

Co-branding tender : Corrigendum No.2

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 only suffix the specific brand name with the Name of the metro station as per format attached at Annexure-10 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.</p> <p>I) For stations: Sukhdev vihar (Line-8), I.P Extension (Line-7), Bhikhaji Kama Place (Line-7), Dwarka Sec-14 (Line-3), Dwarka Sec-12(Line-3), Karol Bagh (Line-3), Rajendra Place(Line-3), Jorbagh (Line-2), Janpath (Line-6), Delhi Gate (Line-6) : The Licensee shall/can only suffix the specific brand name with the Name of the metro station as per format attached at Annexure-10</p> <p>II) For stations: Sarai (Line-6), Mewla Maharajpur (Line-6), Golf Course- (Line-3), Kaushambi (Line-4), Noida Sec-16 (Line-3), Rajendra Nagar (line-1 Extn.), Modern Industrial Estate (Line -5 Extn.), NOIDA Electronic city (line-3 extn.) : 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 .</p> <p>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>
clause No. 5.6 (f) of RFP and 3.3 (f) of DLA	Earlier not present in tender	DMRC is allotting space for water ATM's at the station. Advertisement space of 2sqm on water ATMs may be allowed for such contracts.
clause 5.1.1 (scope- "A")	<p>For Sarai (Line-6) and Mewla Maharajpur (Line-6) : Clause 5.1.4 had a scope of 100sqm of outdoor display and 250 sqm of indoor display.</p>	<p>For Sarai (Line-6) and Mewla Maharajpur (Line-6): The scope is reduced in view of recent Outdoor advertisement issues, The advertisement inventory scope for these two stations is reduced to " 250 sqm of indoor advertisement space only. NO outdoor inventory is available under this tender at present . However if upto 100 sqm of outdoor inventory is made available at the station in future, the same would be provided at 15% of quote of the successful bidder. The same whenever provided would be coterminus with the Co-Branding tenure at the station. The Co-Branding Licensee shall have first right on this outdoor inventory, if this outdoor inventory is denied by the co-branding Licensee, DMRC shall be free to offer /tender it to other prospective licensee ."</p>
<p align="center">The effect of these changes shall be applicable on all the relevant clauses of RFP and DLA.</p>		