



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

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

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

No: CO/Advtt/Auction-07/2019-20/SDMC/NIT/D- 1141

Dated: 21/10/2019

AUCTION NOTICE

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 auction 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 auction document.

The eligible bidder may submit their bid containing the auction documents duly signed on each page along with requisite Earnest Money Deposit and requisite auction fee and other documents as mentioned in the auction document. This Auction document contains 65 pages.

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 auction fee and EMD shall be summarily rejected.

Commercial Officer (Advtt)

Commercial Officer
Advertisement Department / SDMC
25th Floor, Civic Centre, Minto Road
New Delhi-110002

SCHEDULE/ DATA SHEET FOR E-AUCTION FOR REGULAR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH UNIPOLE CLUSTERS/INDIVIDUAL UNIPOLE SITES FALLING UNDER THE JURISDICTION OF SOUTH DELHI MUNICIPAL CORPORATION ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS.

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| 1. | Reserve Price. | Mentioned under the Clause No.3 (Eligibility Criteria). |
| 2. | Period of availability of application for e-auction/offer documents of SOUTH Delhi Municipal Corporation website | From- 21.10.2019 at 11:00 hrs To - 04.11.2019 up to 16:00 hrs |
| 3. | Earnest Money Deposit. | The bidder shall deposit an EMD fixed for each of the Advertisement Cluster/Individual site through RTGS/NEFT/e-payment. |
| 4. | Pre-bid Meeting | On 25.10.2019 at 03:00 pm in the office of CO/Advtt., 25th Floor, Civic Centre. |
| 5. | Last date for submission/ uploading of documents online and online submission of EMD. | From- 21.10.2019 at 11:00 hrs To - 04.11.2019 upto 16:00 hrs |
| 6. | Cost of offer document by SDMC. | Rs. 10000/- for this NIT/Tender. |
| 7. | Auction processing charges payable by successful bidder after completion of e-auction within 3 days. | 0.95% of awarded value of one month for one time only, as per the final bid through e-auction. |
| 8. | Date of E-auction bidding. | 14.11.2019 from 11:00 hrs. to 16:00 hrs. |
| 9. | Increment value (in Rs.) | As per MRP of Advertisement Cluster : i) 10,000 to 5 lac - Increment value Rs. 5000/- ii) 5 lac < above - Increment value Rs. 10000/- |
| 10. | List of documents to be uploaded on e-portal and hard copy of the same to be submitted to CO/Advtt., 25 th Floor, Dr. Shyama Prasad Mukherjee Civic Centre, New Delhi-110002 on 04.11.2019 latest by 15.00 hrs. | The bidder is required to upload/submit the copy of the required documents as per Terms & Conditions (T&C): 1. Documents to be uploaded/submitted as per Clause No.3 (Eligibility Criteria). 2. Documents to be uploaded/submitted as per Clause No.4 (Part-I, Technical Bid) * All documents must be duly signed and attached by bidders. ** The bidders are required to submit original copy of the Affidavits (as applicable) as per the Auction Document as uploaded on the E-Auction website) to CO/Advtt., SDMC, on or before 04.11.2019. |

Complete offer document is available on auction website of SOUTH DMC www.tenderwizard.com/SOUTHDMC or www.mcdonline.gov.in and Corrigendum, if any, shall only be available on above websites.



Commercial Officer
Advertisement Department / SDC
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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 Auction documents eligible to submit bid for allotment of Advertisement rights through designated Clusters of Unipole site(s) in South, Central, Najafgarh and West Zones for advertisement rights through individual/cluster of Unipole sites in South, Central, Najafgarh and West Zones 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 auction 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 Auction .

2. Site Details:

Details of all advertisement Clusters/individual sites with 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

