

**Reply of DMRC in response to Queries/Clarifications raised by participants of the Pre-bid meeting in respect of Tender for ction from Qutub Minar to Guru Dronacharya (excluding) Metro Stations of Line-2 (Yellow Line)**

S/N	Description of Query / Clarification Sought by the Participant	DMRC's Reply / Clarification
1	Can we replace and shift the existing panels to other available space at the same stretch?	Yes, the proposed inventory panels as indicated in Annexure 1 of the tender document can be replaced /modified /shifted to other locations, after prior approval of DMRC, in the same stretch. However, replacement /modification/shifting, if any, shall be in strict compliance of technical parameters of the prevailing outdoor advertisement policy.
2	Can we change the sizes of metro pillars as well as big sites if space is available?	Yes, changing the sizes of metro pillar panels as well as big sites shall be permissible subject to strict compliance of technical parameters of the prevailing outdoor advertisement policy and prior approval of DMRC on the revised sizes of the panels.
3	In future if any civic/Govt./local body interfere in the execution or fabrication of Unipoles or any civil structure then DMRC will be taken any responsibilities or any action against the same?	Placing advertisement on Civil Structure of DMRC or Unipoles in DMRC land is covered in the scope of this tender subject to feasibility and prior approval of DMRC following the compliance of technical parameters of outdoor advertisement policy. DMRC will stand with Licensee in case any local body/Civic agency interfere in operation of the contract subject to the condition that licensee followed the contract terms.
4	As per your eligibility criteria you have mentioned that minimum average turnover of Rs.9 Crs. In last 3 audited financial year FY-12-13, 13-14, 14-15. Rs.9 Crores is for individual financial year or including 3 years turnover?	In tender the Eligibility Criteria is defined under Chapter-3. Bidder shall have minimum annual average turnover of Rs. 9 Crores in last three years.
5	We think from outdoor advertising perspective this tender should be split into 2 part to make it more commercially viable. One tender for underground Section from Udyog Bhawan to Saket Metro Stations and second for elevated section at Qutub Minar to Guru Dronacharya (excluding) Metro Stations. As this is very long stretch and having other OOH mediums as well like 25 Unipoles, 20 Bus Shelters, 5 Wall Wraps, 12 Utilities etc which will act as competition to DMRC media. Commercially it is not viable to have its as one tender. Kindly consider our request to split it into 2 tenders.	Suggestion noted. No change in tender conditions.
6	Can you decrease the total sq.ft./Sq.mtr area for the said tender? Reason as give in above point.	The tender is invited after the successful run of existing contract for outdoor advertisement on the offered area for five years. No change in offered area. However, Bidders are requested to carry out extensive survey & analysis for commercial viability and submit their financial bids accordingly.

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7	<p>Can you consider the escalation of 5% in every years, as per existing terms which is after completion of one year of the contract or start date of License fee? Or Can you consider the escalation of 5% for next financial year 01st April 17 or as per pro-rata basis? Because If you have allotted the tender on middle of the year, then you should increase 5% amount in pro-rata basis, which is ethically right. We are the recent example that our 1st quarter license fee will be start from 2nd feb onward and increase 5% only after 2 month is not justified under any circumstances. Please consider this clause as per the pro-rata basis.</p>	<p>No change in tender conditions. As Escalation of 20% every three years on licensee fee and interest free security deposits would provide longer period, up to 31-03-2019, to the licensee to develop their business at the base rate. Bidders to quote financial bids accordingly.</p>
8	<p>MCD has made the new Outdoor Advertising Policy 2015-16 and same has already submitted to Hon'ble Supreme Court. Now are those mediums has under compliances of OAP? Can you give us a surety for DMRC will take any responsibilities about future changes/removal of structures etc.</p>	<p>DMRC is relying on Hon'ble Supreme Court's Order dated 28-08-2009 in WP(C) No. 13029/185 wherein DMRC was allowed to enter into new contracts subject to the provision of OAP-2008 accepted and approved by the Apex court. DMRC would abide by Apex courts orders /directions in future. DMRC expects from the successful bidder (Licensee) to abide by the same and ensure full compliance of the technical parameters of the OAP.</p>
9	<p>Who will pay revenue share or advertising tax to MCD?</p>	<p>Revenue Share as applicable on the Outdoor Advertisements shall be borne by DMRC. However, Advertisement Tax if any, will be borne by the Successful Bidder(Licensee).</p>