

**Sub: Tender for Licensing of Advertisement Rights on the Metro Piers & Medians & other feasible civil structures in Noida Region (From Dead End of Sec – 51 to Sec – 148 Metro Station) of Aqua Line in NMRC Network.**

**Ref.: E – Tender No. NMRC/Pier\_Adv./Noida Region/352/2024.**

**Reply/ Clarification of Pre Bid Query**

<b>Query Raised by</b>	<b>S. No.</b>	<b>Clause No. and Existing provision</b>	<b>Clarification Required</b>	<b>NMRC's Response/clarification</b>
M/s Times OOH	1.	3.1 – Here it is written that piers and Median(s) is offered which covers the section stating from the Dead End of Sector- 51 Metro Station to Sector – 148 Metro Station in the Noida Region of Aqua Line of NMRC Ltd.	Based on our site inspection, metro station such as Sector-50, NEZ, 142 and 143, located within the designated region, appear to be the most promising locations. Please confirm whether these stations will be included in the scope of this project.	Kindly refer the scope of the contract in chapter no. 03 of the tender document. In addition, please see the reply at S.No. 02. No change in terms and condition of RFP.
	2.	Ongoing contract	Please share the details of the ongoing contract and its end date.	Following below mentioned Metro Station are the existing contract of co-branding, advertisement etc. The advertisement rights of the following Metro Station including pier, Civil Structure etc. is not part of this tender 1. Sector -51 2. Sector -50 3. NSEZ 4. Sector-142 5. Sector -143 6. Sector -146
	3.	Month-wise annual ridership	Please share the data for month-wise ridership of each station on this line to evaluate the revenue estimation.	Aqua line monthwise ridership data of 08 months is attached as Annexure A
	4.	Scope of Bridge Panels, FOBs & Viaducts	Please clarify Will bridge panels, FOBs & Viaducts be included in the scope of this tender in the future, or will they be tendered separately?	Kindly refer the scope of the contract in chapter no. 03 of the tender document No change in terms and condition of RFP.
	5.	3.2, c) Reserve Price is high	We believe the reserve price of Rs. 1800 per sqm per month is excessive for this project due to the scarcity of high-revenue-generating media opportunities	No change in terms and condition of RFP.
	6.	4.1 Tenure	A tenure of 5 years is less for this project	No change in terms and condition of RFP.

**Annexure -A**

**Aqua Line Monthwise Ridership data from April 2024 to November 2024**

<b>S. No.</b>	<b>Month</b>	<b>Ridership Total</b>	<b>Daily Ridership</b>
1	Apr-24	14,57,647	48,588
2	May-24	16,22,870	52,351
3	Jun-24	14,94,237	49,808
4	Jul-24	15,82,814	51,059
5	Aug-24	17,29,093	55,777
6	Sep-24	19,22,049	64,068
7	Oct-24	18,06,450	58,273
8	Nov-24	16,46,502	54,883