

NOTICE INVITING BID

- 1.1. Delhi Metro Rail Corporation Ltd. invites bids through open E-Tender, from reputed advertising agencies which may be a sole proprietor firm, partnership firm or a company incorporated under the Companies Act 1956/2013 or as a Joint Venture / Consortium of such Entities to License out Exclusive Advertisement Rights of Delhi Metro Trains on Line No. 7 of DMRC Network, as per Annexure 1 of the Tender Document. 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 Bidding Process if a constituent of one Bidder is also a constituent of another Bidder.

- 1.2. DMRC shall receive Bids (e-tender) in pursuant to this Tender Document, in accordance with the terms set forth herein and as modified, altered, amended and clarified from time to time by DMRC in writing through Corrigendum or otherwise. Bidders shall submit bids in accordance with these terms & conditions on or before the due date specified in this document. The Bidders are advised to visit the depots/site/stations and familiarise themselves with the proposed arrangements and all activities necessary in this regard.

- 1.3. Salient features of Bidding Process:
 - a) DMRC has adopted a single stage, two packet bidding process to select a suitable highest bidder(s) to grant exclusive advertisement rights of Delhi Metro Trains on Line-7 of DMRC network as detailed in the Annexure-I of the Tender Document.
 - b) For participation in e-tendering process, the prospective bidder(s) has to be registered on DMRC's e-tendering portal <https://eprocure.gov.in/eprocure/app>. On registration they will be provided with a User ID and a password enabling them to submit their Bids online using Digital System Certificate (DSC) and to witness various activities of the process. The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid Class-II or Class-III digital signature. The Tender Document can only be downloaded or uploaded using Class-II or Class-III digital signature of the authorized signatory. If needed prospective bidder can be imparted training on 'online tendering process.

c) Schedule of Bidding Process:

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| 1. | Cost of Tender Document (Non-Refundable) | Rs. 23,600/- (Rs.20,000/- + 18% GST). Cost of Tender Document shall be acceptable through online mode only i.e RTGS/NEFT/IMPS. Details of DMRC's authorized bank name and Current account No. to which payments of Tender Cost are to be made is as follows: Syndicate Bank, 19 Barakhamba Road, New Delhi-110001., IFSC code – SYNB0009036, A/c No. – 90363210000015 |
| 2. | Bid Security | Rs. 18 Lakhs (Rs. Eighteen Lakhs only). Bid Security amount shall be acceptable through online mode only i.e RTGS/NEFT/IMPS. Details of DMRC's authorized bank name and Current account No. to which payments of Bid Security are to be made is as follows : Syndicate Bank, 19 Barakhamba Road, New Delhi-110001., IFSC code – SYNB0009036, A/c No. – 90363210000015 |
| 3. | Period of Sale of Tender Document online. | From 20.12.2018 to 21.01.2019 (up to 1500hrs) e-tendering website https://eprocure.gov.in/eprocure/app |
| 4. | Pre-Bid Meeting | 02.01.2019 at 1500 hrs at Metro Bhawan |
| 5. | Last Date of receiving written queries by DMRC | 04.01.2019 |
| 6. | DMRC's response to queries by | 08.01.2019 |
| 7. | Last Date & Time of Submission (e-tender) of Bid online | 21.01.2019 up to 1500hrs |
| 8. | Date & Time of Opening of Technical Bids online | 22.01.2019 @ 1500hrs |
| 9. | Validity of Bid | Up to 180 days from the last date of submission of Bid. |

Bidders are expected & assumed to carry out extensive survey of DMRC premises and analysis of the Business opportunity at their own cost, before submitting their respective Bids for award of the License under this Tender. DMRC shall provide necessary permission and assistance to the

- 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 Bids shall not be accepted under any circumstances.
- g) In case of a Bid by a JV/Consortium of firms, following condition shall be abided by all the members of JV/Consortium:
 - 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 due 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 or 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.

- 1.4** Tender Document can also be downloaded from DMRC's website www.delhimetrorail.com under tab 'Tenders' and subhead 'Property Development & Property Business Tenders' and has to be submitted online through e-tendering portal <https://eprocure.gov.in/eprocure/app> only.
- 1.5** The Bidders are advised to keep in touch with e-tendering portal <https://eprocure.gov.in/eprocure/app> for latest updates (addendum/corrigendum) in respect of this tender. There will be no other mode of communication for update, if any.
- 1.6** The cost of Tender document and the bid security amount have to be submitted Online through RTGS/NEFT/IMPS in the account as given in 1.3 (c)(1) & 1.3(c) (2) of table above respectively, by the specified date and time i.e before the last date & time of uploading of bid as per Clause 1.3 (c)(7) above, failing which the offer/bid of such bidder shall be declared as ineligible and the said Bid submitted shall be summarily rejected.
- 1.7** The Hindi version of this NIT shall be there on DMRC's website. However, in case of any discrepancy between Hindi & English versions, the English version of NIT shall prevail for all official purpose.
- 1.8** In case of any query regarding the Tender Document, the licensee can, in person, contact the office of –

Sr. DGM/PB,
3rd Floor, 'A' Wing, Metro Bhawan,
Fire Bridge Lane, Barakhamba Road,
New Delhi-110 001.