



Delhi Metro Rail Corporation Limited
(A joint venture of Government of India & Government of Delhi)

Name of Tender: Tender for Awarding Exclusive Advertising Rights Inside Selected Metro Stations on Yellow Line (Line-2) of DMRC Network in two separate schedules i.e. Schedule-1 from Samaypur Badli to Rajiv Chowk and Schedule-2 from Patel Chowk to Arjangarh

Tender No.: DMRC/PB/4182-0002/ID

1. NOTICE INVITING TENDER/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 on Line-2 of DMRC network in two separate schedules i.e. **Schedule-1 from Samaypur Badli to Rajiv Chowk** and **Schedule-2 from Patel Chowk to Arjangarh** 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. A bidder may bid for either or any one or both the schedules. The tender evaluation will be done separately for both the schedules and each schedule will be awarded/ allotted to highest (H1) bidder for a particular schedule.

1.5. Salient features of Bidding Process:

DMRC has adopted a two packet Bidding Process to select the suitable highest Bidder(s) to grant Exclusive Advertisement Rights inside Selected Metro Rail Stations on Line-2 of DMRC network in two separate schedules i.e. from Samaypur Badli(SPBI) to Rajiv Chowk(RCK) and From Patel Chowk (PTCK) to Arjangarh(AJG) as per Annexure-1 of Tender Document.

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 acceptable in the form of Demand Draft / Banker's Cheque in favour of "Delhi Metro Rail Corporation Ltd." payable at New Delhi.
2.	Bid Security	Schedule-1: Rs. 15 Lakhs Schedule-2: Rs. 15 Lakhs
3.	Sale of Tender Document	From 13.03.2018 to 12.04.2018 (upto 1500hrs) e-tendering website https://eprocure.gov.in/eprocure/app
4.	Pre-Bid Conference	20.03.2018 at 1500hrs at Metro Bhawan
5.	Last Date of receiving written queries by DMRC	23.03.2018 up to 17.00 hrs
6.	DMRC's response to queries by	02.04.2018
7.	Last Date & Time of Submission (e-tender) of Bid online	12.04.2018 up to 1500hrs
8.	Date & Time of Opening of Technical Bids online	13.04.2018 at 1500hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of Bid.
10.	Authority and place for submission of Original Tender Document Cost and Bid Security in Physical Form	Office of: Dy. General Manager/Property Business, 3rd Floor, A Wing, Metro Bhawan, Fire Bridge Lane, Barakhamba Road, New Delhi-110001.

Cost of Tender Document and Bid Security shall be accepted in the form of Demand Draft/Pay Order/Banker's Cheque only in favour of "Delhi Metro Rail Corporation Ltd." payable at New Delhi & issued by a scheduled commercial bank. **The Cost of Tender Document and the Bid Security must be submitted, in original in physical form, on or before 1500 hrs of last date of sale of Tender Document** to Dy. General Manager/Property Business, 3rd Floor, A-Wing, Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi-110001. Bidders who fail to submit the Cost of Tender Document and the Bid Security in original physical form 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.

- a) 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.
- b) 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.
- c) 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.

- d) Bids received after due Date & Time of Submission (e-tender) of Bid shall not be accepted under any circumstances.
- e) 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.

- 1.6 The Bidders are advised to keep in touch with e-tendering portal <https://eprocure.gov.in/eprocure/app> and www.delhimetrorail.com for updates.
- 1.7. In case of any grievances/complaints regarding this tender, please contact:

1) General Manager/Property Business

Delhi Metro Rail Corporation Limited
2nd Floor, A-Wing, Metro Bhawan,
Fire Brigade Lane, Barakhamba Road,
New Delhi-110001
Email Id: gmpb@dmrc.org, Phone no.: 011-23418417

2) Chief Vigilance Officer

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1st Floor, A-Wing, Metro Bhawan,
Fire Brigade Lane, Barakhamba Road,
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Email Id: cvodmrc@gmail.com, Phone no.: 011-23418406
Website: <http://www.delhimetrorail.com/vigilance.aspx>

**General Manager / Property Business
Delhi Metro Rail Corporation Limited**