

**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 FLAG SIGNS/MUPI/ADVERTISEMENT INSTRUMENTS/PRODUCT DISPLAY PLATFORM/WELCOME GATE/LED IN MARKET CLUSTERS OF WEST ZONE UNDER THE JURISDICTION OF SDMC".**

**TENDER NOTICE**

No: CO/Advtt/Tender-6/2019-20/SDMC/NIT/D- 878

Dated : 28/08/2019

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through Flag Signs/MUPI/advertisement instruments/Product Display Platform/LED in market clusters of West Zone, under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of **Seven Years**. **The bidder can bid for 1 or more or all clusters of Flag Signs/MUPI/advertisement instruments/Welcome Gate/Product Display Platform/LED in market clusters of West Zone or all as per his financial capabilities as mentioned in clause 1 & 3 of tender document.** The Advertisement cluster/s, shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective Market Clusters of West Zone 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 for each cluster/clusters 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), 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 51 pages from 1 to 51. 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>28.08.2019</b>
<b>Pre Bid Meeting</b>	<b>02.09.2019 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>16.09.2019, 11:00 AM onwards</b>
<b>Last Date Of Submission of Tender Documents</b>	<b>18.09.2019, Till 15.00 Hours</b>
<b>Date &amp; Time of opening of Technical bid</b>	<b>18.09.2019, 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  
22<sup>nd</sup> 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 Co-operative 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 Flag Signs/MUPI/advertisement instruments/Welcome Gate/Product Display Platform/LED in the market cluster of 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 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:**

Details of all advertisement Clusters with Monthly MRP (**Minimum Reserve Price**) and **EMD** of each market 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 Market Cluster shall be allowed to shift the advertisement structures within the allotted market area as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days from the date of allotment (excluding the date of issue of allotment letter). After installation of Flag Signs/MUPI/Advertisement instrument/Product Display Platform/LED sites within the respective Market Cluster of West Zone, the allottee shall have to submit requisite affidavit (declaring the installation of Flag Signs/MUPI/advertisement instruments/Product Display Platform/LED as per Outdoor Advertisement Policy 2017 or Outdoor Advertisement Policy prevailing at that time) along-with photographs of Flag Signs/MUPI/advertisement instrument sites/Welcome Gate/Product Display Platform/LED.

The following precautions are required to be taken by the advertiser during the period of contract while conversion of allotted advertisement display area into LED within the limit of allotted market cluster :-



- (i) The Conversion of Allotted Advertisement Display area into LED or installation of other allowed mode within the market cluster shall not contravene any guideline of OAP 2017, DMC Act, Bye laws made there under and other rules and regulations applicable and shall be install as per the prescribed dimension/size.
- (ii) Remission of fee shall not be allowed in any case, however, in case of new development/ improvement of market area etc, it shall be the responsibility of advertising firm to shift the Flag Signs/MUPI/advertisement instrument/Welcome Gate/Product Display Platform/LED at his own cost and risk, no remission in this regard shall be allowed.
- (iii) No remission of Fee shall be allowed in general, however, in extreme conditions which are not under the normal control of advertiser, in such cases, the fees remission shall be considered only in the exceptional circumstances on case to case basis by the department, however, the decision of the commissioner SDMC shall be final and binding in this regard.

**C.** Following are the necessary conditions to be followed at the time of change of site due to above mentioned reasons:

- (i) The changed location must be strictly as per provisions of OAP 2017 or the policy in force at that time. The advertiser must give an affidavit in this regard. However, the decision of the commissioner SDMC shall be final and binding in this regard.
- (ii) During the first 60 days of contract period (including incubation period), the allottee of the respective market cluster shall be at liberty to install/erect the Flag Signs/MUPI/advertisement instrument/Welcome Gate/Product Display Platform/LED sites as per OAP 2017 or Policy enforce at that time within the limit of the respective Cluster. An intimation with photographs of Flag Signs/MUPI/advertisement instrument/Product Display Platform/LED sites and affidavit declaring that all the Flag Signs/MUPI/advertisement instrument/Product Display Platform/LED sites installed/erected are as per the provisions/guidelines contained in OAP 2017 or Outdoor Advertisement Policy enforced at that time.
- (iii) It shall be the sole responsibility of the allottee/contractor to safeguard all the aspects associated with the guidelines of Hon'ble Court, Rules-Regulations, terms and conditions of Tender, Public Safety throughout the contract period. Any liability arise out from the same shall be the sole responsibility of allottee/contractor.

Further, the allottee/contractor/advertising firm is allowed to change the location of advertisement sites i.e Flag Signs/MUPI/advertisement instrument/Product Display Platform/LED, during the entire period of contract within the boundaries of allotted market cluster. The allottee/contractor/advertising firm shall be required to submit photographs of proposed location for change of advertisement sites and an affidavit regarding compliance of guidelines contained in OAP 2017 in respect of the proposed New/Change Location of advertisement site, in advance to the Advertisement Department. After Submission of requisite Photographs and Affidavit, in advance, to Advertisement Department, the allottee/contractor/advertising firm shall be allowed to shift/change location of advertisement sites within the allotted market cluster.

No remission of Fee shall be allowed for the period of change of location of advertisement sites within the boundaries of market cluster in general. However, in extreme conditions which are not under the normal control of allottee/contractor/advertising firm, in such cases, the fees remission shall be considered on case to case basis by the department in such exceptional circumstances. The decision of the Commissioner SDMC shall be final and binding in this regard.

