



**SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE COMMERCIAL OFFICER (ADVERTISEMENT)**

Dr. Shyama Prasad Mukherjee Civic Centre (25TH Floor),
Jawaharlal Nehru Marg, New Delhi-110002,
Ph. No. 011-2322-7510

No. CO/Advtt/Tender-04/2018-19/SDMC/NIT/D-310

Dated: 12.06.2018

Sub :- Reply/Clarification with reference to the queries received from the prospective bidders, in respect of NIT No. CO/Advtt/Tender-04/2018-19/SDMC/NIT/D-253 dated 24.05.2018 (Market Area), floated for allotment of advertisement rights in market area of South and West Zone under jurisdiction of SDMC.

In response to the queries received from the prospective bidders in respect of the aforesaid NIT, the Clarification/Changes made in the Tender are given below :-

a. M/s Triple Ess Communication Pvt. Ltd.

Sl. No.	Queries/Suggestion of the prospective bidders	Reply/Clarification
1.	For Point No. 1 to 6	No change.
2.	For Point No. 7	The tender has been floated for allotment of advertisement rights only. Therefore, there is no liability on the allottee to maintain and clean the market area.

b. M/s Himalayan Flora & Aromas Pvt. Ltd. :

Sl. No.	Queries/Suggestion of the prospective bidders	Reply/Clarification
1.	For Point No. 1.	As and when any complaint/grievances come from the allottees, the Department takes early action to resolve the issues after scrutiny/verification of the facts in terms of the tender conditions/rules.
2.	For Point No. 2.	No Change
3.	For Point No. 3.	This term has already been specified in under clause No. 2 Important note. However, it is further clarified that the advertisement media only be installed inside the market area and the inner roads connecting the market area. Further, the description for installation of advertisement devices within the market is clarified in Table-"A". Moreover, where there is any advertisement cluster of SDMC exists; the allottee will maintain distance as specified in table-'A' from these clusters (As mentioned in this reply). All


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		the advertisement devices must be installed as per OAP 2017.
4.	For Point No. 4	No Change.
5.	For Point No. 5	No Change.
6.	For Point No. 6	<p>The maximum sizes of devices for display of advertisements are :</p> <ol style="list-style-type: none"> 1. Size for one Flag Sign/MUPI/Advertisement Instrument : 2m x 1.5m. 2. Advertisement device after combining of four Flag Sign/MUPI/Advertisement Instrument : 12 Sq. Meter. 3. Park wall/boundary wall of market for One Advertisement Panel : Maximum area for panel 15 Sq. Meter). The allottee may use Park/Boundary wall through one panel of maximum size 15 Sq. Meter to display advertisement within the market area. Further, the number of panels can be increased as per the availability of advertisement space on Park/Boundary Wall.

c. M/s Hindustan Publicity Pvt. Ltd. :

Sl. No.	Queries/Suggestion of the prospective bidders	Reply/Clarification
1.	For Point No. 1	No. Change.
	For Point No. 2	<p>This term has already been specified in under clause No.2 Important note. However, it is further clarified that the advertisement media only be installed inside the market area and the inner roads connecting the market area. Further, the descriptions for installation of advertisement devices within the market are clarified in Table-"A".</p> <p>Moreover, where there is any advertisement cluster of SDMC exists; the allottee will maintain distance as specified in table-'A' from these clusters. All the advertisement devices must be installed as per OAP 2017.</p>
3.	For Point No. 3	No Change.


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TABLE-"A"**South Zone**

S. No	NAME OF MARKET AREA	*Total Display area	DESCRIPTION OF LIMITS WHERE THE ADVERTISEMENT DEVICES TO BE INSTALLED WITHIN THE MARKET & SURROUNDING AREAS
1.	At SDA Market surrounding, Opp. IIT Gate, South Zone	452 sq. ft.	After 10 meters from the outer ring road. The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is advertisement clusters of SDMC exists; the allottee will maintain distance of 10 meter from these clusters.
2.	At Kamal Cinema Market Surrounding, Safdarjung Enclave (South Zone)	452 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 10 meter from these clusters.
3.	At Green Park Market (South Zone)	967 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 10 meter from these clusters.
4.	At B-6 Safdarjung Enclave market surrounding (South Zone)	452 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 10 meter from these clusters.
5.	At PVR Anupam market (South Zone)	452 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 10 meter from these clusters.
6.	At M Block Mkt, Greater Kailash - II	1938 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain


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			distance of 5 meter from these clusters.
7.	Outside DDA Park Hauz Khas and Hauz Khas Village market, New Delhi	646 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 5 meter from these clusters.
8.	M Block Mkt, Greater Kailash - I	2583 sq. ft.	The installation of advertisement devices shall be allowed on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 5 meter from these clusters.
9.	N - Block Market, Greater Kailash-1	967 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 5 meter from these clusters.
10.	Kailash Market Colony	967 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 5 meter from these clusters.
11.	Vasant Lok Market near PVR Priya, Vasant Vihar	967 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any advertisement clusters of SDMC exists; the allottee will maintain distance of 5 meter from these clusters.

West Zone

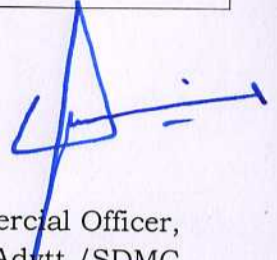
S. No	NAME OF MARKET AREA	*Total Display area	DESCRIPTION OF LIMITS WHERE THE ADVERTISEMENT DEVICES TO BE INSTALLED WITHIN THE MARKET & SURROUNDING AREAS
1.	12 Advertisement devices at Parking lot at B.K Dutta Market, Rajouri Garden on Najafgarh Road, 10	1600 sq. ft.	The installation of advertisement devices shall be allowed inside the market area and on inner roads and roads connecting the market, except the main roads. Moreover, where there is any


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Advertisement devices at Parking lot at B.K Dutta Market Shiv Mandir Marg, 40 Advertisement devices at parking lot Main marg of Rajouri Garden Market Rajouri Garden		advertisement clusters of SDMC exists; the allottee will maintain distance of 10 meter from these clusters.
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The above reply/clarification will be the part of tender document.

This issues with the approval of competent authority.



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