

Invitation for Request for Proposal (RFP)

Licensing of Advertisement Rights of Digital Screen At Ticketing Counters of selected Metro Stations of Line-6 in
DMRC Network
(RFP: DDIS/05-16-M-0008)

- 1.1. Delhi, National Capital Region (NCR) which comprises of the Indian Capital New Delhi, along with its satellite towns is the most populous urban agglomeration in India. DMRC undertook the construction for MRTS and the first section of Phase-I was made operational on 25-12-2002. DMRC has since completed the construction of Phase-I & Phase-II network comprising of 160 stations and a network of around 213 km and has already put them under operation. Construction of DMRC Phase-III is in progress. As of today, DMRC network comprises of six operational lines with a ridership of around 2.8 million commuters per day.
- 1.2. DMRC invites Bids(through e-tendering process) from eligible Bidder(s), who may be a 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, for selection of Licensee for commercial advertisement rights through Digital Screen at ticketing counters of selected metro stations of Line-6 in DMRC network.
- 1.3. DMRC shall receive Bids (e-tender) pursuant to this Bid/RFP Document, in accordance with the terms set forth herein 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. Bidders are advised to visit the DMRC premises at the stations / site and familiarise themselves with the proposed arrangements and all activities necessary in this regard.
- 1.4. Salient features of Bidding Process:
 - a). DMRC has adopted single stage two-packet Bidding Process for selection of a suitable highest Bidder for granting License as per bidding schedule.
 - b). For participation in e-tendering process, the Bidder(s) has to be registered on DMRC's e-tendering portal <https://eproure.gov.in/eprocure/app>. 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-II or Class-III digital signature. The Bid/RFP Document can only be downloaded or uploaded using Class-II or Class-III digital signature of the authorized signatory. If needed prospective Bidder can be imparted training on "online tendering process".
 - c). Schedule of Bidding Process:

1.	Cost of RFP Document (Non-Refundable)	Rs. 21,000/- (Rs.20,000/- + 5% DVAT) Cost of RFP Document shall be acceptable in the form of Demand Draft / Banker's Cheque in favour of "Delhi Metro Rail Corporation Ltd."
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		payable at New Delhi.
2.	Bid Security	Rs 2,25,000/- (Rupees Two Lakhs Twenty Five Thousands Only)
3.	Sale of RFP Document	From 28.07.2016 to 30.08.2016 (upto 1730 hrs) At e-tendering website https://eproure.gov.in/eprocure/app
4.	Pre-Bid Conference	11.08.2016 at 1500 hrs. at Metro Bhawan
5.	Last Date of receiving queries by DMRC	11.08.2016
6.	DMRC's response to queries by	18.08.2016
7.	Last Date & Time of Submission (e-tender) of Bid online	30.08.2016 up to 1730 hrs
8.	Date & Time of Opening of Technical Bids online	31.08.2016 @ 1100 hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of Bid.
10.	Authority and place for submission of RFP 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). The cost of RFP 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 & drawn on a scheduled commercial Bank. The cost of RFP Document and the Bid Security must be submitted, in original, on or before 1730 hrs of last date of sale of RFP Document 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 cost of RFP Document and the Bid Security in physical form on or before the prescribed 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 for the prospective Bidders in this regard.
- f). The Bid submissions must be made online after uploading the mandatory scanned documents towards Cost of RFP Document, Bid Security and other documents as stated in RFP Document.
- g). All the uploaded files in Bid submission should be named properly and arranged systematically. Special character/space is not permitted in file names(s) of uploaded files.
- h). Bids received after Last Date & Time of Submission (e-tender) of Bid online shall not be accepted under any circumstances.
- i). In case of a Bid by a JV/Consortium of firms, following shall be abide by its members:
 - i. For the purpose of evaluation of the Consortium, each member's contribution towards the turnover shall be considered in the same ratio of their equity participation in the Consortium.
 - ii. 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.
 - iii. Any change in percentage of 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 day notice.
 - 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 of the JV/Consortium 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 Bidder is also a constituent of another Bidder.