

Tender/RFP Name: Request for Proposal for Advertisement Rights of Digital Screen at Ticketing Counters of selected Metro Stations of Line-6 in DMRC Network

1. **Amendment in Schedule of Bidding Process [Cl 2.4 c (Page 5-6 of Bid/RFP Document)]:**

- A. Sale of Bid/RFP Document (S/N-3 of Table): Up to 15-09-2016 (upto 1730hrs) on e-Tendering website <https://eprocure.gov.in/eprocure/app>.
- B. Last Date & Time of Submission (e-tender) of Bid online: Up to 15-09-2016 1730 hrs on e-Tendering website <https://eprocure.gov.in/eprocure/app>.
- C. Date & Time of Opening of Technical Bids online: 16-09-2016 @ 1100 Hrs

2. **Revised Terms and Conditions of RFP:**

- A. Clause 1.16 [Page 4 of RFP] and Clause 1.18 [Page 44 of RFP]: “Ticketing Counters” means machines used for issuing tickets to passengers for travelling in Delhi Metro Network. Ticketing Counters shall include Ticket Office Machine (TOM), Customer Care Centre (CCC) and Ticket Vending Machines (TVM).
- B. Clause 6.2.c. [Page 13 of RFP]: Licensee shall install Digital Screen at all the operational ticketing counters listed at Annexure-1. Any increase or decrease in number of operational ticketing counters at a station shall be at the sole discretion of DMRC. The Licensee shall be bound to install Digital Screens at all the Operational Ticketing Counters i.e. the counters which are under use for passenger ticketing services. In the case of increase or decrease in operational ticketing counters, the number of chargeable Digital Screens shall be finalised by DMRC and the same shall be binding on licensee for operations and management of Digital Screens. If Licensee wants to install Digital Screens on Ticketing Counters more than operationally required, the same shall be chargeable on pro- rata basis. The total digital advertisement area consisting of digital screens at a station shall not exceed 10 sqm at any point of time during the tenure of the contract.
- C. Clause 6.5.b. [Page 14 of RFP]: The Upper 70% portion of the screen will be utilized for display of muted VIDEO CONTENT on 40:60 times sharing between DMRC and Licensee. The DMRC information and the commercial advertisements by Licensee will be shown on 40:60 time slot sharing basis. The time sharing between DMRC and Licensee shall be reconciled every 100 minutes. Audio advertisement is strictly prohibited.
- D. Clause 6.5.c. [Page 14 of RFP]: The Bottom 30% portion of the screen shall necessarily display DMRC information as provided from time to time. These details should be in harmonious manner, in pleasing colour scheme and appropriate font size in English and Hindi language so that can be easily visible & legible. ~~If feasible, this can also be utilised for displaying dynamic transaction details of the ticketing counter. Licensee~~

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~~shall bear the cost of integration, capturing transaction detail from ticketing machine, required software, etc~~

- E. Clause 6.11.b.iii. [Page 16 of RFP]: Irrevocable Bank Guarantee in the prescribed format (Annexure-11.3) issued by the State Bank of India or any other Nationalized Bank or other Scheduled Commercial Banks, acceptable to DMRC, with branches located in Delhi. The scheduled commercial bank must be on the Structured Financial Messaging System (SFMS) platform. A separate advice of the BG will invariably be sent by the issuing bank to the Employers Bank through SFMS and only after this, the BG will become operative and acceptable to the Employer. It is, therefore, in the own interest of the contractor to obtain Employer's Bank IFSC Code, its branch and address and advice these particulars to the BG issuing Bank and request them to send advice of the BG through SFMS to the DMRC's Bank i.e. ICICI Bank Limited, 9A, Phelps Building, Connaught Place, New Delhi – 110001, IFSC Code-ICIC0000007. The Bank Guarantee shall be valid at least for three years and shall be renewed before expiry of earlier Bank Guarantee, failing which the previous Bank Guarantee shall be invoked and encashed by DMRC without any prior intimation to the licensee. 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 invoked & encashed by DMRC without any prior notice.
- F. Annexure 1, [Page 26-27 of RFP]: As Annexure I of this Addendum/Corrigendum.
- G. Clause 3.c. [Page 44 of RFP]: Licensee shall install Digital Screen at all the operational ticketing counters listed at Annexure-11.1. Any increase or decrease in number of operational ticketing counters at a station shall be at the sole discretion of DMRC. The Licensee shall be bound to install Digital Screens at all the Operational Ticketing Counters i.e. the counters which are under use for passenger ticketing services. In the case of increase or decrease in operational ticketing counters, the number of chargeable Digital Screens shall be finalised by DMRC and the same shall be binding on licensee for operations and management of Digital Screen. If Licensee wants to install Digital Screens on Ticketing Counters more than operationally required, the same shall be chargeable on pro rata basis. The total digital advertisement area consisting of digital screens at a station shall not exceed 10 sqm at any point of time during the tenure of the contract.
- H. Clause 6.2 [Page 48 of RFP]: The Upper 70% portion of the screen will be utilized for display of muted VIDEO CONTENT on 40:60 time slot sharing basis between DMRC and Licensee. The time sharing between DMRC and Licensee shall be reconciled every 100 minutes. However the Licensee will be at liberty to utilize this as convenient for him and his business i.e. alternatively or simultaneously or in the combination of both.
- I. Clause 6.3 [Page 48 of RFP]: The Bottom 30% portion of the screen shall necessarily display DMRC information as provided from time to time. These details should be in harmonious manner, in pleasing colour scheme and appropriate font size in English and

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Hindi language so that can be easily visible & legible. ~~If feasible, this can also be utilised for displaying dynamic transaction details of the ticketing counter. Licensee shall bear the cost of integration, capturing transaction detail from ticketing machine, required software, etc.~~

- J. Clause 13.c.iii.[Page 57 of RFP]: Irrevocable Bank Guarantee in the prescribed format (Annexure-11.3) issued by the State Bank of India or any other Nationalized Bank or other Scheduled Commercial Banks, acceptable to DMRC, with/from branches located in Delhi. The scheduled commercial bank must be on the Structured Financial Messaging System (SFMS) platform. A separate advice of the BG will invariably be sent by the issuing bank to the Employers Bank through SFMS and only after this, the BG will become operative and acceptable to the Employer. It is, therefore, in the own interest of the contractor to obtain Employer's Bank IFSC Code, its branch and address and advise these particulars to the BG issuing Bank and request them to send advice of the BG through SFMS to the DMRC's Bank i.e. ICICI Bank Limited, 9A, Phelps Building, Connaught Place, New Delhi – 110001, IFSC Code-ICIC0000007. The Bank Guarantee shall be valid at least for three years and shall be renewed before expiry of earlier Bank Guarantee, failing which the previous Bank Guarantee shall be invoked and encashed by DMRC without any prior intimation to the Licensee. 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 invoked and encashed by DMRC without any prior notice to the Licensee.
- K. Annexure 11.1 [Page 72-73 of RFP]: As per Para 2. E above.
- L. Para 9 of Bank Guarantee Format at Annexure 11.3 of RFP (Page 77 of RFP): The Bank agrees that DMRC at its option shall be entitled to enforce this guarantee during its currency against the bank as a Principal Debtor in the first instance without proceeding against the Licensee and notwithstanding any security or other guarantee that DMRC may have in relation to Licensee's liabilities. The guarantor/ bank hereby confirms that it is on the SFMS (Structural Finance Messaging System) platform & shall invariably send an advise of this Bang Guarantee to the designated bank of DMRC Ltd. after obtaining details thereof from the licensee.

Addendum/Corrigendum-1

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Annexure-I

Table-A

S/N	Station	Installed Ticketing Machines		Operational Ticketing Counters			Digital Screens to be installed initially	Tentative Revenue Operation Date (ROD)
		Customer Care Centre (CCC)	Ticket Office Machine (TOM)	Customer Care Centre (CCC)	Ticket Office Machine (TOM)	Automatic Token Vending Machines		
1	Mandi House - 6	1	4	1	0	2	3	Stations are already Operational and shall be handed over within 10 days of LOA payments
2	Janpath	2	4	2	0	2	4	
4	Khan Market	2	4	2	0	3	5	
5	JLN Stadium	2	7	2	2	0	4	
6	Jangpura	2	3	2	0	4	6	
7	Lajpat Nagar	2	3	2	3	2	7	
8	Moolchand	1	2	1	2	0	3	
9	Kailash Colony	2	1	2	1	4	7	
10	Nehru Place	2	4	2	4	2	8	
11	Kalkaji Mandir	2	4	2	2	0	4	
12	Govindpuri	2	4	2	4	2	8	
13	Okhla	2	2	1	1	0	3	
14	Jasola Apollo	2	3	2	2	0	4	
15	Sarita Vihar	2	4	2	2	0	4	
16	Mohan Estate	2	3	1	2	0	4	
17	Tughlakabad	2	3	2	2	0	4	
18	Badarpur	2	11	2	4	3	9	
19	Sarai	2	2	1	0	2	4	
20	NHPC Chowk	2	2	1	0	2	4	
21	Mewala Maharajpur	2	3	1	0	2	4	
22	Sector-28	2	2	1	0	2	4	
23	Badkal Mor	2	2	1	0	2	4	
24	Old Faridabad	2	2	2	0	2	4	
25	Neelam Chowk Ajronda	2	3	2	0	2	4	
26	Bata Chowk	2	3	2	0	2	4	
	Total	48	85	41	31	40	119	

Addendum/Corrigendum-1

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Table-B

S/N	Station	Proposed Operational Ticketing Counters			Digital Screens to be installed initially	Tentative Revenue Operation Date (ROD)
		Customer Care Centre (CCC)	Ticket Office Machine (TOM)	Automatic Token Vending Machines		
28	Kashmere Gate L-6	2	0	2	4	Dec-2016
29	Lal Quilla	2	0	2	4	
30	Jama Masjid	2	0	2	4	
31	Delhi Gate	2	0	2	4	
32	NCB	2	0	2	4	Dec-2016
33	Ballabgarh	2	0	2	4	
	Total	12	0	12	24	
	Grand total	60	31	52	143	