

Terms and Conditions

- a) STP shall be available for both wrapping of coach as well as advertisement display on prefabricated panels inside the metro coach @ Rs. 1,644/- per day + applicable tax.
- b) The applicant must apply for minimum 4 coaches for advertisement purpose which can be used for wrapping or inside coach advertisement or both in any one train or more than one train. The maximum scope for wrapping and inside train advertisement is available in 76 coaches/19 trains of 4 coach configuration.
- c) The applicant/Interested parties must submit a refundable Security Deposit minimum of Rs. 3.00 lacs or equivalent to license fee paid as per choice of STP whichever is higher. The Security Deposit to be paid through RTGS/NEFT/DD/Bankers Cheque. The SD will be refunded after completion of STP after adjusting of pending dues (If any).
- d) NMRC will offer the STP for a minimum duration of 30 days and maximum upto 90 days in the multiple of 30 days duration for the Metro Coach wrap and Advertisement display inside coach. Further extensions can also be done on the request of applicant in the multiple of 30 days. The decision of NMRC in this regard shall be final. The STP start date will be considered once any type of advertisement either inside coach adv. display or wrapping of coach or both started after availing grace period mentioned at Sl. No. (i).
- e) The interested vendors/parties will be treated as “FIRST COME FIRST SERVE BASIS” and rights will be given accordingly.
- f) The Coach/Advertisement space will be handed over only after receiving of the full license fee and interest free security deposit payment. ***The applicant must have valid Goods & Service Tax Number (GSTIN) with the registration in State of Uttar Pradesh.***
- g) The work of wrapping of coach and placement of advertisement inside coach must be carried out in night (preferably) and if feasible can also be allowed in the day time. The work will be permitted in the Metro Train Depot area only and on production of valid Id-Card issued by NMRC. The applicant must engage a professional team to do the train wraps and should take extreme care in affixing or removing of train wraps on exterior of Metro coach and ensure that no damages of whatsoever nature is caused to exterior surface of the coach, but not limited to peeling off surface paint, scratches, dents etc. A good quality of train wraps of **3 M or M/s LG Hausys** make or equivalent/higher specifications may be used. The train wraps on glass pane should be of contra – vision type so that it does not hamper or obstruct the visibility from inside or outside the train. Once the approval for STP will be given by NMRC to applicant and applicant wants to do wrapping, a sample affixing and removing of train wraps must be done by the applicant through their expert team and after getting go ahead by NMRC representative, the work will be get it done.

- h) It may be possible that the train wherein the advertisement has been placed is not available on line for repair/maintenance etc. if the train is not available for revenue services for more than 2 consecutive days, the said period shall not be counted in the STP on request of the licensee, subject to verification from concerned department and subsequently the duration of STP shall be increased for that many no. of days, No damages/claim shall be entertained on that account.
- i) There will be fitment/grace period for installing/removing the advertisement media as follows:-
- One day as suffix and prefix excluding actual STP period will be permitted for placing of the advertisement display inside Train coach.
 - Two days as suffix and prefix excluding actual STP period will be permitted for wrapping of Metro coach.

Note: - Other than this, changing of advertisement display can be carried out during the STP period.

- j) There will be no exclusivity of any type to the agency under the STP for the period.
- k) All responsibility of advertisement content and removal of all display shall lie with the applicant.
- l) Digital advt. panels are excluded from the purview of the STP.
- m) Branding/advertisement materials inside the panels to be used should be of good quality.
- n) All safety precautions shall be ensured by the licensee. The NMRC will be indemnified against any type of mis-happening/loss/damages caused by the applicant.
- o) The advertisement rights will be permitted only in the above mentioned advertisement format and for the specified period. If it is found that the licensee is doing advertisement activity on;
- Extra panels:** penalty will be imposed at the rates for STP for the entire period on pro rata basis.
- Extra period:** penalty will be imposed at double the rates for STP for the period beyond permitted on pro rata basis.
- p) NMRC's decision in regard to granting the STP shall be final and be binding.
- q) If any damages, breakage or loss to NMRC property occurs the same shall be rectified or the cost of damages as estimated by NMRC shall be borne by the applicant.
- r) NO inconvenience is to be caused to the commuters by display of advertisement and all safety, precautions shall be ensured by licensee.
- s) In case of non-compliance of instruction for STP activities as mentioned above NMRC can impose a fine of Rs. 5000/- per violation.
- t) After completion of STP campaign all advertisement displays shall be removed and compliance to be submitted to NMRC.
- u) The applicant has to submit unconditional acceptance of the term and conditions of the STP proposal/terms and condition.
- v) Flat 25% amount will be deducted from the IFSD in case of STP activity will be withdrawn by the applicant before start of the STP.
- w) Application without IFSD will be rejected/not accepted/not entertained.

- x) *The terms & conditions/clauses shall be governed by and construed in accordance with the laws in the territory of India. Irrespective of the place of delivery and the place of payment under the contract, the License Agreement shall be deemed to have been made at the panel in India from where the acceptance of application has been issued. Any dispute arising between the parties or arising out of this project or these terms shall be subject to the exclusive jurisdiction of, and venue in, the District court located in Gautam Budh Nagar, Uttar Pradesh, India.*
- y) *An agreement comprising of all the terms and conditions will also be entered between the parties within seven days of start of STP work. The applicant must have submit two stamp paper (One in the name of NMRC and other in the name of applicant) of Rs. 100/- each for the execution of agreement at the time of making the payment of advance license fee.*
- z) *This Short Term Policy (STP) will be initially for six (06) months and reviewed thereafter.*

Factors governing selection of permissible advertisements

- a) The applicant shall take into account the following aspects while selecting advertisements to be displayed and abide by all the instructions of the authorized NMRC representative on the same: –
 - i. The Licensee is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
 - ii. The advertisement will not have objectionable and indecent portrays of people, products or any terms.
 - iii. The use of NMRC name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
 - iv. No Surrogate advertisements are permitted unless application for placement of the same is accompanied by “no objection certificate” from the Ministry of Information and Broadcasting.
 - v. Advertisements pertaining to achievements by different Governments, their Departments, Ministries, Government Undertakings, other Authorities or Political Parties shall be permitted. However, no advertisement of any political party, person violating “Model Code of Conduct” shall be allowed during the period whereby “Model Code of Conduct” has been enforced by Election Commission. Further, no advertisement which violates “Model Code of Conduct” shall be permitted during the period whereby “Model Code of Conduct” have been enforced by Election Commission.
 - vi. Any type of audio advertisement including that from Digital Media shall not be allowed.
 - vii. All advertisement creative has to be approved from NMRC before display in Metro premises.
- b) Negative List of Advertisements – The Licensee shall take into account that the following types of advertisements are strictly prohibited

- i. Nudity
- ii. Racial Advertisements or advertisements propagating caste, community or ethnic differences.
- iii. Advertisement of drugs, alcohol, cigarette, or tobacco items
- iv. Advertisement propagating exploitation of women or child
- v. Advertisement having sexual overtone
- vi. Advertisement depicting cruelty to animals
- vii. Advertisement depicting any nation or institution in poor light
- viii. Advertisement banned by the Advertising Council of India or by law
- ix. Advertisement glorifying violence
- x. Advertisement of destructive devices and explosives depicting items, weapons and related items
- xi. Lottery tickets, sweepstakes entries and slot machines related advertisement
- xii. Advertisement which may be obscene or contain pornography or contain an "indecent representation of women"
- xiii. Advertisement which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.
- xiv. Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860
- xv. Any content that threaten or adversely affect the public image of the NMRC/ State/Central Government or NMRC's ability to operate its facilities or the NMRC's ability to attract and maintain the patronage of passengers.
- xvi. The negative list as per Noida Outdoor Advertisement Policy 2015, Outdoor Advertising Policy 2016 of Greater Noida Industrial Development Authority (GNIDA) and any revision thereof shall be applicable.
- xvii. The advertisement should not be related to any activity which is considered unlawful/illegal as per the Indian law.