



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 and Janakpuri West to Botanical Garden (excluding Terminal 1 IGI Airport, IIT, Panchsheel Park, Greater Kailash, Okhla NSIC, Sukhdev Vihar, Okhla Bird Sanctuary) on Line-8 of DMRC network

Tender No.: DMRC/PB/4177-80001/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 and Janakpuri West to Botanical Garden (excluding IGDA, IIT, PSPK, GKEI, OKNS, IWNR & OBC) on Line-8 of DMRC network in two separate schedules, as per Annexure 1A and 1B 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 and Janakpuri West to Botanical Garden (excluding IGDA, IIT, PSPK, GKEI, OKNS, IWRN & OBC) on Line-8 of DMRC network in two separate schedules.
- 1.4.3. Bidders have to separately bid for each of the schedules as per Annexure 1A and 1B for each line i.e. Line-7 and Line-8. In case a bidder bids for both lines only one tender document cost shall be chargeable. However bid security and other charges if any shall be payable separately for Line-7 and Line-8. Contract for Line-7 and Line-8 shall be awarded to separate bidders as per the rate received.
- 1.4.4. 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	For Line-7 Rs. 20,00,000/- (Rupees Twenty Lakhs only) For Line-8 Rs. 15,00,000/- (Rupees Fifteen Lakhs only)
3.	Sale of Tender Document (online only)	From 22.11.2017 to 21.12.2017 (up to 1500hrs) at e-tendering website: https://eprocure.gov.in/eprocure/app
4.	Pre-Bid Conference	04.12.2017 at 1500hrs at Metro Bhawan
5.	Last Date of receiving written queries by DMRC	07.12.2017 up to 1700 hrs
6.	DMRC's response to queries by	14.12.2017
7.	Last Date & Time of Submission (e-tender) of Bid (online only)	21.12.2017 up to 1500hrs
8.	Date & Time of Opening of Technical Bids online	22.12.2017 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, 4 th Floor, B Wing, Metro Bhawan, Fire Bridge Lane, Barakhamba Road, New Delhi-110001.

- 1.4.5. 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, 4th Floor, B-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.

- 1.4.6. 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.
- 1.4.7. 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.
- 1.4.8. 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.
- 1.4.9. Bids received after due Date & Time of Submission (e-tender) of Bid shall not be accepted under any circumstances.
- 1.4.10. 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. ELIGIBILITY CRITERIA FOR BIDDERS

1.5.1. Bidders and/or their holding companies and / or other subsidiaries engaged in and conducting advertisement business and controlled by the same holding company should have a minimum annual average gross turnover of Rs. 8.10 Crores for Line-7 as per Annexure 1A and Rs. 5.10 Crores for Line-8 as per Annexure 1B in last 3 (three) audited financial statements/years i.e. 2014-2015, 2015-16 and 2016-17 duly certified by chartered accountant under his signature along with stamp. (i.e. gross aggregate turnover of Rs. 24.30 Cr for Line-7 and Rs. 15.30 Cr for Line-8 in the last three financial years stated above). Here, gross turnover shall mean turnover from all sectors of advertisement business only. The bidders shall upload the audited financial statements including profit and loss account for the above mentioned last three financial years, as applicable and stated above. In case of JV/Consortium, the audited reports of each relevant member of Consortium for the last 3 financial years shall be submitted.

In case audited balance sheet of the latest financial year is not yet available, then the bidder(s) is required to submit financial statements/reports for F.Y. 2013-14, 2014-15 & 2015-16 along with an affidavit and certificate from Chartered Accountant duly certifying that the balance sheet for F.Y. 2016-17 has not been audited so far.

- 1.5.2. For the purpose of the above said eligibility criteria, turnover of the bidding entities including holding companies and or other group subsidiaries companies engaged in advertisement business and controlled by the same holding company, whether Indian or foreign would be considered.
- 1.5.3. If the bidder fulfills the eligibility criteria on account of the holding company or subsidiary company and not on its own capability, the bidder has to submit an additional security deposit equivalent to 6 months of licensee fee in the form of bank guarantee/Demand draft. This will be in addition to the regular security deposit required as per contract conditions.
- 1.5.4. In all such cases where the bidder submits the financials of its holding or other group subsidiary company for the purpose of evaluation of eligibility, the concerned holding company and/or subsidiary company shall also submit a letter of consent/undertaking for such submission of financial data for evaluation purpose and acceptance of terms and conditions of the bid document as per the prescribed format.
- 1.5.5. Bidders who opt to include and submit the turnover of its controlling company and or other group subsidiaries companies, controlled by the same holding company and which are also engaged in advertisement business for the purpose of evaluation of eligibility, they shall also submit explicit documentary evidence of controlling interest between the holding companies and its other group subsidiary companies engaged in advertisement business whose financials are submitted. The bidder must be an Indian entity, however the holding company or its group subsidiary company engaged in advertisement business and whose financial are included for evaluation of eligibility may be incorporated overseas.

- 1.5.6. In case the successful bidder (H1) fails to accept the terms and conditions of the LOA and/or fails to make due payments there under, then such Bidder and/or their holding companies and/or other subsidiaries engaged in and conducting advertisement business and controlled by the same holding company and where such financials are resorted to and submitted for the purpose of evaluation of eligibility shall be banned for doing business with DMRC for a period of one year for such a default. The decision of DMRC in such case shall be final.
- 1.6. DMRC/ any other Metro Organization (100% owned by govt.) / Ministry of Housing & Urban Affairs / Order of Ministry of Commerce, applicable for all Ministries must not have banned/debarred business with the tenderer (including any member in case of JV/consortium) with/of or/its holding or subsidiary companies in case their financials are resorted to for the purpose of evaluation of eligibility as per tender document as on the date of tender submission. The bidder should submit undertaking to this effect in Annexure 11 of the tender document.
- 1.7. Also no contract of the bidder with/of or/its holding or subsidiary companies in case their financials are resorted to for the purpose of evaluation of eligibility (as per tender document) executed in either individually or in a JV/Consortium, should have been rescinded/terminated by DMRC after award during last 03 years (from the last day of the previous month of tender submission) due to non-performance of the bidder or any of JV/Consortium members. The bidder should submit undertaking to this effect in Annexure 11 of the tender document.
- 1.8. 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.
- 1.9. 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

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**