



**SOUTH DELHI MUNICIPAL CORPORATION  
ADVERTISEMENT DEPARTMENT**

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

**OPEN AUCTION FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH FLAG SIGNS/MUPI/ADVERTISEMENT INSTRUMENTS/PRODUCT DISPLAY PLATFORM/WELCOME GATE/LED IN MARKET CLUSTERS UNDER THE JURISDICTION OF SDMC".**

**AUCTION NOTICE**

No: CO/Advtt/Auction-13/2019-20/SDMC/NIT/D-1364

Dated : 06/12/2019

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 etc. in market clusters 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 etc. in market clusters under jurisdiction of SDMC as per his financial capabilities as mentioned in clause 1 & 3 of Auction document.** The Advertisement cluster/s, shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective Market Clusters mentioned in **Annexure "1"** of the Auction document.

The eligible bidder may submit their bid containing total 53 pages, the Auction documents duly signed on each page along with requisite Earnest Money Deposit and requisite Auction fee for each cluster/clusters and other documents as mentioned in the Auction document.

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 (Advt.)

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 FLAG SIGNS/MUPI/ADVERTISEMENT INSTRUMENTS/PRODUCT DISPLAY PLATFORM/WELCOME GATE/LED IN MARKET CLUSTERS UNDER THE JURISDICTION OF SOUTH DELHI MUNICIPAL CORPORATION ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS.**

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- 06.12.2019 at 11:00 hrs To - 16.12.2019 up to 16:00 hrs
3.	Earnest Money Deposit.	The bidder shall deposit an EMD fixed for each of the Advertisement Cluster through RTGS/NEFT/e-payment.
4.	Pre-bid Meeting	On 10.12.2019 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- 06.12.2019 at 11:00 hrs To - 16.12.2019 upto 16:00 hrs
6.	Cost of offer document by SDMC.	Rs. 5,000/- per site/cluster for which bid is submitted.
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.	20.12.2019 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 <sup>th</sup> 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 ( <b>Eligibility Criteria</b> ). 2. Documents to be uploaded/submitted as per Clause No.4 ( <b>Part-I, Technical Bid</b> )  * 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 18.12.2019.

Complete offer document is available on auction website of SOUTH DMC [www.Auctionwizard.com/SOUTHDMC](http://www.Auctionwizard.com/SOUTHDMC) or [www.mcdonline.gov.in](http://www.mcdonline.gov.in) and Corrigendum, if any, shall only be available on above websites.

  
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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 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 South and Central 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 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 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 South and Central 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 Auction, 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.

- (iv) Any violation of OAP 2017 or the policy in force at that time shall invite penalties which may include immediate cancellation of the contract with forfeiture of security deposit/Performance Guarantee including Advance MLF.
- D.** The department shall not be responsible, in case the advertiser fails to install/erect, the Flag Signs/MUPI/advertisement instrument/Welcome Gate/Product Display Platform/LED sites in the respective market cluster within the prescribed period and no relaxation in the MLF shall be granted in this regard.
- E.** There will be 5 % increase on awarded MLF from commencement of 3<sup>rd</sup> year of contract for each year of the contract period i.e. upto 7<sup>th</sup> year.
- F.** The successful bidder shall incur all expenses related to construction of foundation, installation, erection, fabrication, electrical installation of the advertisement sites and structural design of advertisement sites and also for shifting etc.
- G.** The Advertising Firm shall be at liberty to change the Fascia Display from single display to double display and vice versa within the respective market cluster but not exceeding the total number of allotted area within the respective market cluster by submitting prior written information to the department.
- H.** The Flag Signs/MUPI/Advertisement instrument/Welcome Gate/Product Display Platform/LED shall be allowed in the Market Cluster/area.
- I.** The Allottee/Contractor/Advertising firm may utilize the market boundary wall, park wall and parking space of market etc, if available for display of advertisement.
- J.** The Advertising Firm can also display advertisement through Product Display Platform format in the Market Cluster. The total display area for such Product Display Platform will be maximum 150 sq. ft with maximum height of 3.5 mtr.
- K.** The Advertising Firm can also display advertisement through welcome gate on the entry and exit points of respective markets with maximum commercial display area of 120 sq. ft for each welcome gate. The Welcome gate should have minimum ground clearance of 15 ft from the ground and the height of display shall not exceed 6 feet. Further, the remaining available advertisement display space on the welcome gate apart from 120 sq. ft of commercial display shall be reserved for display of Information pertaining to market.
- L.** The Allottee may use Park/Boundary Wall through One Panel of maximum size 15 Square 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.
- M.** The advertising firm shall submit a structural stability certificate with respect to Flag Sign/MUPI/Advertising instrument/Welcome Gate/Product Display Platform LED within 70 days from the date of issuance of allotment letter mentioning that the structure/devices installed by them are structurally sound and safe & are as per guidelines mentioned in OAP 2017. In case of any mishap/accident to any person/public/property at any time throughout the contract period due to advertisement devices/structures/advertisement instrument installed by the allottee/contractor/advertisement firm, it shall be the sole responsibility of the respective advertisement firm to compensate claim/damage arising out of any such mishap/accident to any person/public/property, SDMC shall not be responsible in such an event or circumstances.
- N.** In case of first/new Flag Sign/MUPI/Advertisement Instrument the installation of structure shall be responsibility of the advertiser, however, in the event surrender of



