

**Co-branding tender : Corrigendum No.1**

Clause No.	Published Earlier in the tender	To be read as																																																
5.1.1 of RFP	<p>The selected Bidder shall be permitted to undertake and have Co-Branding activities at the selected Metro stations(s) as per scope detailed in the above table. The Licensee shall/can suffix or prefix the specified brand name with the Name of the metro station i.e. the selected station can be named as “[XYZ [Brand Name] or [Brand Name [XYZ]”]; whereas XYZ is the name of the selected metro station (except for Bhikhaji Kama Place metro station where only suffix of brand name is permitted. The brand name shall preferably be not more than two words. Individual names of any person or religious entity, or of similar background shall not be permitted. Any such composite brand name may include the Co-Branding Partner’s Name in conjunction with other words, subject to prior written approval of DMRC. The prefixing and suffixing is to be done with a separate font/color/size as distinct from the DMRC signage at the said station.</p> <p>In addition to above, the following needs to be considered:</p> <p>a) The co-branding/advertisement should not be related to any activity which is considered unlawful/illegal as per the Indian law.</p> <p>b) The Co-branding should also not promote liquor/alcohol based drinks or tobacco/Pan Masala related products.</p>	<p>The selected Bidder shall be permitted to undertake and have Co-Branding activities at the selected Metro stations(s) as per scope detailed in the above table. <b>The Licensee shall/can only suffix the specific brand name with the Name of the metro station as per format attached at Annexure-10</b> The brand name shall preferably be not more than two words. Individual names of any person or religious entity, or of similar background shall not be permitted. Any such composite brand name may include the Co-Branding Partner’s Name in conjunction with other words, subject to prior written approval of DMRC. The prefixing and suffixing is to be done with a separate font/color/size as distinct from the DMRC signage at the said station.</p> <p>In addition to above, the following needs to be considered:</p> <p>a) The co-branding/advertisement should not be related to any activity which is considered unlawful/illegal as per the Indian law.</p> <p>b) The Co-branding should also not promote liquor/alcohol based drinks or tobacco/Pan Masala related products.</p>																																																
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