

Reply to queries/suggestions submitted by bidders for co-branding through expression of interest at selected metro stations of DMRC network: Tender NO. 318M0044/08

Sl. No.	Queries / Suggestions of Bidders	DMRC Response/Clarifications
1	It is requested that at EOI stage, Rs.2,50,000/- be taken as on a/c EMD and the balance amount may be considered to be deposited by the Tender Due Date. This way, parties would not have to block huge amount of Rs.10 Lacs per station for 15 days and would be able to participate for more stations.	Not Agreed. This is as per approved standard tender conditions of DMRC.
2	The proposed scheme of Co-Branding is not having acceptance with clients, especially when all the stations given out by DMRC have allowed prefix in the past. Hence, we request if suffix be allowed to be written in one line after the Station Name, i.e. "Station Name Brand Name"	Not Agreed. Please refer clause 5.1.1 of RFP for prefix/suffix of the brand name. The bidders may check potential and bid accordingly.
3	Please specify if there is any specific style, font & color, specifications of Co-Branded Station signages that would be permitted inside the station.	As per clause 5.1.1, prefixing and suffixing is to be done with separate font/color/size as distinct from the DMRC signage at the said stations. The approvals of the plan would be governed by clause 5.2 of DLA.
4	Please clarify whether EMD/Tender fee is to be submitted online or in physical form	EMD/Tender cost shall be submitted through " ONLINE " mode only. i.e RTGS/NEFT/ECS mode of payment only. Plz refer sl. No. 2 &3 of clause 3.6 of chapter 3 of RFP Only For Expression of interest (as per Annexure-3) the receipt details of EMD and Tender cost need to be provided. EMD @Rs. 10 Lkhs will have to be submitted for each individual station. Each bidder will submit a single tender cost i.e. Rs. 23,600/-as detailed in clause 3.4 of chapter 3 of RFP.
5	We request if DMRC may consider Interchange Stations as a single site as clients would not prefer to Co-Brand a Station where other element/ building/entry etc. is being branded by another company especially in case it is taken up by client's competition. Hence, they may kindly be considered as a single lot. Alternatively, may please specify the area allocated at an Interchange Station as per Line for more clarity.	Suggestion of considering interchange station as a single lot is Not Agreed. As all stations opened at different time with different entry/exits having separate building structures. Areas would be available for usage accordingly. The bidders may work out the financials and bid accordingly.
6	Many Stations are already having outdoor advertisements on Station Building, Pillars below stations and/or the connected Foot Over Bridge. DMRC has put such stations in tender alongwith 100 sqm of outdoor advt.. Please clarify whether DMRC would remove and give vacant space on such Station or concessionaire will have to identify additional space and existing advertisements would continue to be displayed. May we also request you to clarify the position and status of ongoing contracts w.r.t. outdoor advt. on stations building for following stretches : (1) JLN Stadium to Badarpur (Line-6), (2) Inderlok to Mundka (L-5) and (3) Barakhamba to Indraprastha (Line-3) as many of such stations included in the said stretches have been put to tender along with outdoor advt.	As per clause 5.1.1 of chapter-5, Spaces under this tender are being offered on "as is where is basis". Existing advertisers on the stations would continue to display as per provisions of their respective agreements. Further, completion date of existing tender of mentioned stretches are: 1. JLN Stadium to Badarpur (Line-6)- 18.02.2019 . 2. Inderlok to Mundka (L-5)- 06.10.2018 & 3. Barakhamba to Indraprastha (Line-3)- 23.08.2018 .
7	The station under category A1,A2,B1,B2,C1,C2 has the scope of 100 sq.m outdoor space. Does the colouring of outdoor fassad of Metro station is covered under this 100 sq.m scope or it is apart from this scope? IF, It is apart from this scope than how Licensee can utilise the 100 sq.m area and Is there any provision for installing the inventories on civil structure of the respective metro station to Utilise 100 sq.m scope for outdoor advertisement.	No, the inside/outside painting (though brand colour of the approved brand only) is not included in advertisement space. For more details Clause no. 5.1.4 (e) of Scope A,B,C,D and 5.1.2 (d) of Scope E as per RFP. All the structures pertaining to the station can be utilised as per respective scope of the station and as per prevalent outdoor policy.
8	Do licensee have to take permission from any other local body(MCD) for installing inventory or colouring the outdoor fassad of respective metro station?	No.
9	If licensee shows up the interest and deposit EMD like for metro station: A,B,C , So the licensee is bounded for these A,B,C station or he can bid for another station like: A,B,Z (here Z is the different station).	No. The EMD amount submitted is non- transferrable. Bidder has to submit a separate EMD amount for 'Z' station
10	Will the existing Inventory of respective metro station will be handed over to the Licensee as it is or Licensee has to install new inventories.	As per clause 5.1.1 of chapter-5 of RFP, Spaces under this tender are being offered on "as is where is basis". Existing advertisers on the stations would continue to display as per provisions of their respective agreements.
11	As per RFP it is observed that Co-Branding on Delhi Stations is to be done as per Annexure 10 which completely dissolves the idea and concept of Co-branding as such this is neither Pre-fix nor suffix. Since the stations already under Co-Branding scheme have Co-brands as prefix and the market is not ready to accept the suffix format and particularly the format as per Annexure 10. Therefore, to keep the Co-Branding concept at par with the earlier adapted and accepted concept of Prefix and to make it financially viable we strongly suggest you to allow Prefix only. Even if suffix is to be maintained it should be in one line with the station name.	Not Agreed. Please refer clause 5.1.1 of RFP for preix/suffix of the brand name. The bidders may check potential and bid accordingly.

12	The date mentioned for submission of EOI is 13/08/2018 which happens to be quite early as such there are two Bank holidays before that. Therefore, we request you to please extend the dates accordingly.	Not agreed. Sufficient time is available till 13.08.2018.
13	As you are aware that we are interested in Co-Branding of 'City Park' Metro Station at Bahadurgarh Haryana, It has been understood that we will be Pre Fixing our name as "Zeco City Park"	May be permitted as per scope under clause no.5.1.1 of chapter-5 of RFP.
14	Please share details of what all are deliverables to us i.e. Inside, Outside, Ground Pillars & Advertising space on the platforms.	For more details chapter-5 along with Annexure-11 may be referred.
15	We have gathered that there is no Reserved Price, however we request you to kindly advise tentative Price per annum OR the price of nearest station i.e. "MIE PDM UNIVERSITY".	Reserve Price cannot be disclosed. Bidders may quote as per the potential of the stations.
16	Also confirm if the name will be shown in the trains.	No. As already explained in clause no.5.1.3 of RFP: there will be no change in DMRC's station announcement / train announcement / notification / inside train name / or any other document due to Co-Branding of the station.
17	Also confirm if the name will be mentioned in Metro Network Maps.	No. same as Sl. No. 16 above.
18	As discussed regarding FOB, please confirm additional cost payable to DMRC & special conditions involved, if any.	Self Explanatory. Please refer clause no.-5.5 of chapter-5 of RFP
19	This has reference to the pre-bid meeting held today in your office on the above cited subject. In this regard we have to state that the placement of brand as per the EOI document does not amount to co-branding as the brand name is to be put beneath the station name. The brands would be reluctant to take up the co-branding rights if the brand name is to be put under the station name. hence you are requested to kindly allow prefixing and suffixing of the brand name alongside the station name.	Not Agreed. Please refer clause 5.1.1 of RFP for prefix/suffix of the brand name. The bidders may check potential and bid accordingly.
The effect of these changes shall be applicable on all the relevant clauses of RFP and DLA.		