

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

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

OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH DESIGNATED CLUSTERS/INDIVIDUAL UNIPOLE SITES UNDER THE JURISDICTION OF SDMC.

TENDER NOTICE

No: CO/Advtt/Tender-1/2019-20/SDMC/NIT/D- **39A** Dated: **06/06/2019**

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters containing Unipole sites in South, Central, Najafgarh & West Zone and for allotment of advertisement rights through Individual Unipole sites under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of **three years** and further extendable to another period of two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. **The bidder can bid for 1 or more or all clusters or Individual Unipole site or all as per his financial capabilities as mentioned in clause 1 & 3 of tender document.** The Advertisement cluster/s, site/s shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective Cluster of unipole & individual Unipole at designated site as mentioned in **Annexure "1"** of the tender document.

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

The tender documents may be downloaded through SDMC's website www.mcdonline.gov.in, and payment of requisite tender Fee of Rs.10,000/- (Rupees Ten Thousand Only), which is 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 68 pages from 1 to 68. The tenders will be received and opened in the office of Commercial Officer (Advtt.) at the above mentioned address, as per following schedule:

Date of issue of Tender	06.06.2019
Pre Bid Meeting	11.06.2019 at 15.00 Hours at 22ND Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of Placement of Tender Box at 25th Floor for submission of bids	26.06.2019, 11.00 AM onwards
Last Date Of Submission of Tender Documents	28.06.2019, Till 15.00 Hours
Date &Time of opening of Technical bid	28.06.2019, At 15.30 Hours

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)

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

ELIGIBILITY CRITERIA, ESSENTIAL PRE-REQUISITES AND TERMS & CONDITIONS

1. Criteria for participation:

Sole Proprietorship Firm, Partnership Firm, Registered Society/Registered Cooperative Society, Public Limited Company or a Private Limited Company, against whom no dues are pending either from erstwhile MCD or from SDMC as on date and has not been blacklisted either by erstwhile MCD or 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 Tender document is eligible to submit bid for allotment of Advertisement rights through designated Clusters of Unipole site(s) in South, Central, Najafgarh and West Zone for advertisement rights through individual/cluster of Unipole sites in South, Central, Najafgarh and West Zone under the jurisdiction of SDMC as mentioned in **Annexure '1'**. The firm shall get itself registered with the Advertisement Department SDMC in appropriate category by submitting the requisite document and fulfilment 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:

Details of all advertisement Clusters/individual sites with Monthly MRP (**Minimum Reserve Price**) and **EMD** of each cluster within the jurisdiction of SDMC are specified in **Clause No.3 (e) & Annexure '1'**.

Important Note:-

- A.** All the bidders are advised to visit all the locations/clusters and make assessments of revenue potential of these clusters before bidding. No claim shall be entertained after bid submission regarding feasibility of site/s in terms of single side display or double side display or any other claims. The details of all advertisement sites are mentioned in **Annexure "1"**.
- B.** The Allottee of the respective Clusters of Unipole sites shall be allowed to shift the Unipole structures from the earmarked locations within the limit of respective cluster as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days (including incubation period) from the allotment (excluding the date of issue of allotment letter). An intimation with latitude and longitude and location of Unipole sites, Photographs of unipole site & affidavit/declaration, is to be submitted by the Allottee of the respective cluster declaring that all the Unipole sites installed/erected by them are as per the provisions/guidelines contained in OAP 2017 (Point no.5.3 and specific condition for category-I and other relevant points) or Outdoor Advertisement Policy enforced at that time within 60 days from the date of allotment of contract (excluding the date of issuance of allotment letter) to the department. In case the Unipole sites within the clusters are found violating any of the provisions of OAP 2017 or Advertisement Policy enforce at that time, by the department, imposition of penalty as laid down in

