

REPLY/Clarification of Pre Bid Query

Query raised by	Sl. No.	Clarification required	NMRC's Response/Clarification
M/s The Aam Kompany	1.0	- Is there a preference for local businesses or companies with prior experience in transit advertising?	No. Please refer Section 4: (Eligibility, Evaluation and Selection Process, Tenure & Other Conditions) of RFP (Page No. 19/86 of RFP)
	2.0	- What is the expected foot traffic or ridership data for different metro stations and lines?	Please refer Annexure – A.
	3.0	- What is the process for ad approval and how long does it typically take?	Please refer clause no. 2.1.15 of Section – 2 of RFP (Page No. 10/86 of RFP).
	4.0	- Are there opportunities for short term licences in certain areas or for specific time periods? -	Yes. Please refer clause no. 2.1.3 of Section – 2 of RFP (Page No. 8/86 of RFP)
	5.0	- Do you offer any data or analytics on ad performance within the metro system? -	No
	6.0	- Are there opportunities for interactive or innovative advertising formats beyond traditional static displays? -	Yes. Please refer clause no. 4.6.2 of Section – 4 of RFP (Page No. 21/86 of RFP)
	7.0	- Is there a system in place for handling customer complaints or feedback about advertisements? -	Please refer clause no. 11.1.2 of Chapter – 11 of RFP (Page No. 63/86)
	8.0	- Are there any sustainability requirements or preferences for eco-friendly advertising materials? -	Please refer clause no. 12.1.1 of Chapter – 12 of RFP (Page No. 64/86 of RFP)
	9.0	- What kind of reporting or performance metrics will be provided to vendors during the contract period? -	Please refer clause no. 9.1.1 of Chapter – 9 of RFP (Page No. 61/86)
	10.0	- Is there a possibility for revenue sharing models based on ad performance or increased ridership? -	No.

Am/10/21



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Station-wise Ridership for the month of Jul'24

S/N	Station Name	Total Ridership	Daily Average Ridership
1	Depot	33,978	1,096
2	GNIDA	14,810	478
3	Delta I	65,673	2,118
4	Alpha I	52,218	1,684
5	Pari Chowk	1,45,882	4,706
6	Knowledge Park II	1,31,999	4,258
7	Sector 148	29,003	936
8	Sector 147	6,956	224
9	Sector 146	11,309	365
10	Sector 145	4,128	133
11	Sector 144	1,983	64
12	Sector 143	33,153	1,069
13	Sector 142	1,18,921	3,836
14	Sector 137	80,034	2,582
15	Sector 83	53,920	1,739
16	NSEZ	1,00,066	3,228
17	Sector 81	34,541	1,114
18	Sector 101	15,340	495
19	Sector 76	60,368	1,947
20	Sector 50	30,433	982
21	Sector 51	5,24,193	16,909
22	Mobile App	33,906	1,094
Total		15,82,814	51,059

