

**DELHI METRO RAIL CORPORATION LIMITED**  
**NIT No. 024/2015,Dated: 18/12/2015**

Tender for Licensing of Advertisement Rights for display of advertisements through digital media inside ITO metro station on "as is where is basis" for a period of 6 years

- 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 for display of advertisements through digital media inside ITO metro station as per Annexure-1. 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 for display of advertisements through digital media inside ITO metro station.
  - b) For participation in e-tendering process, the Bidder(s) has to be registered on DMRC's e-tendering portal [www.tenderwizard.com/DMRC](http://www.tenderwizard.com/DMRC). On registration they will be provided with a User ID and a password enabling them to submit their Bids online using Digital System Certificate (DSC) and can witness various activities of the process. The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid Class-III digital signature. The 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 "DMRC Ltd." payable at New Delhi.
2.	Bid Security	Rs 2,40,000/- (rupee two lacs forty thousand)
3.	Sale of Tender Document	From 18/12/2015 to <b>17/02/2016</b> (up to 11:00 hrs.) on e-tendering website <a href="http://www.tenderwizard.com/DMRC">www.tenderwizard.com/DMRC</a> Tender document can only be obtained after registration, from the website <a href="http://www.tenderwizard.com/DMRC">www.tenderwizard.com/DMRC</a> . For further information on this regard bidders are advised to contact on 011-23417910-12 (ext:-534787 & 534788), Help Tenderwizard Desk no:-011-49424365
4.	Pre-Bid Conference	05/01/2016 at 1500hrs at Metro Bhawan
5.	Last Date of receiving written queries by DMRC	05/01/2016
6.	DMRC's response to queries by	06/01/2016
7.	Last Date & Time of Submission (e-tender) of Bid online	<b>17/02/2016</b> up to 1500hrs
8.	Date & Time of Opening of Technical Bids online	<b>17/02/2016</b> at 1515hrs
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 <sup>th</sup> 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 "DMRC Ltd." payable at New Delhi. The Cost of Tender Document and the Bid Security must be

submitted, in original, on or before **1430** 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 severely 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](http://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](http://www.tenderwizard.com/DMRC) for updates.
- 1.6 The required DD/PO/Documents shall be submitted by the specified date and time to –

**The Office of DGM/PB,  
4<sup>th</sup> Floor, 'B' Wing, Metro Bhawan,  
Fire Bridge Lane, Barakhamba Road,  
New Delhi-110 001.**