



SOUTH DELHI MUNICIPAL CORPORATION

Advertisement Department

Dr. Shyama Prasad Mukherjee Civic Centre (25TH Floor),
Jawaharlal Nehru Marg, New Delhi-110002,
Ph. No. 011-2322-7511

No. CO (Advtt.)/SDMC/Auction-18/2019-20/D-1963

Date: 24.01.2020

CORRIGENDUM

Sub:- Auction No. CO/Advtt./Auction-18/2019-20/SDMC/NIT/D-1644 dated 06.01.2020.

With reference to the subject cited e-auction, following are the revised/modified clauses, which may be read as under :-

- 1. The previous clauses have been modified with the revised clauses as mentioned under the Table given below :**


Sl. No.	Previous Clause	Revised Clause
	<p>Successful Allottee/Allottees of respective cluster/clusters containing LED Screens/Digital media under the jurisdiction of SDMC, are eligible to make an application for additional site/sites in their awarded cluster/s strictly as per OAP 2017. The rate of LED chargeable shall be the prevailing rate of awarded Digital media in the respective cluster.</p> <p>The decision of Commissioner, SDMC or any other Officer authorized in this regard shall be final and binding. The Contractor/Successful Allottee shall complete all the formalities including deposit of Security Deposit, Advance MLF, for additional display area/site/s. A supplementary agreement shall be executed between contractor and SDMC in this regard. Remaining terms and condition shall be the same as mentioned in Auction document.</p>	<p>Successful Allottee/Allottees of respective cluster/clusters containing LED Screens/Digital media under the jurisdiction of SDMC, are eligible to make an application for additional site/sites in their awarded cluster/s as follows with prior approval of the Department :</p> <ol style="list-style-type: none">The allottee may apply additional LED/Digital media upto 50% of the total allotted area of the respective cluster to display display advertisement through LED/Digital media subject to submission of advance monthly license fee @ prevailing rate/MLF of the cluster. <p>OR</p> <p>The Allottee may apply Non LED/Non-Digital media upto 100% of the total allotted area of the respective cluster to display advertisement through Non LED/Non-Digital media such as Flag-signs, MUPIs, Advertisement</p>

		<p>Instruments etc subject to submission of advance monthly license fee @ 50% of the prevailing rate/MLF of the cluster.</p> <p>2. Further, in above circumstances the allottee shall submit Security deposit as per the approved terms and conditions of the contract in this regard.</p> <p>The LED/Digital media/Non LED media shall be strictly as per OAP 2017.</p>
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2. Further, following clauses are also added under Clause No.2 "Site Details" :

Clause (n): *The Advertising firm shall be allowed to display the allotted advertisement area as per their commercial utilization in any shape or/and size as per OAP 2017. The size for advertisement display through single Flag Signs/MUPI/advertisement instrument is 2 mtr. X 1.5 mtr., however, the Advertising firm shall be allowed to combine up to Four Advertisement instrument into a single advertisement instrument once with total display area of 12 sq. mtr. which can be displayed horizontally or vertically as per their requirement but not exceeding total display area of 12 sq.mtr (combining 4 advertisement instrument of size 2 mtr. x 1.5 mtr.) subject to availability of space and aesthetics of the market. However, if the allottee wants to combine second time and onwards he shall be restricted to combine only two advertisement instrument of size 2 mtr. x 1.5 mtr for making one advertisement instrument and such combination shall be made upto two times. The advertising firm shall ensure the adherence of guidelines, terms and conditions of OAP 2017, DMC Act, Bye Laws made there under and registration guidelines, while displaying such advertisement within the allotted market boundaries.*

Clause (O) : *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 contract within first 2 years of contract period, the structure of Flag Sign/MUPI/LED/Welcome Gate/ Advertisement Instrument/Product display platform shall always become property of SDMC. However, if the Surrender is applied by the H-1 bidder/Advertising firm after completion of initial period of 2 years of Contract period, in such case, all the structures of Flag Sign/MUPI, shall become the property of SDMC.*


 COMMERCIAL OFFICER,
 Advtt./SDMC