

Application in respect of STP Activities for Indoor Advertisements at selected 28 stations of Samaypur Badli to Arjangarh metro stations of Line-2

28 selected stations of Samaypur Badli to Arjangarh metro stations of Line-2 of DMRC network are available for STP activities for Indoor advertisement on Non-exclusive & "as is where is whatever there is" and "First Come First Serve" basis.

1. The applicant shall be required to submit the Application Form as per Annexure -1/2 & 2/2 attached through email only at walkinpbcell@dmrc.org along with a covering letter on official of the applicant.
2. The selection is based on first come first serve basis. The applicant whose application is received first on e-mail will be considered first for the said inventory at the station.
3. The intimation to the successful applicant shall be given through e-mail as well as on telephone on the contact details provided in the application.
4. The applicants shall be required to submit the cost of STP activity and IFSD amount in the form of DD/PO/NEFT/RTGS only within next two working days from the date of intimation to the successful applicant through e-mail/phone or else the application for the particular inventory(s) shall be cancelled and the applicant unequivocally and voluntarily agrees not to seek any claim, compensation or any other consideration in case of non-allotment on whatsoever reason.
5. DMRC shall be free to allot that inventory to other applicant who has applied subsequently for the station. Any decision taken by DMRC management will be final & binding on the applicants.
6. The applicants shall be required to submit their application along with total STP cost in advance, IFSD amount and GST details (if applicable) along with details of location at the office of:

**Dy. General Manager/Property Business,
4th Floor, B Wing, Metro Bhawan,
Barakhamba Road, New Delhi -110001
Phone No. 011-23417910-12, Ext No. 534384**

The terms & conditions and format for application are attached herewith. It may be noted that the terms and conditions are to be signed and unconditionally accepted while submitting the applications. In case of any queries, feel free to contact at the office details given above.

Format for application in respect of STP Activities for Indoor Advertisements at Selected 28 stations of the section of Samaypur Badli to Arjanagarh metro stations of Line-2.

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

Sl. No.	Station	Area required for the Station (in sqm) (In Figure)	Area required for the Station (in sqm) (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	Vidhan Sabha		
10	Civil Lines		
11	Kashmere Gate		
12	Chawri Bazar		
13	New Delhi		
14	Patel Chowk		
15	Udyog Bhawan		
16	Lok Kalyan Marg		
17	Jor Bagh		
18	INA		
19	AIIMS		
20	Green Park		
21	Hauz Khas		
22	Malviya Nagar		
23	Saket		
24	Qutab Minar		
25	Chhatarpur		
26	Sultanpur		
27	Ghitorni		
28	Arjanagarh		

Minimum area offered - 25 sqm / station

Reserve Price of License Fee – Rs.4757/- per sqm/month for display of static advertisement

GST - @ 18% on License Fee

Note:

- Please ensure that the area applied at each station is supported with details of location at each station along with list of panels/photographs.

Signature _____
Name of the Applicant _____
Communication Address _____

Contact No. _____
Email ID _____
GST details (as applicable) _____

Terms and Conditions in respect of STP Activities for Indoor Advertisements at Selected 28 stations of the section of Samaypur Badli to Ariangarh metro stations of Line-2

To be signed and unconditionally accepted while submitting the Applications

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

1. Reserve Price is **Rs. 4757/-** per sqm/month for each station.
2. These STPs will be available for **28** stations as per Annexure '1/2' on non-exclusive, 'as is where is whatever there is' and first come first serve 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. The STP can be applied for multiple stations. Area required for static advertisement has to be quoted for individual stations separately in the format at Annexure '1/2'.
6. The charges for STP shall be calculated for a minimum period of **28 days** for a minimum area of **25 sqm** at each station. However, the successful bidder is free to take more than **25 sqm** space at a particular station in the multiple of **5 sqm** 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.
7. Prospective applicant shall also be required to remit a fixed refundable Interest Free Security Deposit (IFSD) amounting to **Rs. 1,20,000/-** (by means of a DD/PO in favour of DMRC Ltd.) per station along with the application. 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. Applications received without aforesaid IFSD shall not be entertained for consideration.
8. Electricity for advertisement, if feasible, may be provided by DMRC and it shall be charged as per applicable DERC tariffs.
9. There will be no fitment/ grace period for installing/ removing the advertisement media.
10. There will be no exclusivity of any type to any agency for the period under the STP activity.
11. DMRC's decision in regards to granting the STP shall be final and be binding.
12. DMRC reserves the right to cancel any or all the application(s) at any time without assigning any reason. Applicant voluntarily agrees not to seek any compensation, damages whatsoever on this account.
13. The applicant has to submit unconditional acceptance of these terms and conditions along with the application so as to become eligible for consideration of their quotation by DMRC.

Applications are to be given at the office of DGM/PB, 'B' Wing, 4th Floor, Metro Bhawan, New Delhi – 110001.

(Signature for Unconditional Acceptance of above)

Name of the Applicant: _____