

NOIDA METRO RAIL CORPORATION (NMRC) LIMITED

Expression of Interest (EOI)

For

Expression of Interest (EOI) for Co-Branding Partnerships on PPP Model at Upcoming Metro Stations

EOI No. NMRC/EOI/PB/470/2026

June 2026

Issued by:

**Noida Metro Rail Corporation (NMRC) Limited
Block-III, 3rd Floor,
Ganga Shopping Complex, Sector-29, Noida -201301,
District Gautam Budh Nagar, Uttar Pradesh, India**

ABOUT NMRC

Noida and Greater Noida are being developed as the industrial towns to New Delhi and more and more people from Delhi and other areas are shifting to these towns in search of fresh air, greenery, and better infrastructure. There is a need of providing an efficient, reliable and comfortable transportation system for the population intending to settle in these towns and also the public coming to these areas for education, service and business.

Noida Metro Rail Corporation (NMRC) Limited is a Special Purpose Vehicle (SPV) formed for planning and executing urban transport projects in Noida, Greater Noida regions. NMRC desires to provide a world-class Public Transportation System with state-of-the-art technology. As such, the overarching criterion for setting up of NMRC is to help create an efficient, safe, reliable, economical, and affordable public transport system.

DISCLAIMER

This EOI for “Co-Branding Partnerships on PPP Model at Upcoming Metro Stations” contains brief information about the scope of work.

While all efforts have been made to ensure the accuracy of information contained in this EOI Document, this Document does not purport to contain all the information required by the Applicants. The Applicants should conduct their own independent assessment, investigation and analysis and should check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their EOI/s. Noida Metro Rail Corporation Ltd. (“NMRC” or “the Company”) or any of its employees or advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the EOI Document.

NMRC reserves the right to change any or all conditions/information set in this EOI Document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as NMRC may deem fit without assigning any reason thereof.

NMRC reserves the right to accept or reject any or all EOI/s without giving any reasons thereof. NMRC will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the documents to be submitted in terms of this EOI Document.

Data Sheet

EOI No. NMRC/EOI/PB/470/2026

1.	Name of the EOI	Expression of Interest (EOI) for Co-Branding Partnerships on PPP Model at Upcoming Metro Stations
2.	Issuing officer	MD, NMRC
3.	Address for queries/ clarifications	Noida Metro Rail Corporation, Block-III, 3rd Floor, Ganga Shopping Complex, Sector-29, Noida 201301 Email: pb.pd.nmrc@gmail.com
4.	Website	www.nmrcnoida.com
5.	EOI Language	English
6.	EOI Fee	Nil
Schedule of EOI Process		
	Task	Key Dates
7.	Uploading of EOI	15.06.2026
	Pre-submission Meeting	09.07.2026, 1100 hrs (IST)
	Last Date of Submission of EOI	29.07.2026, 1500 hrs (IST)
8.	Location of Pre-submission meeting	Conference Room, Noida Metro Rail Corporation, Block-III, 3 rd Floor, Ganga Shopping Complex, Sector-29, Noida 201301
9.	Mode of submission	Hard copy (spiral bound with all pages signed and stamped) and soft copy (via email at pb.pd.nmrc@gmail.com)
10.	Project Location	Extension of Aqua line from Depot Station to Boraki MMTH and Botanical Garden to Noida Sec -142 Metro Corridor (For details refer Annexure - A)
11.	JV/ Consortium	allowed

Expression of Interest (EOI) for Co-Branding Partnerships on PPP Model at Upcoming Metro Stations:

1. Background

1.1. About NMRC

An elevated metro line of 29.707 kms between Noida and Greater Noida is operational from January 2019. The metro line is also known as Aqua Line and it starts from Noida Sector 51 Metro Station in Noida and ends at Depot Metro Station in Greater Noida, having a total of 21 Metro Stations.

1.2. Intent of EOI

NMRC invites Expressions of Interest (EOI) from reputed Multinational Companies (MNCs) for participation in a Public-Private Partnership (PPP) model for the financing, construction, operation, and maintenance of a nearby/identified metro station, whereas in lieu of that NMRC shall grant naming rights, commercial spaces and advertising rights for a fixed lease period.

The objective of this EOI is to create strategic alliances with corporate brands, allowing them to integrate their brand name with selected metro stations, thereby gaining extensive visibility among daily commuters and the general public.

This initiative aims to leverage private sector investment and expertise to enhance station infrastructure, passenger amenities, and commercial utilization, while ensuring that fare-box revenue and train operations remain with the Noida Metro Rail Corporation.

Qualified firms, either singly or in a joint venture or other legal arrangement, must have the requisite, demonstrated competence and experience in and a thorough knowledge of commercial real estate development that would include project development and oversight, financing, marketing, design, leasing, and management.

Applicants are encouraged to prepare and submit innovative development ideas and conceptual business approaches for the sites. NMRC is looking for participants with the capacity to submit high quality conceptual design responses. The successful participants will address metro station construction/maintenance, urban design, land-use mix, business case, and partnership options.

At this stage of the EOI, NMRC welcomes innovative proposals for consideration towards finalizing a mutually beneficial arrangement aimed at achieving the desired objectives.

1.3. The brief details of the projects under consideration are as follows:

The following projects have been sanctioned by Government of India (GoI) and are under implementation stage.

A) Extension of Aqua line from Depot Station to Boraki MMTH (2.6 kms).

This extension of aqua line consists of 02 elevated metro stations i.e. Junpat Metro Station and Boraki Metro Station. The details of this project are attached in Annexure –A.

B) Extension of Aqua line from Botanical Garden to Noida Sec -142 Metro Corridor. (12.5 kms)

This extension of aqua line consists of 08 elevated metro stations i.e. Botanical Garden, Noida Sec – 44, Noida Office, Noida Sec – 97, Noida Sec – 105, Noida Sec – 108, Noida

Sec – 93, Panchsheel Balak Inter College Metro Station. The details of this project are attached in Annexure – A.

2. Eligibility of Applicants

Interested MNCs should demonstrate:

- Be a registered corporate entity / PSU / institution / reputed organization
- Strong financial standing and global or national presence
- Proven capability in financing large-scale projects
- Have a minimum Average Annual Turnover of 1000 Crores.
- Have no history of litigation, blacklisting, or default with any government authority
- Comply with all statutory, legal, and tax requirements

3. Submission of EOI/s

Interested entities may submit their EOI **within 45 days** from the date of publish of EOI containing:

- Company profile, background and registration details
- Audited financial statements
- Preferred metro station(s)
- Brief concept note on investing approach
- Proposed non-fare revenue components
- Any other relevant information
- EOI submissions must be sent to:

General Manager/Civil

Noida Metro Rail Corporation
Block-III, 3rd Floor, Ganga Shopping Complex
Sector-29, Noida – 201301
Email: pb.pd.nmrc@gmail.com

3.1. Cost of proposal

NMRC shall not be responsible in any manner for the costs associated with the preparation and submission of any EOI. The EOI, including all drawings, plans, photos, and narrative material shall become the property of NMRC upon receipt.

4. Duration of Rights

It has been envisaged in case of allotment of metro stations, the agreement shall initially be for a period of 30 years, extendable based on mutual consent and performance review. NMRC reserves the right to terminate the agreement in case of breach of terms.

5. Scope of Rights

The scope of MNC partner shall include, but not be limited to:

The selected MNC partner shall be responsible for investment for the construction of the stations, subject to mutual agreement:

1. Construction of Metro Station & Asset Development of the station
2. Integration with surrounding urban infrastructure.

In return MNC partner shall be granted the following rights:

- Co-branding of station name (excluding any outdoor advertisement) along with NMRC branding during and after construction of station.
- Display of brand identity on:
 - i. Barricading boards during construction
 - ii. Entry/Exit Board/Gates
 - iii. Station name boards after construction
 - iv. Platform signage
- Inclusion of brand name in:
 - i. NMRC route maps
 - ii. Station announcements (subject to approval)
 - iii. Digital and print publicity material
- Leasing rights of
 - i. Commercial space and kiosks in station area after construction
 - ii. Retail outlets
 - iii. Food kiosks and quick-service units
 - iv. ATMs and convenience services
- Branding rights shall be non-exclusive and subject to NMRC branding guidelines
- **Exclusive Connectivity via Foot Over Bridge (FOB)**
Considering the proximity (if any) of your corporate facilities to the proposed corridor, NMRC would be pleased to facilitate an exclusive Foot over Bridge (FOB) connection from the station concourse level to a technically feasible point within your campus at your own cost. As construction activities likely to be commenced in near future, integration of such connectivity within the structural design is both feasible and timely. This initiative would significantly enhance commuting convenience for your workforce and visitors while establishing your organization as a pioneer corporate partner within the NMRC network to implement such integrated access infrastructure.

All branding elements shall be executed strictly as per NMRC's approved design, safety, and operational standards. The investment structure may include 100% private financing or a hybrid structure, subject to final agreement.

6. Right to accept and/or reject any or all EOIs

NMRC reserves the right to select, reject any or all EOI received without assigning any reason whatsoever and shall not, in any manner whatsoever, be accountable liable for any claims of the Applicants or any other third party in that regard.

7. Suggestion

Applicants may provide their suggestions, innovative ideas, or concept proposals for co-branding with NMRC. This may include proposed branding themes, customer engagement initiatives, value addition for commuters, and any unique approach that enhances brand visibility while aligning with NMRC's image and public service objectives.

8. Important Notes

- Submission of EOI does not guarantee allotment of partnership rights.
- NMRC reserves the right to accept or reject any or all EOIs without assigning reasons.
- The Request for Proposal (RFP) shall be issued after finalisation of model and detailed terms and conditions.

Formats for submission of EOI

9. Forms and Appendices

9.1. Form 1: Format for Covering Letter

Date:

To,

GM/Civil

Noida Metro Rail Corporation (NMRC) Limited
Block-III, 3rd Floor, Ganga Shopping Complex,
Noida -201301,
District Gautam Budh Nagar, Uttar Pradesh

Sub: EOI for for Co-Branding Partnerships on PPP Model at Upcoming Metro Stations.

Ref: EOI No. NMRC/EOI/PB/470/2026

Dear Sir,

- With reference to your EOI document dated _____, I/We the undersigned am/are hereby expressing our Interest to undertake for Co-Branding Partnerships on PPP Model at Upcoming Metro Stations.
- We understand that NMRC intends to create strategic alliances for the financing, construction, operation, and maintenance of a nearby/identified metro station, whereas in lieu of that NMRC shall grant naming rights, commercial spaces and advertising rights for a fixed lease period and based on responses, NMRC shall finalize the terms and conditions. Further, the issue of this EOI does not imply that NMRC is bound to appoint any applicant/s, as the case may be, for the Project.
- We hereby declare that we are neither blacklisted/debarred firm nor have contracts, which have been terminated/ foreclosed by any company / department as on EOI due date, due to non- fulfilment of Contractual obligations.
- We hereby declare that all the information and statements made in this EOI are true and accept that any misinterpretation contained in it may lead to our disqualification. Our EOI is binding upon us.
- We have prepared our EOI for the captioned project as specified in EOI Document.
- I/We hereby declare that all the information and statements made in this EOI are true.

(Name and Title of the Signatory)

(In the capacity of)

Company Seal

(Name of the Entity)

9.2. Form 2: Details of the Applicant

9.2.1. Firm Details

9.2.1.1. In case of Single Entity

S. No.	Particulars	Details
1 (a)	Name of Entity	
(b)	Legal Status (Company/LLP/etc.)	
(d)	Registered Address	
(e)	Telephone / Mobile No.	
(f)	E-Mail Address	
(g)	Registration No. of Entity	
(h)	PAN No.	
(i)	Number of years of experience in the relevant field	
(j)	Brief profile of the Entity	

9.2.1.2. In case of Consortium

S. No.	Particulars	Details of Lead Firm	Details of Member Firm
1 (a)	Name of Entity		
(b)	Legal Status (Company/LLP/etc.)		
(d)	Registered Address		
(e)	Telephone / Mobile No.		
(f)	E-Mail Address		
(g)	Number of years of experience in the relevant field		
(h)	Brief profile of the Entity		
(i)	Percentage Participation (Equity)		

Note: Applicants may add further columns as required

9.2.2. Details of individual(s) who shall serve as the point of contact/ communication for NMRC:

S. No.	Particulars	Details
(a)	Name and designation	
(b)	Telephone / Mobile No.	
(c)	E-Mail Address	

Note: Applicant needs to submit supporting documents stating the legal status of the firm

Name of applicant: _____

Signature of applicant: _____

9.3. Form 3: Work experience

S. No.	Particulars	Details
(a)	Name of the Project	
(b)	Type of Project (commercial/ residential/ others)	
(c)	Type of the Client (if applicable)	Government/ PSU/ Private firm
(d)	Name of Client	
(e)	Important Dates (i) Start Date of the Project (ii) End Date of the Project (iii) Total Tenure of the Project	
(f)	Location of the Project	
(g)	Project area	
(h)	Project cost	
(i)	Development model	
(j)	Requirements from Client	
(k)	Payment terms	
(l)	Key features	
(m)	Project Photos/ Drawings	
(n)	Developed Floor Area Chart	

Note: Applicants are required to submit supporting documentary proofs such as Agreement/ Work Order/ Completion certificates.

Applicant may fill separate sheet for each project.

Name of applicant: _____

Signature of applicant: _____

9.4. Form 4: Financial Capacity

S. No.	Particulars	Details (INR)	
		Turnover	Tangible Net Worth
(a)	FY 2025-26		
(b)	FY 2024-25		
(c)	FY 2023-24		
	Average Turnover for last 3 FYs		

Name of applicant: _____

Signature of applicant: _____

Note:

- Applicant is required to submit Audited financial statements for the last 3 years as supporting document.
- In case the Financial Statements for the latest financial year are not audited and therefore the Applicant cannot make it available, in such a case, the applicant shall submit an affidavit certifying that “The Annual Accounts have not been audited so far. We are submitting the CA certified provisional accounts, which shall be substantiated by the Audited Accounts, when prepared.”
- In case of Consortium, provide details of each member of the Consortium
- For estimation of Net Worth, the following formula may be used:
 - Tangible Net Worth = [Subscribed and Paid-up Equity Share Capital + Reserves and Surplus – {Revaluation Reserves, Goodwill, Miscellaneous Expenses (to the extent not written off) and other Intangible assets}]

9.5. For Project team

The applicant is to provide a listing of all staff (including any affiliates or Sub-Developers/ Consultants) who will be involved in the project, including their role in the project, their professional qualifications and related experience and the percentage of the total project time they are expected to contribute to the project.

9.5.1. Suggestions/ Feedback

The applicant must submit their suggestions/ feedback in the below table, to propose a methodology and to recommend changes which they believe best meet the purpose of EOI:

S. No.	Item	Description
1	Proposed rights under PPP model i. Naming rights ii. Advertising rights iii. Commercial space development iv. Any Other	
2	Whether participant is interested in i. Full project participation (Design– Finance–Build–Operate) ii. Partial participation (please specify scope) iii. Financing only model iv. Any other	
3	Any Innovative idea with regard to station design	
4	Innovative suggestion with regard to PPP model	
5	Expected Period of Lease	
6	Expected Construction Period	
7	Estimated Capital Expenditure (CAPEX)	
8	Estimated Operating Expenditure* (OPEX)	
9	Estimated Revenue Projections (including all streams of revenue)*	
10	Proposed Financial Contribution/ Investment/Revenue Share to NMRC	
11	Any other information	

*Provide year-on-year cash flow for entire period of lease.

9.6. Form 6: Any more Suggestions/ Ideas

Left intentionally blank

Project Description and Investment Context**A) Botanical Garden – Noida Sector-142 Metro Corridor****B) Depot Station – Boraki Extension****A1. Strategic Context**

The **Botanical Garden – Noida Sector-142 Metro Corridor** and the **Depot Station – Boraki Extension** are integral components of the expanding metro network in Noida and Greater Noida, located within one of India's fastest-growing economic and institutional regions.

These projects are strategically positioned to support:

- High-density corporate and institutional mobility
- Seamless inter-modal and regional connectivity
- Transit-oriented commercial development
- Long-term non-fare box revenue monetisation

The corridors traverse premium urban zones with a strong presence of **multinational corporations (MNCs), IT/ITeS parks, global institutions, research campuses, and high-end residential developments**, making them particularly suitable for **PPP participation based on commercial and non-fare revenue rights**.

A2. Botanical Garden – Noida Sector-142 Metro Corridor**A2.1 Corridor Overview**

The Botanical Garden – Noida Sector-142 corridor functions as a critical urban mobility spine connecting **Central Noida with the Noida–Greater Noida Expressway employment belt**. The corridor ensures efficient metro access to major business districts, institutional hubs, and emerging commercial developments, while integrating seamlessly with the wider NCR metro network.

A2.2 Stations Along the Corridor (Indicative)

The corridor comprises the following stations, subject to approved DPR and statutory clearances:

S. No.	Name of Metro station	Nearby Landmark	Remarks
1.	Botanical Garden	<ul style="list-style-type: none"> • Interchange metro station with DMRC blue line and magenta line • Botanic Garden of Indian Republic Sec- 37, Noida • Bus Stand Sec- 37, Noida 	Chainage 0.000
2.	Noida Sector-44	<ul style="list-style-type: none"> • Sector 44, Noida, • Amity Global School Noida • Amity University Noida 	Chainage 2156.050
3.	Noida Office	<ul style="list-style-type: none"> • Noida Authority New office • Mahamaya Balika Inter college Noida 	Chainage 3351.320
4.	Noida Sector-97	<ul style="list-style-type: none"> • SkymarkOne Sector 98 Noida • AXIS HOUSE, opposite of expressway, Sector 128, Noida, 	Chainage 5020.000
5.	Noida Sector-105	<ul style="list-style-type: none"> • Indian Oil, PP/1, Noida-Greater Noida Expy, Sector 105, Noida • Jaypee Wish Town G9F7+QWQ, Sultanpur, Sector 128, Noida, 	Chainage 6192.930

6	Noida Sector-108	<ul style="list-style-type: none"> • Parx Laureate, Sector 108 • Max Super Speciality Hospital, Sector 128, Noida 	Chainage 7440.000
7.	Noida Sector-93	<ul style="list-style-type: none"> • ATS Greens Village, Sector 93A, Noida • Infosys Limited - Noida Campus Block B, Sector 132, Noida, 	Chainage 8710.68
8.	Panchsheel Balak Inter College	<ul style="list-style-type: none"> • Panchsheel Balak Inter college Noida • Biodiversity Park, Sec- 137 Noida • Jaypee Kosmos, Noida-Greater Noida Expy, Sector 134, Noida 	Chainage 10340.900
9.	Noida Sector-142	<ul style="list-style-type: none"> • Advant Business park, Sec- 142 Noida • Aqua Line existing metro station Sec- 142 Metro station 	Chainage 12130.143 (already constructed/ existing Metro station)

A2.3 Botanical Garden Metro Station – Interchange Significance

Botanical Garden Metro Station is a **major interchange hub** connecting the Noida Metro system with the Delhi Metro network. It experiences high and diversified passenger footfall, including:

- Corporate and office commuters
- Institutional and academic users
- Inter-corridor and cross-network passengers

The station offers exceptional potential for:

- Premium station naming and co-branding rights
- High-impact digital and static advertising assets
- Flagship retail, food & beverage, and passenger services
- Multimodal integration and passenger amenity infrastructure

A2.4 Economic and Institutional Catchment

The corridor directly serves a dense and high-value economic catchment comprising:

- Multinational IT and technology firms
- Corporate headquarters and business parks
- Financial services, consulting, and R&D facilities
- Universities, research institutions, and training campuses

The presence of a large concentration of **MNCs and institutions** ensures:

- Predictable weekday ridership
- Strong demand for retail, convenience, and lifestyle services
- High brand visibility and recall for international advertisers

A3. Depot Station – Boraki Extension

A3.1 Project Overview

The **Depot Station – Boraki extension** is a strategically significant metro expansion aimed at enhancing **regional and inter-city connectivity** while unlocking long-term commercial and transit-oriented development opportunities at terminal and interchange locations.

A3.2 Stations on the Extension (Indicative)

S. No.	Name of Metro station	Nearby Landmark	Remarks
1.	Junpat	• Junpat village	Chainage 29450
2.	Boraki	• Upcoming Boraki MMTH including Metro Rail, Indian Railways, Regional Rapid Transit System (RRTS), Inter-city and intra-city bus terminals and Intermediate public transport and last-mile services.	Chainage 30872

A 3.3 Integration with Boraki Multi-Modal Transport Hub (MMTH)

Boraki is planned as a **Multi-Modal Transport Hub (MMTH)** integrating multiple transport systems, including:

- Metro Rail
- Regional Rapid Transit System (RRTS)
- Indian Railways
- Inter-city and intra-city bus terminals
- Intermediate public transport and last-mile services

The metro extension enables **seamless passenger interchange** between urban metro services and regional / long-distance transport modes, significantly improving passenger convenience and increasing station-level footfall.

For private partners, MMTH integration offers opportunities for:

- Large-format retail and commercial development
- Premium advertising and branding assets
- Parking, EV charging, and mobility-as-a-service facilities
- Transit-oriented commercial and service infrastructure

A4. Commercial and Non-Fare Revenue Potential

Across both corridors, station locations are characterised by:

- High and consistent passenger footfall
- Dominance of corporate and institutional commuters
- Interchange and terminal station advantages
- Strong future growth potential driven by TOD and urban expansion

Indicative non-fare revenue avenues include:

- Station naming and co-branding rights
- Static and digital advertising assets
- Retail and F&B leasing
- Paid parking and EV charging facilities
- Passenger services and last-mile integration assets

These characteristics make the projects particularly attractive for **international MNCs seeking long-term, annuity-based commercial returns without exposure to farebox revenue risk.**

A5. Alignment with Global PPP Practices

The proposed PPP approach aligns with **international best practices** adopted in metro systems across Asia, Europe, and the Middle East, wherein:

- Core transit operations remain with the public authority

- Private partners invest in and operate commercial and non-fare assets
- Revenue risk is diversified across multiple commercial streams
- Long-term concessions enable capital recovery and sustainable returns

This structure provides global investors with **clear risk allocation, regulatory certainty, and scalable participation** in India's urban transit infrastructure growth.

A6. Relevance to the Expression of Interest

The Botanical Garden – Noida Sector-142 corridor and the Depot Station – Boraki extension together constitute a **high-value investment platform** supporting:

- Private Sector investment in metro station infrastructure
- Commercial development under non-fare revenue rights
- Long-term branding and asset management opportunities
- Participation in a rapidly expanding urban transit ecosystem

These projects directly support the objectives of the EOI by leveraging **global private sector expertise** while retaining fare collection and train operations with the Metro Authority.

A7. Disclaimer

This Annexure is provided solely for **information and market-assessment purposes** to assist prospective bidders in understanding the project context and potential opportunities. Detailed technical, commercial, and contractual provisions shall be finalised at the Request for Proposal (RFP) stage.

