

**SOUTH DELHI MUNICIPAL CORPORATION  
OFFICE OF THE DEPUTY COMMISSIONER (Advtt.)**

Dr. Shyama Prasad Mukherjee Civic Centre (25<sup>th</sup>Floor),  
Jawaharlal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7212

**OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH  
CLUSTER OF CYCLE SHELTERS ON MONTHLY LICENSE FEE BASIS UNDER THE  
JURISDICTION OF SDMC**

**TENDER NOTICE**

No: CO/Tender-01/Advtt./2018-19/NIT/D-53

Dated :12/04/2018

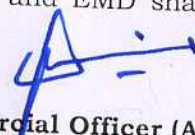
Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through designated Cluster containing 09 existing Cycle Shelters (**Cluster will be awarded with maintenance & operation**) under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of **Seven Years**. The Advertisement rights through Cluster containing CYCLE SHELTERS shall be awarded to the successful H-'1' bidder for display of advertisement at designated CYCLE SHELTER sites as mentioned in **Annexure "1"** of tender document. The eligibility criteria to participate in the bid are mentioned in clause 1 & 3 of the tender document. The Advertisement cluster of CYCLE SHELTER shall be awarded to the successful H-'1' bidder for display of advertisement through CYCLE SHELTERS within the Cluster as mentioned in the tender document.

The eligible bidder may submit their bid containing the tender documents duly signed on each page along with requisite Earnest Money and other documents as mentioned in the tender document.

The tender documents may be downloaded through SDMC's website [www.mcdonline.gov.in](http://www.mcdonline.gov.in). The requisite tender Fee of Rs.40,000/- (Rupees Forty Thousand Only) non refundable for participation in tender shall be deposited by way of demand draft/pay order payable at Delhi drawn in favour of Commissioner, SDMC along with submission of the bid. This Tender Document contains total no.39 of pages from page 1 to 39. The tenders will be received and opened in the office of Commercial Officer (Advtt.) at the above mentioned address, as per following schedule:

<b>Date of issue of Tender</b>	<b>12.04.2018</b>
<b>Pre Bid Meeting</b>	<b>19.04.2018 at 15.00 Hours at 22<sup>nd</sup> Floor, Conference Hall, Civic Centre, New Delhi- 110002</b>
<b>Date of Placement of Tender Box at 25<sup>th</sup> Floor for submission of bids</b>	<b>02.05.2018, 11.00 AM onwards</b>
<b>Last Date Of Submission of Tender Documents</b>	<b>04.05.2018, Till 15.00 Hours</b>
<b>Date &amp;Time of opening of Technical bid</b>	<b>04.05.2018, At 15.30 Hours</b>

Prospective bidders are advised to regularly scan through SDMC website as corrigendum/amendments/clarification/reply to pre-bid query (if any), will be notified on the official website and no separate advertisement/communication in any other form will be made for this purpose. Any bid not accompanied with the tender fee and EMD shall be summarily rejected.

  
**Commercial Officer (Advtt)**

**Commercial Officer  
Advertisement Department / SDMC  
22nd Floor, Civic Centre, Minto Road,  
New Delhi-110002**



**ELIGIBILITY CRITERIA, ESSENTIAL PRE-REQUISITES & TERMS AND  
CONDITIONS**

**1. Criteria for participation:**

Sole Proprietorship Firm, Partnership Firm, Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company, **against whom no dues are pending either from erstwhile MCD and from SDMC as on date and not been blacklisted by erstwhile MCD and by SDMC/NDMC/EDMC, Central/State Govt. departments, Ministry, Autonomous body, PSUs as on bid submission date**, subject to fulfilling the eligibility criteria given in the document elsewhere is eligible to submit bid for allotment of Advertisement rights through designated CYCLE SHELTER sites as mentioned in annexure- '1' under the jurisdiction of SDMC. The firm shall get itself registered with the Advertisement Department in appropriate category by submitting the requisite document and fulfillment of other necessary formalities as per registration guidelines (if not registered already) within twelve working days after issuance of offer letter. **The bidder/s shall bid for any or all of the clusters/sites as per his Annual Average Financial Turnover and net worth as mentioned under Clause '3' of tender document.**

**Note :- The Bidder must be eligible for registration in the appropriate category on the last date and time of submission of bid for the Tender.**

**2. Site Details:**

Detail of all advertisement sites (CYCLE SHELTER) including location is specified in **Annexure-'1'** under the jurisdiction of SDMC.

**Important Note:-**

**A. Scope of Work :-**

1. The Contract period shall be of 7 years from the date of commencement of contract. There will be 5% increase on awarded MLF from commencement of 3<sup>rd</sup> year, every year upto the expiry of the contract period (i.e. 7<sup>th</sup> year).
2. 3 Cycle of each cycle shelters shall be specifically reserved for female users.
3. A facility for dropping and picking of Cycle from any of the Cycle Shelter points within the Cluster shall be availed to general public.
4. A GPS Application for mobile phone users shall be developed by the respective H-1 bidder to facilitate the public. Each Cycle will be connected through this GPS system for monitoring the movement of cycles.
5. The initial use of cycle for first one hour shall be free of any charge and thereafter a charge of Rs.10/- per hour shall be payable by the user.
6. The Allottee shall be allowed for additional sites as per Clause No.21 of Annexure-'8'.
7. The Allottee shall also be allowed to use the metal body of the cycles for advertisement of commercial brands through stickers only. No additional installation of any type of material shall be allowed on the Cycle body for the purpose of advertisement.
8. The advertisement will only be displayed on the prescribed space of the Cycle Shelters mentioned in annexure-'1'.



9. Operators will be engaged on each Cycle Shelter as per the requirements. The operators must wear similar uniform as decided by the allottee.

**B.** The incubation period for the existing cycle shelters shall be 30 days from the next date of issue of allotment letters, this incubation period shall be given to the respective H-1 bidder for up-gradation, repair, renovation, getting electricity connection etc. for existing cycle shelter sites.

**C.** All the bidders are advised to visit all these locations and make assessments of revenue potential of these sites before bidding. No claim shall be entertained after bid submission regarding feasibility of site or any other claims. The details of all Cycle Shelters on 'as is where is' basis are mentioned in **Annexure "1"**.

**(i)** Any violation of OAP 2017 or the policy in force at that time shall invite penalty and in case the Department observed repeated offence of violation of OAP 2017 or the policy, in that case the Department will initiate the process of cancellation of the contract with forfeiture of security deposit/Performance Bank Guarantee including Advance MLF without any prior notice.

Only following reasons may be considered by the Advertisement Department SDMC for change of locations of Cycle Shelter(s):

**(ii)** Sudden change in status of site and site found in contravention with the OAP 2017 or the policy in force at that time due to new development/improvement of road parameters such as widening of road, construction/improvement of footpath, construction of rotary, installation of traffic regulatory signs/lights and improvement of other road features etc.

**(iii)** In case, the site becomes not feasible due to start of construction activity of road/Metro /railway and or any other reason which seriously affect the prospect of display of advertisement.

### **3. Eligibility Criteria**

**a.** The bidder should be in Advertisement business at least for the last one year. The work order/copy of agreement for advertisement either executed or in progress should be submitted along with the bid.

**b.** The current no dues certificate/performance report issued by the concerned organization who have issued the work order/award letter to the bidder should also be submitted.

**c.** Current No dues certificate issued under the signature of CO/AC, Advertisement Department, SDMC.

**d.** The bidder should not have made any losses in the last three financial years. Their net worth should be minimum 25% of the MRP of all the CYCLE SHELTER sites under the jurisdiction of SDMC, as mentioned in the tender document. The last financial year (i.e. 31.03.2017) net worth of the company shall be considered for evaluating of technical bids, which should be duly certified by a Chartered Accountant.

**e.** The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:



Site Wise Minimum Annual Average financial turnover is mentioned below:-

**Cluster No.17, Cycle Shelters in South & Central Zone under the jurisdiction of SDMC**

Sl. No.	Location of Cycle Shelter (Existing Cycle Shelters)	Total Display Area	MRP (INR)	EMD (INR)	Minimum Average Annual financial turnover(INR)	Minimum Net Worth(INR)
1.	Near Jangpura Metro Station	198 Sq. Ft.	6,17,400/-	6,66,800/-	74,08,800/-	18,52,200/-
2.	Central School T-Point	222 Sq. Ft.				
3.	Sheikh Sarai	234 Sq. Ft.				
4.	Chirag Delhi	234 Sq. Ft.				
5.	Sirifort Road Crossing	234 Sq. Ft.				
6.	Ambedkar Nagar (Khanpur Crossing)	234 Sq. Ft.				
7.	Near Moolchand Flyover	234 Sq. Ft.				
8.	Defence Colony	234 Sq. Ft.				
9.	Sher Shah Suri Marg (High Court Turning)	234 Sq. Ft.				
Total		2058 Sq. Ft.	6,17,400/-	6,66,800/-	74,08,800/-	18,52,200/-

Note:-1.

The financial turnover of the bidder has to be from any legal business activity. The turnover of the bidder shall be ascertained from the following documents which the bidder is required to submit along with his bid:

- (i) Profit & Loss account statement of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2014-15 onwards)
  - (ii) Audited Balance sheet of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2014-15 onwards)
  - (iii) Complete copy of income Tax Returns, showing the bank account number of the bidder for the preceding three financial years; (FY 2014-15 onwards)
  - (iv) Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months.
- f. Any bidder or Director/Partner/proprietor of any firm who have been /is associated in any manner with a Firm/Company/Organization, who has not cleared past dues, if any, of SDMC/ erstwhile MCD or has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body shall not be eligible to participate in the tender and such participation will be rejected, summarily.

The bidder need to submit an Affidavit in this regard clearly mentioning that all the directors/partners or proprietor are /is/ were /was not associated to any firm/company/organization in any manner who have not cleared past dues of SDMC/Erstwhile MCD or also not associated in past and present to the

