



**Noida Metro Rail Corporation Limited**

**E - Tender No. – NMRC/Inside Station Advt./331R3/336/2024**

**Name of Work- “RFP for Licensing of Inside Station Advertisement Rights at 06 Metro Stations in NMRC Network”**

**Addendum-1**

**Summary Sheet**

<b>Sr. No.</b>	<b>Part/ Section/Sub-section</b>	<b>Description of table</b>	<b>Page No.</b>	<b>Clause No./Item No.</b>	<b>Addendum/Corrigendum</b>	<b>Remarks</b>
1.	RFP -Chapter 2 Term of reference / 2. Scope of work/ 2.1 inside station advertisement at 6 metro station	Station wise advertisement area in table 1	7 of RFP	2.1.1 table 1	Attached annexure A - Minimum reserve price (per sqm per month) added in table 1	Replaced page 7 by 7R
2.	RFP -NIT/Data sheet	Notice inviting Tender/Datasheet	5 of RFP	19 , 20	Attached annexure B - Bid submission date extended	Replaced page 5 by 5R

**Notice Inviting Tender (NIT)/ Data Sheet**  
**E - Tender No. – NMRC/Inside Station Advt./331R3/336/2024**

1	Name of the Bid	RFP for Licensing of Inside Station Advertisement Rights at 06 Metro Stations in NMRC Network
2	License Period	3 (Three) Years extendable to 1+1 year at a time at mutually agreed terms and condition
3	Method of selection	Revenue Based Selection (Highest - H1)
4	Bid Processing Fee	<b>Rs. 5,900/-</b> (Inclusive of GST) to be paid <i>through RTGS/NEFT mode in the bank account as detailed at Sl. No. 12 of this table.</i>
5	EMD	<b>Rs. 2,00,000/-</b> to be paid <i>through RTGS/NEFT mode in the bank account as detailed at Sl. No. 12 of this table.</i>
6	Bid System	Two Bid System (Technical and Financial) in Single Stage
7	Name and address of the Corporation, website, Designation of Official & e mail	Noida Metro Rail Corporation Limited, Block-III,3rd Floor,GangaShoppingComplex, Sector-29, Noida 201301 Website: <a href="http://www.nmrcnoida.com">www.nmrcnoida.com</a> , :http://etender.up.nic.in ED/NMRC Email: <a href="mailto:nmrcnoida@gmail.com">nmrcnoida@gmail.com</a>
8	Bid Validity Period	180 days
9	Bid Language	English
10	Bid Currency	INR
11	Consortium to be allowed	Yes
12	Account Details for RTGE/NEFT	For Submission of Bid Processing Fee & EMD  HDFC Bank, Shop No. 63-66, Ganga Shopping Complex, Sector-29, Noida, Gautam Budhh Nagar, Uttar Pradesh-201301, IFSC Code – HDFC0004715,A/c No.- 50200035332880, Title of the Account – Noida Metro Rail Corporation Ltd PB A/C
<b>Schedule of Bidding Process/Key Dates</b>		
13	Uploading of RFP/Bid Document on e-portal by NMRC	14.08.2024
14	Pre Bid Meeting	21.08.2024, 11:00 hrs (IST) in NMRC Office at Ganga Shopping Complex, Sector-29, Noida, Uttar Pradesh
15	Site Visit	21.08.2024, 11:45 hrs (IST); To be assembled in NMRC Office at Ganga Shopping Complex, Sector-29, Noida, Uttar Pradesh
16	Last date of receipt of written queries against pre-bid meeting	21.08.2024, Queries must also be emailed to <a href="mailto:nmrcnoida@gmail.com">nmrcnoida@gmail.com</a> in word as well as pdf format.
17	NMRC response to pre-bid queries (if any)	06.09.2024
18	Online Bid Submission Start Date	07.09.2024
19	Last Date and time of Bid Submission on e - portal	<del>17.09.2024 up to 1500 hrs (IST)</del> 27.09.2024 up to 1500 hrs (IST)
20	Date of Technical Bid Opening	<del>17.09.2024, 1600 hrs (IST)</del> 27.09.2024, 1600 hrs (IST)

## Section 2: Terms of Reference

### 2.0 Scope of Work

#### 2.1. Inside Station Advertisement Right at six (06) Metro Stations:-

- 2.1.1. The selected Bidder shall be permitted to have Inside Station Advertisement Rights at the selected Metro station(s). The list of available Metro Stations for Inside Station Advertisement Rights with offered inside Station advertisement area are *detailed at table -1 below*.

**Table - 1**

S. No.	Station Name	Minimum Chargeable Area (in sqm)	Minimum reserve price
1	Sector 51	125	Rs 725/Sqm/Month
2	Sector 76	75	
3	Sector 137	50	
4	Sector 142	50	
5	Delta I	50	
6	Depot	25	
<b>Total Area (Minimum Chargeable)</b>		<b>375</b>	

- a) The Licensee shall be granted Inside station Advertisement Rights on the available pre-fabricated advertisement display panels at the selected Metro Station along with to design, procure / manufacture, install, manage, operate, maintain, market and sell advertising opportunities subject to the terms and conditions specified in the License Agreement & RFP Document.
- b) *The stations would be handed over for Inside Station Advertisement Rights on “as is where is basis”.*
- c) The Licensee can utilize any format of advertisement including but not limited to backlit panels, scrollers, floor branding, roof branding, digital display, etc. at the selected Metro Station with prior written approval from NMRC. However, audio advertisement in any form is not permitted. NMRC shall provide display area at each of the selected Metro Station and shall include the following considering the operational feasibility of the locations:
- i. All feasible spaces including staircases (inside the Station building). Any space/advertisement area falls either outside the Station or inside the Station will solely be decided by NMRC and it will be binding on licensee & licensee cannot make any claim or compensation for this.
  - ii. Frisking panels/equipment
  - iii. Fixed / Movable panels
  - iv. Product displays
  - v. Smart posters for use in e-commerce for on-line or off-line shopping purposes, visual display by electronic media, **without audio**
  - vi. Projectors/holography or any other innovative advertisement media
  - vii. Install digital advertisement panels in the form of LCD / LED panels, video walls or any similar format of advertisement, **without audio**
  - viii. Platform Screen Doors (PSDs)
  - ix. Advertisement inventory may includes smart posters, QR codes/Graphics etc.
- 2.1.2. The Licensee may be permitted to carry out the advertisements by way of integrating the station signage's for the purpose of optimization of spaces inside metro station, provided if it is technically feasible and has been approved by NMRC.
- 2.1.3 The advertiser/Licensee shall provide the advertisement as per their requirement, subsequent to the prior approval of NMRC, as stipulated.

This contract is for total inventory / prefabricated panels available at the stations, which may be more than the minimum offered chargeable area at each selected metro stations as per Table - 1 or utilized by the licensee. Licensee shall be submitting a list of proposed inventory (consisting of minimum chargeable area offered as per Table-1 along with any additional area that the licensee wishes to utilize during the tenure of the contract). The maximum area available for advertisements at each selected metro stations shall be 360 sqm. The Licensee shall accordingly propose their advertisement plans for prior approval by NMRC. Such additional area, over & above the minimum