

Calling of Sealed Quotation in respect of STP Activities for Indoor Advertisements at Samaypur Badli to Arjangarh metro stations of Line-2

Delhi Metro Rail Corporation Ltd. invites sealed quotations from existing as well as advertisers associated with DMRC during the last 2 (Two) years to License out Short Term Promotional (STP) Activities inside selected Metro Stations from Samaypur Badli to Arjangarh of Line-2 of DMRC network. Schedule for calling of the quotations is appended below for the aforesaid STP activities:

Activity	Date
Calling of Quotation for STP activities on DMRC website	28/08/2017
Submission of filled in Sealed Quotations	05/09/2017 (up to 1500 hrs)
Opening of sealed Quotations	05/09/2017 (1515 hrs)

The terms & conditions and format for submission of the quotations are attached with this quotation. It may be noted that the terms and conditions are to be signed and unconditionally accepted while submitting the quotations. In case of any queries, feel free to contact the office of the Dy. General Manager/Property Business, 4th Floor, B Wing, Metro Bhawan, Barakhamba Road, New Delhi - 110001.

Format for Submission of Sealed Quotation in respect of STP Activities for Indoor Advertisements at Samaypur Badli to Arjangarh metro stations of Line-2.

(To be submitted on the Official Stationary of the Applicant)

Sl. No.	Station	Rate Quoted for the Station (in Rs. per sqm/month) (In Figure)	Rate Quoted for the Station (in Rs. per sqm/month) (In Words)
1	Samaypur Badli		
2	Rohini Sec 18/19		
3	Haiderpur Badli Mor		
4	Jahangir Puri		
5	Adarsh Nagar		
6	Azadpur		
7	Model Town		
8	GTB Nagar		
9	Vishwavidyalaya		
10	Vidhan Sabha		
11	Civil Lines		
12	Kashmere Gate		
13	Chandni Chowk		
14	Chawri Bazar		
15	New Delhi		
16	Rajiv Chowk		
17	Patel Chowk		
18	Central Secretariat		
19	Udyog Bhawan		
20	Lok Kalyan Marg		
21	Jor Bagh		
22	INA		
23	AIIMS		
24	Green Park		
25	Hauz Khas		
26	Malviya Nagar		
27	Saket		
28	Qutab Minar		
29	Chhatarpur		
30	Sultanpur		
31	Ghitorni		
32	Arjangarh		

Minimum area offered - 25 sqm / station

Reserve Price of License Fee – Rs.4757/- per sqm/month

GST - @ 18% on License Fee

Note:

1. These rates are for display of static advertisement.
2. Please ensure that the rates quoted are legible. In case of any discrepancy noticed for rate quoted in figure and words, the rate quoted in words shall be considered for acceptance.

Signature _____

Name of the Applicant _____

Communication Address _____

Contact No. _____

GST details (as applicable) _____

Terms and Conditions in respect of STP Activities for Indoor Advertisements at Samaypur Badli to Arjanagarh metro stations of Line-2

To be signed and unconditionally accepted while submitting the Quotations

1. Reserve Price is Rs. 4757/- per sqm/month for each station. The price quoted below reserve price shall not be entertained.
2. These STPs will be available for 32 stations as per Annexure 'A' on 'as is where is whatever there is' basis. Creation of any new advertisement sites or any alteration/modification of awarded STP Advertisement site(s), if required, shall be borne solely by the successful bidder/applicant subject to feasibility and approval by DMRC.
3. Minimum chargeable advertisement space under STP at each station shall be 25 sqm.
4. Digital advertisement shall be charged @ 3 times the rate quoted and accepted for static advertisement at a specific station.
5. STP can be applied for multiple stations. Rates for display of static advertisement have to be quoted for individual stations separately in the format at Annexure 'A'.
6. DMRC will permit STP activities at a particular station to the bidder who quotes the highest rate for that station. DMRC may permit STP activities to other bidder(s) also for a minimum 25 sqm area on the same stations at the highest rates received. However, the highest bidder shall be provided first right to select the inventory at that station.
7. The charges for STP shall be calculated for a minimum period of 63 days for a minimum area of 25sqm at each station. However, the successful bidder is free to take more than 25sqm space at a particular station in the multiple of 5sqm at any time during the subsistence of the STP activity at that station. The charges for the STP activities on the additional area, if any sought by the applicant and subsequently permitted by DMRC, shall be on the pro-rata basis on the highest rate received and accepted for that station. The STP activities on the additional area shall be co-terminus with the original STP permitted. The STP charges shall be payable in advance by means of DD/PO/NEFT/RTGS modes only.
8. Prospective applicant shall also be required to remit a fixed refundable Interest Free Security Deposit (IFSD) amounting to Rs. 2,50,000/- (by means of a DD/PO in favour of DMRC Ltd.) per station along with sealed quotation. The security deposit shall be refundable only on completion of the STP activity and after adjusting of any outstanding dues on account of electrical charges, re-imburement of damages caused to the DMRC property etc. during the period of STP activity. Quotation received without aforesaid IFSD shall not be entertained for consideration.
9. Electricity for advertisement, if feasible, may be provided by DMRC and it shall be charged as per applicable DERC tariffs.
10. There will be no fitment/ grace period for installing/ removing the advertisement media.
11. There will be no exclusivity of any type to any agency for the period under the STP activity.
12. DMRC's decision in regards to granting the STP shall be final and be binding.
13. DMRC reserves the right to cancel any or all the quotation(s) at any time without assigning any reason. Applicant voluntarily agrees not to seek any compensation, damages whatsoever on this account.
14. The applicant has to submit unconditional acceptance of these terms and conditions along with sealed quotations so as to become eligible for consideration of their quotation by DMRC.

Sealed Quotations are to be dropped in a box kept for this purpose at the office of DGM/PB, 'B' Wing, 4th Floor, Metro Bhawan, New Delhi – 110001 up to 1500 hrs on 05/09/2017. The sealed quotations will be opened on 05/09/2017 at 1515 hrs.

(Signature for Unconditional Acceptance of above)

Name of the Applicant: _____