

Request For Proposal (RFP): DDIS/05-16-M-0008

Pre Bid Clarifications/Replies

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

Sr No.	Clarification sought by participants	DMRC's Reply / clarification
1.	In few stations, none of the TOM counters are used even though the systems are there. In these locations it does not make sense to install screens currently. Please find attached our data from the recce and requested list of counters station wise	Please refer Addendum/Corrigendum-1
2.	DMRCL is actively moving ticket dispensing to ATVM and in some stations the value of installing screens at TOM counters is not there. Opportunity to shift displays on ATVM is a must as the main value of this project is to 'Reach people while they are buying tickets'	Please refer Addendum/Corrigendum-1
3.	Request to keep size of screen flexible for any future changes. In 3-4 years, 40" screen might become a normal size from screen manufacturer, or advertisers could want a slightly bigger screen when we are replacing screens in few years	Clause 5 (Page 47-48 of RFP) shall be applicable.
4	We may play "Real-Time" content and hence to get approval of content before uploading will be difficult	Annexure 11.2 (Page 74 of RFP) shall be applicable.
5	"DMRC's decisions binding & Final" - Does this mean DMRCL can force vendor to install more screens? Installing more screens should be the right of the vendor based on business outlook and hence request alteration on this point as this is a commercial tender	Same as S/N-1.
6	Query 1 - Our visit to almost all the stations of Line 6 and examination of their ticketing counters tell us that ticketing counters at any station are in one single row without any separating/ Supporting column or pillar in between them. This put forwards 3 scenarios of installation of monitor / panels. Scenario 1 – The screens are hung from poles / pillars coming down from 14 feet plus height ceiling. Scenario 1 – The screens are fixed on poles / pillars coming up from floor of ticketing counters (4- 5 feet height of poles / pillars) Scenario 3 – the screens are placed on table top of ticketing counters May we request, if you can share with us some picture / example of a similar installation which you have in mind or you want us to refer. Also pic of the counter / CC is just FYI Please..	Clause 3.3 (Page 46-47 of RFP) shall be applicable.
7.	Query 2 – As understand from the tender that the 30 % of the screen will show the ticketing content. Please confirm if you will be providing us the same internet access to show the live feed (the same network on which Metro runs the ticketing , this might be bestest solution for running screens)	Same as S/N-1.
8.	Digital Screen: Frontend display of the DDIS should be of minimum 32” to 38” maximum (diagonal) LED monitor of reputed brand. Resolution of screens should be HD Ready (720p). Query: The digital screen size would be standard same or it may vary station to station	Same as S/N-3. However, priority shall be to install same size panels at particular stations keeping location feasibility with prior approval of DMRC.

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	<p>Advertisement Rights:</p> <p>The screen of the LED monitor will be divided into two portions in the ratio of 70:30 and screens should be placed vertically. Audio advertisement is strictly prohibited.</p> <p>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. 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.</p> <p>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 utilized 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.</p> <p>The system should be capable of displaying the same video content on digital screen at a particular stations, some selected stations or all stations under scope of this license agreement.</p> <p>The system shall be developed in a manner that it is subject to modifications as and when required with respect to colour scheme, font size, font type and further split the screen to the desired ratio for commercial advertisement and DMRC information.</p> <p>DMRC information will be provided by DMRC and integration has to be done by the Licensee so as to display live messages or security warnings to commuters.</p> <p>The Licensee should submit in writing the text of advertisement and materials to be displayed such as slides, films, video clips, etc., to the DMRC well in advance for his approval. No change of the advertisement matter by the agency/licensee will be permitted after such approval.</p> <p>The licensee agrees voluntarily and unequivocally to place DMRC messages at their own cost in the Digital Screens which lie vacant and not commercialized.</p> <p>Query: DMRC would going to share their API/ Platform for interface.</p>	Same as S/N-1

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9.	<p>Fitment Period: Licensee shall be provided 75 days fitment period. Fitment period shall commence from date of handing of the location. The Licensee shall complete its fitment in all respects within the specified fitment period. In case of handing over of additional station, fitment period of 75 days will be provided. However, in case of increase in ticketing counter at already handed over station, no fitment period will be applicable.</p> <p>The Licensee will bear the entire cost of the Digital Screen which includes cost of Procurement, Designing, Development, Fabrication, Assembly, Installation, Operation, Maintenance, laying cable, electrical, other appliances required for Digital Screen, Networking & Communication, required Software (for DMRC also) and all type of Hardware required, replacement of parts and repairs, etc.during the tenure of license agreement.</p> <p>Licensee shall obtain all approvals, permits, etc from all competent and required authorities, including different tiers of government, statutory, local, civic authorities, etc. at its own cost.</p> <p>Licensee will bear the cost of electrical estimate, meter charges, electrification charges, security deposit charges (electrical) and electrical consumption charges apart from License Fee of the contract.</p> <p>The Licensee will have to arrange on their own cost to provide all the electrical wiring and other electricity installation necessary for the system to the required DMRC standards.</p> <p>The Licensee shall be responsible for procurement, supply, installation, operation & maintenance of Digital Screen at Ticketing Counters of specified Metro Stations only, as specified at Annexure-1.</p> <p>The Licensee shall submit the design/ layout of the location of placement of equipment along with other relevant details. DMRC shall consider the plan with respect to aesthetics, operational feasibility, and safety & 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 are required to be approved by DMRC.</p> <p>Designing of all units / structures to complement station architecture design for installation of telecommunication equipment.</p> <p>Every installed unit should be monitored centrally through a unified dashboard. Dashboard should monitor uptime and system reliability. Dashboard should have access permission enabled for DMRC on request. The Dashboard should be built using w3c web standards available over secure channel.</p> <p>Obtain all approvals, permits, etc. from all competent and required authorities, including different tiers of government, statutory, local, civic authorities, Department of Telecommunications (DoT) etc. at its own cost.</p> <p>Query: We need extension on installation days.</p>	<p>Clause No. 10.1 (Page 54 of RFP) shall be applicable.</p>
10.	<p>DMRC's Infrastructure/ Facilities - Electrical Specifications and Procedure for Release of Electric Power Supply-Electrical Specifications</p> <p>Electricity supply will be provided as per terms and conditions indicated in Annexure – 11.5.The Licensee shall bear the amount of all the bills/costs for the electricity that may be consumed due to the operation of equipment in the spaces licensed under this agreement. Licensee shall use energy efficient equipment.</p> <p>Licensee shall follow the I.E. Rules, Acts for safety of equipment, public & Staff.</p> <p>Rate of electricity chargeable from Licensee shall be at the rate at which Electricity Company / Distribution Company /Agency would levy on such a customer, had he</p>	<p>Clause No. 16 (Page 59 of RFP) shall be applicable.</p>

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	<p>obtained supply directly from Electricity Company / Distribution Company /Agency. DERC policy and Electricity Act (as amended from time to time) shall be applicable. All fittings/ erections including electrical cabling, calibration and installation of Energy Meters, electrical MDI/TOD, etc. are to be installed as per DMRC's specifications. DMRC may provide electricity at one point from the panel installed at ASS Room of station. All works related to fixing / connection of requisite MCB/MCCB in existing bus bar and further distribution along with electrical energy meter on payment of required charges as specified in Annexure-11.5. The Licensee may also undertake electrical works for extension of power from nominated source under DMRC supervision and complying all codal provisions & DMRC specifications. The Licensee shall follow the provisions stipulated in "Rules and Guidelines for Release of Electric Power" (Annexure-11.5) as amended from time to time.</p> <p>In case of restricted availability of power supply/breakdown, the station power requirements would get first priority and this may result in restriction/restoring of power supply to the licensee in such situations. In such situations or any supply disruptions due to strikes of employees, breakdowns of machinery and plant, lockout, failures of incoming supply of DMRC or such causes where the supply of DMRC is affected by a cause or causes over which DMRC has no control, DMRC shall not be liable for any claims for loss, damage or compensation whatsoever, arising out of failure of supply due to any of the afore mentioned causes.</p> <p>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, Applicant's may however, provide UPS / Inverter at their cost if they so desire. Installation of DG set is not permitted.</p> <p>Query: Can DMRC would provide UPS to Licensee or we may arrange at our own.</p>	
11.	<p>Query: Please confirm DMRC would provide internet connection for connectivity between remote to central location.</p>	<p>It's in scope of Licensee with prior approval of DMRC.</p>
12.	<p>Just wanted to share you that any professional panel available in today's time offers an operational life of maximum 55,000 hours. (Any & every big brand) So accordingly a back calculation tells us that if the panel is running for 19- 18 hours per day then its operating life ends in the 8th year . The tender contract being for maximum 9 years does not allow feasibility in changing entire panels in 8th year , hence we request / advice 16 hours per day of panel operation for them to last for 9 years contract period. A sincere request to consider this , if it is feasible , (16 hours a day = 6 Am to 10 Pm)</p>	<p>Clause 10 (Page 54 of RFP) shall be applicable.</p>