

NOTICE INVITING BID

- 1.1. Delhi Metro Rail Corporation Ltd. Invites open E-Tenders from reputed advertising agencies who may be a sole proprietary firm, a partnership firm or a company incorporated under the Companies Act 1956 / 2013 & having its registered office in India or as a Joint Venture / Consortium of such entities to License out Exclusive Advertisement Rights inside selected Metro Stations from Shaheed Nagar to New Bus Adda Metro Stations on Line-1 Extn. (RED LINE) of DMRC network, as per Annexure-1 of Tender Document.
- 1.2. 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 the Bidding Process if the constituent of one Bidder is also a constituent of another Bidder.
- 1.3. DMRC shall receive Bids (e-tender) pursuant to this Tender Document, in accordance with the terms & conditions set forth herein and as modified, altered, amended and clarified from time to time by DMRC. Bidders shall submit bids in accordance with such terms & conditions on or before the last date specified in this document for this purpose. The Bidders are advised to visit the site/stations and familiarise themselves with the proposed arrangements and all activities necessary in this regard.
- 1.4. Salient features of Bidding Process:
DMRC has adopted a single stage two packet Bidding Process to select a suitable highest Bidder(s) to grant Exclusive Advertisement Rights inside Selected Metro Rail Stations from Shaheed Nagar to New Bus Adda Metro Stations on Line-1 Extn. (RED LINE) of DMRC network in a single schedule as per Annexure-1 of RFP.
- a) Bidders have to bid for the full/entire schedule as per Annexure-1 along with/after submitting tender cost and EMD. Contract for Inside Station Advertisement on Line-1 Extn. (RED LINE) at 8 (eight) selected metro stations with minimum offered area of 100 sqm at each station shall be awarded to the bidder as per the H-1 rate received and accepted by DMRC, for each schedule.
- b) Schedule of Bidding Process:

1.	Cost of Tender Document (Non-Refundable)	Rs. 23,600/- (Rs.20,000/- + 18% GST) Cost of Tender Document shall be accepted on line in form of RTGS/NEFT/IMPS in favour of "Delhi Metro Rail Corporation Ltd" and payable to/for credit of account of DMRC Ltd, with Syndicate Bank, Barakhamba Road Branch, New Delhi, IFSC code – SYNB0009036, MICR code – 110025004, A/c No. - 90363210000015
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2.	Bid Security	Rs. 12,00,000/- (Rupees Twelve Lakh only) to be accepted online in form of RTGS/NEFT/IMPS as per above details in 1.4(b)(1).
3.	Sale of Tender Document (online only)	From 11.04.2019 to 10.05.2019 (up to 1500hrs) at e-tendering website: https://eprocure.gov.in/eprocure/app
4.	Pre-Bid Conference	25.04.2019 at 1500hrs at Metro Bhawan
5.	Last Date of receiving written queries by DMRC	29.04.2019 up to 1700 hrs
6.	DMRC's response to queries by	06.05.2019
7.	Last Date & Time of Submission (e-tender) of Bid (online only)	10.05.2019 up to 1500hrs
8.	Date & Time of Opening of Technical Bids online	13.05.2019 at 1500hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of bid.

The Cost of Tender Document and Bid Security amount have to be submitted on line through RTGS/NEFT/IMPS in the account as given in 1.4 (b)(1) of the table, by the specified date and time i.e before the last date & time of uploading of bid as per Clause 1.4(b) (7) above, failing which the offer/bid of such bidder shall be declared as ineligible and the said bid submitted shall be summarily rejected. The Bid shall be valid for a period not less than 180 days from the last date of submission of bid. Bidders who fail to submit the Cost of Tender Document and the Bid Security online 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.

- c) 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 to the prospective Bidders.
- d) The Bid submissions must be made online after uploading the mandatory scanned documents towards Cost of Tender Document, Bid Security and other documents as stated in Tender Document.
- e) All the uploaded files in Bid submission should be named properly and arranged systematically. No special character/space should be there in the name of uploaded file.
- f) Bids received after due Date & Time of Submission (e-tender) of Bid shall not be accepted under any circumstances.
- g) If a Bid is submitted by a JV/Consortium, following shall be abided by all its members:

- i. For the purpose of evaluation of 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 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 days 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 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 severally liable for the performance of License agreement.
- vii. For the purpose of evaluation of the consortium/JV each members contribution towards the turnover shall be considered in the same ratio of their equity participation in the consortium of JV.

Illustration: Say If 'A' and 'B' are two members of JV/Consortium. 'A' is having 70% equity holding in JV and 'B' is having 30% equity holding in JV. In such a condition, 70% of A's turnover and 30% of B's turnover will be taken for the calculation of eligibility of the JV.

1.5 The Bidders are advised to keep in touch with e-tendering portal and <https://eprocure.gov.in/eprocure/app> www.delhimetrorail.com for updates.

