



Delhi Metro Rail Corporation Limited

(A joint venture of Government of India & Government of Delhi)

Name of Tender: Tender for Awarding Exclusive Advertisement Rights inside selected Metro Stations from Majlis Park to Shiv Vihar (excluding Delhi Cantt, Sir Viswasvaraiya Moti Bagh, Bhikaji Cama Place, INA, South Extension, Ashram, I P Extension) on Line-7 of DMRC network

Tender No.: DMRC/PB/4187-0003/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 from Majlis Park to Shiv Vihar (excluding DLIC, SVMB, BKCP, INA, SOEN, AHRM & IPE) on Line-7 of DMRC network in single schedules, 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:**
 - 1.4.1. For participation in e-tendering process, the Bidder(s) has to be registered on e-tendering portal <https://eprocure.gov.in/eprocure/app>. Upon registration, they will be provided with a User ID and a system generated password enabling them to submit their Bids online using Digital System Certificate (DSC) and can witness various activities of bid 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 processes'.
 - 1.4.2. 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 from Majlis Park to Shiv Vihar (excluding DLIC, SVMB, BKCP, INA, SOEN, AHRM & IPE) on Line-7 of DMRC network in a single schedules.
 - 1.4.3. 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	Rs. 20,00,000/- (Rupees Twenty Lakhs only)
3.	Sale of Tender Document (online only)	From 26.03.2018 to 16.04.2018 (up to 1500hrs) at e-tendering website: https://eprocure.gov.in/eprocure/app
4.	Pre-Bid Conference	02.04.2018 at 1500hrs at Metro Bhawan
5.	Last Date of receiving written queries by DMRC	05.04.2018 up to 1700 hrs
6.	DMRC's response to queries by	10.04.2018
7.	Last Date & Time of Submission (e-tender) of Bid (online only)	16.04.2018 up to 1500hrs
8.	Date & Time of Opening of Technical Bids online	17.04.2018 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, 3 rd 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.

- 1.4.4. 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.
- 1.4.5. 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.
- 1.4.6. 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.
- 1.4.7. Bids received after due Date & Time of Submission (e-tender) of Bid shall not be accepted under any circumstances.

- 1.4.8. 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 member 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. For complete information, Bidder(s) are requested to refer tender document. The Bidders are advised to keep in touch with e-tendering portal <https://eprocure.gov.in/eprocure/app> for updates.

1.6. In case of any grievances/complaints regarding this tender, please contact:

1) General Manager/Property Business

Delhi Metro Rail Corporation Limited
3rd 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

Delhi Metro Rail Corporation Limited
1st Floor, A-Wing, Metro Bhawan,
Fire Brigade Lane, Barakhamba Road, New Delhi-110001
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**