase and thereafter on three phase system if required by the Licensee will be supplied subject to availability at an additional cost and conditions to be stipulated by DMRC.
- 14.14. In case, Licensee draws power more than the connected load, his electricity connection shall be disconnected. The electricity connection will be provided back on first occasion only when Licensee pays necessary penalty as per State ERC norms and removes excess load. On the

subsequent occasion, DMRC reserves the right to revoke the license and forfeit the interest free security deposit.

- 14.15 In case, the Licensee is found misusing Electricity or tampering with the Energy meter, a token penalty of Rs. 1000/- will be charged from him along with disconnection of power supply. Reconnection of power supply will be done only after charging Rs. 100/- as reconnection fee and clearance of all dues duly obtaining approval of Competent Authority of DMRC.
15. That the Applicant shall have no objection at any time to the rights of DMRC to supply energy to any other consumer from the service line or apparatus installed on the Applicant's premises.
16. That the supply shall be used for the purpose that it has been sanctioned by DMRC and shall not be misused in any way to serve any other purposes.
17. That the supply shall not be extended/sublet to any other premises.
18. That the Applicant's industry/trade has not been declared to be obnoxious, hazardous/pollutant by any Government agency and that no court orders are being infringed by grant of applied electricity connection at the Applicant's premises.
19. That DMRC shall be at liberty to adjust the electricity consumption charges along with any other charges against the consumption deposit paid by the Applicant, in the event of termination of the agreement prior to the expiry of the contracted period or in case of any contractual default.
20. That DMRC shall be at liberty to transfer the dues remaining unpaid by the Applicant, after adjusting the advance consumption deposit, to other service connections(s) that may stand in the Applicant's name.
21. To allow clear and unencumbered access to the meters for the purpose of meter reading, maintenance, inspection, checking, testing etc.
22. That DMRC shall be entitled to disconnect the service connection under reference in the event of any default and /or non-compliance of contractual and / or statutory requirements, and/or in consequence of legally binding order by statutory authority(ies)/court of Law, without prejudice to the DMRC's rights to exercise its rights under law including that of getting its due payments as on the date of connection. The Applicant undertakes to pay penalty imposed by DMRC on its own discretion for the damages caused to the leased property on account of any default or non-compliance of any statutory requirements.
23. That all details furnished in this Requisition form are true to the Applicant's knowledge. If any information is found incorrect at a later date, the company will have the right to withhold/disconnect supply, as the case may be, and forfeit the advance consumption deposit.
24. The applicant acknowledges and accepts that the relationship of the applicant with DMRC is not that of a consumer and a Licensee but that of a commercial arrangement where the applicant has taken on lease/license premises of DMRC and the Electricity connection is being provided as a part of the above arrangement.

The applicant further agrees that this declaration given by him will be construed as an agreement with the DMRC to the above effect.

Date:
Place:

Signature of Applicant
(Full name)

Signed and delivered in the presence of:

Witness 1
Signature _____
Full Name _____
Complete Address _____
Phone No. _____

Witness 2
Signature _____
Full Name _____
Complete Address _____
Phone No. _____



DECLARATION

{ For Under Ground Stations, On non-judicial stamp paper of Rs. 100/-}

I _____, son/daughter/wife of _____ Resident of _____ (hereinafter referred to as the "Applicant", which term shall mean and include executors, administrators, heirs, successors and assigns), do hereby swear and declare as under:

OR

_____, a company incorporated under the provision of the Companies Act 1956, a sole proprietorship, a partnership having its registered office at _____(hereinafter referred as "Applicant", which expression shall unless repugnant to the context or meaning thereof, include its successors and assigns), do hereby swear and declare as under:

That the Applicant is an occupant of the premises No._____ at _____ having taken the premises from DMRC on the terms and conditions agreed to with DMRC which include that DMRC may supply electricity as a part of the lease or license of the premises, based on the commercial arrangement.

The Applicant has requested the DMRC to provide an electricity connection at the above-mentioned premises in the Applicant's name for the purpose mentioned in the application form.

The Applicant hereby agrees and undertakes:

1. That the Applicant desires to have and agrees with DMRC to take supply of energy for the above mentioned purpose, for a period of not less than two years from the date of commencement of supply and to pay for the energy so supplied and all other charges at the rates set out in the concerned State Electricity Regulatory Commission's Tariff Schedule and the miscellaneous charges for supply as may be in force from time to time, including advance Consumption Deposit etc.
2. That the Applicant shall have no objection for the DISCOMs to carry out Inspections of the Applicants' Meters & Equipments & Any Observation made by such Agencies, Which are acceptable to DMRC, shall be binding on the Applicant for Attention/Compliance.
3. That DMRC shall be entitled to disconnect the supply of energy by issuing a disconnection notice in writing, to the Applicant, if the Applicant is in default of payment of the due charges.
4. That the applicant shall pay the full amount mentioned in the Monthly/Bi-monthly Consumption Bill as raised by DMRC before the last date mentioned in such Monthly/Bi-monthly Bill. Licensee shall provide Test Report/Calibration report in

regard to Energy Meter installed. DMRC may ask Licensee to recalibrate the Energy Meter whenever considered necessary.

5. That all or any taxes/duties, as may be levied on the supply of electricity to the Applicant by DMRC, shall be paid and borne by the Applicant.
6. That the Applicant agrees that DMRC would accept an application from the Applicant for reduction in load only after two years from the original sanction. All applications for load enhancement by the Applicant would be dealt with by DMRC as a new connection and DMRC would follow the procedure as in the case of a new connection.
7. That DMRC shall have the right to recover the fixed charges due as per applicable tariff for the remaining contracted period in case the contract is terminated prior to the expiry of the contracted period.
8. That all the electrical work done within the Applicant's premises including wiring, power outlets and gadgets for power distribution & air conditioning system are used, operated and maintained properly for guarding against short circuits/fires and are as per the Indian Electricity Rule, 1956 and other applicable laws, statutory provisions and standards in force at the time, and indemnify DMRC against any loss accrued to the Applicant on this account. Further, the Applicant agrees that if there is any harm/loss to the property of DMRC or to any other third party due to fault in the electrical work, outlets or apparatus within the premises of the applicant, all the loss shall be borne by the Applicant.
9. That specification for all materials/works will follow the standards, codes and specifications as used by DMRC in the E&M works. If any item/ equipment/ work is not covered in standards, codes and specifications of DMRC, then the same will be procured / installed from reputed manufacturer/ make in line with relevant IS/IEC standard with prior approval of DMRC.
10. To pay DMRC all costs and expenses that DMRC may incur by reason of a fresh service connection being given to the Applicant.
11. To indemnify DMRC against all proceedings, claims, demands, costs, damages and expenses that DMRC may incur by reason of a fresh service connection given to the Applicant.
12. To be bound by DMRC's conditions of supply, and all applicable acts and rules.
13. That DMRC shall not be responsible for any interruption/diminution of supply.
14. **Others**
 - 14.1 From the DMRC DB to main MCB / MCB of shops only XLPE insulated armored copper conductor LSZH cables shall be used. Licensee will have to provide a Low voltage switch-board with MCBs& ELCB's of required capacity with

- Electronics Static Energy Meters having provision of MDI, TOD etc. of required capacity at his cost conforming to relevant BIS standards and of approved make along with test certificate shall be arranged by the applicant. The meter shall be installed and sealed by DMRC, either within the premises of the applicant or at a common meter room/board. Applicant shall not tamper with or disturb the meter in any manner whatsoever, and shall be responsible for its safety.
- 14.2 DMRC shall provide supply, if available, at one fixed point as per DMRC plan. All cabling work to tap off the supply from the fixed point and to avail it within his premises shall be done by the applicant. Approval to the layouts/ schemes/ details shall be taken from DMRC O&M wing. The Licensee hereby voluntarily and unequivocally agrees not to seek any claim, damage, compensating or any other consideration what so ever on account of time and cost associated in making provision of electricity.
- 14.3 That the use of any PVC material is not permitted in the underground stations.
- 14.4 Licensee will also do wiring within his shop/stall/KIOSK by using GI conduit. The Licensee shall use FRZHS copper wire of the required size (the wiring scheme, the type of wiring, size of wires, various loads, plug point, light, fan etc. shall be as per DMRC's approval).
- 14.5 DMRC will provide Power Supply of single phase, 230V, 50Hz for a max. connected load up to 10 KW, Electrical load requirement exceeding 10 KW will be given on 3-phase, 415V, 50Hz subject to availability.
- 14.6 Licensee shall be given only normal power supply available in station premises. Licensee may use suitable voltage stabilizers and power factor correction equipment as per his requirement. DMRC shall not be providing any standby power supply from station DG set or UPS.
- 14.7 Licensee shall not be permitted to use any standby Diesel Generator Sets. Licensee will only be the permitted to use standby UPS/Inverter System with maintenance free battery. The Load of such standby UPS/Inverter system will also be taken as a part of total connected load.
- 14.8 The Total Demand Load & Total Connected load shall be treated as same. Licensee will have to pay applicable demand charges as per the Total Connected load only.
- 14.9 Licensee shall use Energy efficient lighting & shall provide proper Lighting fixtures, Lamps, Electronic Ballast etc. Licensee shall provide uniform & good illumination level not less than 100 Lux in any case.
- 14.10 Licensee shall provide proper Earthing connection as per the applicable standards and shall terminate the same to the DMRC's Distribution Board or to any other place as directed by the DMRC. Installation Test Report issued by licensed electrical wiring contractor in the prescribed format (available with the application form) and countersigned by the applicant shall be submitted by the Licensee.
- 14.11 Fire Extinguisher: Every shop/ property Development area must have enough Fire Extinguishers as stipulated.
- 14.12 Licensee will not be allowed to provide Room Heating appliance of any kind.
- 14.13 The power shall be supplied as per sanctioned load approved by DMRC. Minimum load to be given shall be 2 KVA on which the demand charges as applicable shall be paid by the Licensee. Additional power up to 5 KVA on

- single phase and thereafter on three phase system if required by the Licensee will be supplied subject to availability at an additional cost and conditions to be stipulated by DMRC.
- 14.14 In case, Licensee draws power more than the connected load, his electricity connection shall be disconnected. The electricity connection will be provided back on first occasion only when Licensee pays necessary penalty as per State ERC norms and removes excess load. On the subsequent occasion, DMRC reserves the right to revoke the license and forfeit the interest free security deposit.
- 14.15 In case, the Licensee is found mis-using Electricity or tampering with the Energy meter, a token penalty of Rs.1000/- will be charged from him along with disconnection of power supply. Reconnection of power supply will be done only after charging Rs. 100/- as reconnection fee and clearance of all dues duly obtaining approval of Competent Authority of DMRC.
15. That the Applicant shall have no objection at any time to the rights of DMRC to supply energy to any other consumer from the service line or apparatus installed on the Applicant's premises.
16. That the supply shall be used for the purpose that it has been sanctioned by DMRC and shall not be misused in any way to serve any other purpose.
17. That the supply shall not be extended/ sublet to any other premises.
18. That the Applicant's industry/trade has not been declared to be obnoxious, hazardous/pollutant by any Government agency and that no court orders are being infringed by grant of applied electricity connection at the Applicant's premises.
19. That DMRC shall be at liberty to adjust the electricity consumption charges along with any other charges against the consumption deposit paid by the Applicant, in the event of termination of the agreement prior to the expiry of the contracted period or in case of any contractual default.
20. That DMRC shall be at liberty to transfer the dues remaining unpaid by the Applicant, after adjusting the advance consumption deposit, to other service connection(s) that may stand in the Applicant's name.
21. To allow clear and unencumbered access to the meters for the purpose of meter reading, maintenance, inspection, checking, testing, etc.
22. That DMRC shall be entitled to disconnect the service connection under reference in the event of any default and/or non-compliance of contractual and / or statutory requirements, and/or in consequence of a legally binding order by statutory authority (ies)/Court of Law, without prejudice to the DMRC's rights to exercise its rights under law including that of getting its due payments as on the date of connection. The Applicant undertakes to pay penalty imposed by DMRC on its own discretion for the damages caused to the leased

property on account of any default or non-compliance of any statutory requirements.

- 23. That all details furnished in this Requisition form are true to the Applicant's knowledge. If any information is found incorrect at a later date, the company will have the right to withhold /disconnect supply, as the case may be, and forfeit the advance consumption deposit.
- 24. The applicant acknowledges and accepts that the relationship of the applicant with DMRC is not that of a consumer and a Licensee but that of a commercial arrangement where the applicant has taken on lease/license a premise of DMRC and the Electricity connection is being provided as a part of the above arrangement.

The applicant further agrees that this declaration given by him will be construed as an agreement with the DMRC to the above effect.

Date:
Place:

Signature of Applicant
(Full name)

Signed and delivered in the presence of:

Witness 1	Witness 2
Signature_____	Signature_____
Full Name_____	Full Name_____
Complete Address _____	Complete
Phone No._____	Address_____
	Phone No._____

List of Documents to be submitted along with Declaration.

1. Installation Test Report issued by licensed electrical wiring contractor in the prescribed format (available with the application form) and countersigned by the applicant. {FORMAT annexure}
2. Proof of allotment of the space/area leased out by DMRC in the form of the following:
 - a) Allotment/possession letters, Lease deed
 - b) General Power of Attorney together with proof of ownership of the executor. {Applicable in case of company}



ELECTRICAL INSTALLATION TEST REPORT

SN	Description	Details
1	Name & Address of the Licensee	
2	Location	
3	Shop/UNIPAY PAYMENT (KIOSK) MACHINE/Stall No.	
4	Connected Load	
5	Energy Meter S. No. & Make (Manufacturer's test report is to be enclosed)	

It is certified that all the electrical work at above installation have been carried out in compliance to the IE rules, IE acts adhering to the safety norms, rules and regulations of DMRC & that of any other statutory body. All men and material and temporary earthing have been removed from our end & the installation is fit for energizing.

I will be responsible on behalf of Licensee for non-compliance of any of the above. Copy of my valid electrical Contractor license is attached.

Seal & Signature of the Licensee

Seal & Signature of Electrical Contractor

(Holding Valid License)

FIRE SAFETY REQUIREMENTS

Kiosks: This category includes ATMs, Retails Outlet provided as bare space for a maximum area of 100 Sq m. Under this category, only fire Extinguishers are required is detailed in below in table -1

Table - 1

<p>TYPE & SPECIFICATAION: BIS approved stored pressure extinguisher as per IS 15683:2006 and of type 'A', 'BC' or 'ABC' conforming to risk protection as per IS 2190:1992. (Kg and Liters can be converted in same ratio i. e. 5Kg = 9 Liters)</p> <p>Extinguishing medium inside extinguishers must be of their respective approved IS specification and of capacity:-</p>		
AREA		
Up to 10 Sq. m.	Above 10Sq. m. and below 50 Sq. m.	Above 50 Sq. m. and below 100 Sq. m.
One Fire Extinguisher of 2 KG capacity	One Fire extinguisher of 4 KG capacity	Two Fire extinguishers, one of 5 KG and another of 9 Liters Water Type

The existing shops up to an area of 250 Sq. m. are integrated design part of a Metro Station. In addition to other Fire Safety measures each shop is to be provided with Fire Extinguisher as per Table -1.

For Shops of area above 100 Sq. m. and less than 250 Sq. m., fire Extinguishers of capacity 10 KG and another of 18 Liters Water, these should be distributed in at least four units at two places remote to each other.

For bigger spaces, Licensee is required to plan & carry out all fire system works to meet the statutory requirement of DFS at their own cost and got it verified by DMRC.

Annexure-VI

LIST OF ABBREVIATIONS USED IN THE TENDER DOCUMENT

1.	AoA:	Article of Association
2.	DD:	Demand Draft
3.	DMRC:	Delhi Metro Rail Corporation Ltd.
4.	DVAT:	Delhi Value Added Tax
5.	Dy. GM/PB:	Deputy General Manager/Property Business
6.	EMD:	Earnest Money Deposit
7.	ID Card:	Identity Card
8.	KVA:	Kilo Volt Ampere
9.	KW:	Kilo Watt
10.	LF:	License Fee
11.	LOA:	Letter of Acceptance
12.	MoA:	Memorandum of Association
13.	MoU:	Memorandum of Understanding
14.	MRTS:	Mass Rapid Transport System
15.	NIT:	Notice Inviting Tender
16.	OMC:	Other Maintenance Charges
17.	PO:	Pay Order
18.	PoA:	Power of Attorney
19.	SD:	Interest Free Security Deposit/ Performance Security
20.	Sqm:	Square meter
21.	ST:	Service Tax
22.	TOM:	Ticket Operating Machine (Ticketing Counters)
23.	CCC:	Customer Care Centre
24.	TVM:	Ticket Vending Machine
25.	LED:	Light Emitting Diode
26.	JV:	Joint Venture
27.	RTGS:	Real Time Gross Settlement
28.	NEFT:	National Electronic Funds Transfer
29.	CTST:	Central Secretariat