



**SOUTH DELHI MUNICIPAL CORPORATION  
OFFICE OF THE ADDITIONAL DEPUTY  
COMMISSIONER (ADVT.)**

Dr. Shyama Prasad Mukherjee Civic Centre (25<sup>th</sup> Floor),  
Jawahar Lal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7505

**TERMS & CONDITIONS FOR AWARD OF WORK OF ADVERTISEMENT RIGHTS (ONLY) OF  
EXISTING WATERLESS URINALS IN SOUTH-DMC**

**TENDER NOTICE**

No: ADVT/2014-15/12/1229

Dated: 27/10/14

Sealed tenders are invited from the advertising agencies registered with the advertisement department of South Delhi Municipal Corporation (under any category), holding a valid registration certificate on the date of tender, for award of work of existing WATERLESS Urinals against advertisement rights, at sites within the jurisdiction of South-DMC, as per approved terms and conditions.

Tender document comprising of tender form, terms and conditions and list of sites can be downloaded from Municipal Website at [www.mcdonline.gov.in](http://www.mcdonline.gov.in) > e-tendering. Tender form/documents can be submitted in the prescribed 'formats/annexures' along with requisite Earnest Money (mode as detailed in tender form) and Tender fees (Rs 1,000/- by demand draft/pay order only) payable at Delhi, drawn in favor of Commissioner, SDMC. The tenders will be received and opened in the office of Commercial Officer (Advt.) at the above mentioned address, as per following schedule:

Date of issue of Tender	27/10/2014, onwards
Pre Bid Meeting	03/11/2014 at 11:00 Hours at 25 <sup>th</sup> Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of issue of Corrigendum/Addendum	07/11/2014
Date of Placement of Tender Box at 25 <sup>th</sup> Floor for submission of bids	11/11/2014, 11.00 AM onwards
Last Date Of Submission of Tender Documents	13/11/2014, Till 15:00 Hours
Date & Time of opening of Qualification bid	14/11/2014, At 11:00 Hours
Date & Time of Opening of Financial Bid	14/11/2014, At 15:00 Hours

Application of tenders with incomplete documents & without tender fee shall be summarily rejected.

Sd/-  
Commercial Officer  
(Advt.)

Commercial Officer  
1 Advertisement Department (ADVT)  
25<sup>th</sup> Floor, Civic Centre, Wjh Road,  
New Delhi-110002

## BIDDING CRITERIA AND ESSENTIAL PRE-REQUISITES OF WATERLESS Urinals in SDMC

### 1. Eligibility criteria for participation:

Only registered advertiser with South Delhi Municipal Corporation shall be eligible to participate in the tenders for allotment of contracts for Advertising rights (only) of WATERLESS Urinals of the SDMC.

### 2. Site Details:

Details of advertisement Sites put to tender in this NIT and their Minimum Reserve Price (Zone Wise) is specified in 'ANNEXURE -1'

### 3. Documents to be submitted with tender form:

#### a) Qualification Bid:

Bidder shall be required to submit the following certificates/undertakings and documents.

- 1) Bid Application in Format given at 'ANNEXURE-2'.
- 2) Copy (self attested) of Certificate of Registration with SDMC.
- 3) No Dues Certificate issued under the signatures of Commercial Officer (Advt. Department)
- 4) Earnest Money Deposit (EMD). (Detailed in 'Annexure 5' of terms and conditions.)
- 5) Basic information about Bidder and advertisement site/zone for which the Bid has been submitted in format given at 'Annexure 6'.
- 6) Tender Fee (non refundable) of Rs 1,000/- (Rupees One Thousand Only) by way of demand draft/pay order payable at Delhi drawn in favour of Commissioner, SDMC, separately for each site which is bid for.
- 7) Qualification bid should be submitted in the format required for Qualification Bid & should be kept in separate sealed cover super scribing 'Part 1 - Qualification bid - Tender for allotment authorized advertisement sites /Zone under the jurisdiction of SDMC'.

#### b) Financial Bid :

Bidder shall be required to submit the following certificates/undertakings and documents:

- 1) Financial Quote for the advertisement Site in the Format given at 'ANNEXURE-3'
- 2) Financial bid to be submitted in format required for financial bid & should be kept in separate sealed cover super scribing 'Part II - Financial Bid - Tender for allotment of authorized advertisement sites/zone on Waterless Urinals under the jurisdiction of SDMC.

Any tender not accompanied with any of the above mentioned documents/information/certificates/undertakings, is liable to be rejected, summarily. Separate tender should be submitted for each site. Any advertiser, who has not cleared past dues, if any, of SDMC or has been black-listed by either erstwhile MCD or SDMC, shall not be eligible to participate in the tender and such participation will be rejected, summarily.

#### Note :

- a) If an 'advertiser/agency' is bidding for more than one site of the NIT, single qualification bid will be acceptable however, separate financial bid(s) & separate tender fees shall be submitted for each individual site.
- b) Only H-1 bidders shall submit an undertaking by way of affidavit on a stamp paper of Rs 100/- duly notarized to the effect as per 'Annexure 4'.

#### 4. BID - Roles and Responsibilities:

##### (a) Supporting infrastructure to be provided to the selected bidder by SDMC:

- 1) **Liaison with agency authorized by SDMC for e- advertisement solution:** In future SDMC may authorize any agency for implementation of IT based e- advertisement solution incorporating RPID in all the advertisement sites of SDMC. In this regard the advertiser shall assist/cooperate SDMC in organizing discussions/technical information with this agency to enable the SDMC to implement the e- advertisement solution.
- 2) **The Advertiser shall be responsible for damage caused to the public/property during display of Advertisement:** SDMC shall not be responsible or liable or made a party to any damages or accidents which may happen at the site. The Advertiser shall be liable and responsible for any loss of life and / or physical harm/ theft any other loss to the public or any other agency including Government on account of negligence on the part of Advertiser in maintaining the site properly.
- 3) **The Advertiser to intimate change of address/email-id etc:** The Advertiser shall keep Advertisement Department of SDMC informed of change in his address, change in constitution & e-mail-id etc. The intimation of change of address shall be given to the Advertisement Department for necessary amendments in the registration certificate. Otherwise a communication sent at the address given to the SDMC shall be deemed to have been received by the Advertiser.
- 4) **No subletting of advertisement rights:** No subletting of the advertising site is permissible. The Advertiser shall manage the Advertisement site by himself/itself or through his/its employees but shall not be allowed to sublet the Advertising site to any other person/agency/firm. If at any point of time it is found that the Advertising site has been sub-let the license, as well as current contract shall be liable for cancellation with the approval of competent authority.

##### (b) Terms & Conditions and Important Instructions:

The other terms & conditions and important instructions for management of advertisement sites are as specified in 'ANNEXURE-5'.

##### (c) Responsibility of bidder:

- 1) The bidder shall be given the advertising site(s)/Zone on 'as is where is basis' & it shall be responsibility of the bidder to inspect the advertisement site(s) & obtain necessary clarifications, if any, to his satisfaction before offering to bid for the same. The bidder shall also acquaint himself of all the local conditions and the advertisement site's condition.
- 2) The bidder should bid the amount by considering its entire revenue potential. SDMC will not be responsible for any decline in the revenue at the advertisement site(s) for any reason whatsoever. Any claim for remission on the basis of harm to business interest on extraneous / unforeseen conditions / reasons whatsoever shall be summarily rejected by the SDMC without any kind of response to the licensee & the licensee shall not be entitled to make any claim / remission on that account.
- 3) The bidder must conduct survey of the existing processes and make independent evaluation of the scope of work. No bidder can hold the SDMC responsible for non understanding of the scope of work. Bidders are free to visit the said advertisement site to understand the field operations and current revenue administration. The process is fully in public domain and no separate information shall be given to any bidder by the SDMC on this account.

## 5. Bid Submission Instructions:

### a) Submission Procedure:

The duly filled tender should either be submitted in tender box or sent by registered post (which shall be valid only if received on or before the due date). In case on due date if any holiday is declared then due date will be next working day on same time and venue.

- Tender form should be clearly filled in ink/duly typed giving full name and address of the party and in English Language only. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English.
- Any interlineations, erasures, over-writing, alterations, additions, etc. will disqualify the Tender.
- That the document (all pages) must be signed by an authorized signatory of the bidder.
- The Bidder is expected to carefully examine all the instructions, guidelines, terms and conditions and formats of the tender in his own interest. Failure to furnish all the necessary information as required or submission of a proposal not substantially responsive to all the requirements of the tender shall be at Bidder's own risk and may be liable for rejection.
- No bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.
- Bidders shall submit their Proposals at the given address on or before the last date and time for receipt of proposals mentioned in the tender documents.

### b) Rejection of Bids:

SDMC reserves the right to reject any/all bids without assigning any reason thereof and without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision. The SDMC may at its sole discretion and at any time during the evaluation of Proposal, disqualify any Bidder on any of the following grounds:

- If he has made misleading or false representations in the tender document submitted by him in the tender.
- If he has any pending dues with erstwhile MCD (now pertaining to SDMC) or SDMC.
- Any bidder who has been blacklisted by SDMC/erstwhile MCD due to any reason.
- Any bidder who is found to have any interest in the disqualified/blacklisted agency/person/company.
- Tries to influence the tender process through direct contact with any official involved in the tender process or through manipulative news reports against any competing bidder / complaints against competing bidders from known or unknown sources.
- Submitted a proposal that is not accompanied by required documentation or is non-responsive. In the absence of any document as required, the concerned party shall be considered as not eligible and in that eventuality their tender shall not be considered.
- Failed to provide clarifications related thereto, when sought.
- Any delay in receipt of tender documents through post / courier shall render the tender invalid. Telegraphic / fax/ e-mail tender etc shall be summarily rejected.

- Information relating to the examination, clarification and comparison of the Proposals shall not be disclosed to any bidder or any other persons not officially concerned with such process until the selection process is over.
- The Qualification Bid proposal should not include any financial bid information. A Qualification Bid proposal containing any financial bid information shall be summarily rejected.
- Any superfluous document(s) not related to the mandatory criteria in company profile shall not be taken into account no weightage shall be given and shall result in summary rejection of bids. All participating bidders are clearly instructed to attach documents which are relevant to the scope of work / mandatory criteria as specified in the tender document and not any other work.
- Any bidder found indulging in malicious campaign or disinformation campaign or personal character assassination / vilification against any official of the SDMC or any other bidders either directly or through third parties, at any time after publication of the NIT, shall be liable for rejection of bids and other legal actions as per law. Such bidders may also be blacklisted by the Municipal Corporation.

#### 6. Pre Bid Meeting:

The SDMC may convene a pre-bid meeting to address any Tender related queries. However, it be clear that the SDMC shall entertain only those questions which have been submitted in writing on the letter head of participating bidders/registered advertisers duly received in advertisement department of SDMC at least 2 working days in advance to the pre bid meeting. No questions other than that submitted in writing shall be entertained.

Each bidder must mention his registration number while submitting queries for the pre-bid meeting. Amendments necessitated, if any, as a result of the pre-bid meeting or otherwise shall be made available to participating bidders through email only. It shall be the responsibility of the bidders to fine tune their proposals incorporating the amendments so communicated through the email. The SDMC shall not be responsible for any oversight or negligence on part of the bidders on the amendments to the terms and conditions of the tender document and notified through the email. That the SDMC shall not be responsible for communicating the same through phone or post.

#### 7. Acceptance of Tender/Bid:

- The validity of the offer given by the advertiser shall be for 180 days and the same cannot be withdrawn by the bidder before the expiry of validity period, otherwise EMD shall be forfeited and the bidder shall be blacklisted for future tenders, besides other action(s) being taken against him.
- The offer/bid made by the bidder shall be subject to acceptance by the competent authority, SDMC or any other officer authorized / designated by the competent authority. Earnest money in respect of unsuccessful bidder will be refunded / returned without any interest, unless the same is forfeited for some other reasons.
- Advertisement license may be given to the highest bidder (at the discretion of the competent authority), even if there is valid single bidder. But, no bid quoting MLF less than the minimum Reserve MLF will be accepted.
- In case, there are two successful highest bidders, with matching bids the H-1 will be decided by lucky draw system under the supervision of competent authority of the SDMC in the presence of both the bidders. During such a draw either the bidder or his authorized representative along with authorization certificate shall

be allowed to contest in the draw and decision of authorized representative in this regard shall be binding on the party/bidder.

**8. Opening of Tender :**

Tender shall be opened in the presence of intending bidders/their representatives, who may like to be present at that time. In case Tender opening date is declared HOLIDAY, Tender shall be received and opened on next working day at the same time specified in the NIT (Notice Inviting Tender).

**9. Allotment Letter:**

The offer made by the registered 'advertiser/agency' shall be subject to acceptance by the Commissioner, SDMC or any other officer authorized by him. The offer once accepted, shall be final and binding upon the advertiser/agency. The agency shall be liable to complete all the requisite formalities, as specified in offer letter, within seven days of issue of the same and thereafter a formal allotment letter shall be issued to the H-1 advertiser/agency. Any offer/permission granted by the competent authority 'may/can' be withdrawn, any time without assigning any reason thereof.

**10. Agreement:**

The 'advertiser/agency' shall be liable to enter into an agreement with SDMC prior to issuance of allotment letter. The agreement is to be executed on a non-judicial stamp paper of Rs. 100/- duly attested by 1= Class Magistrate or Notary which is to be purchased and provided by the said bidder within 7 days of issue of the offer letter, failing which the earnest money shall be forfeited along with levy of penal action as per penalty clause and offer so issued can be cancelled at the prerogative of SDMC. Agreement format shall be provided by the department along with offer letter and the agreement shall be subject to the provisions contained in Act/Rules/ Regulations / Bye-laws, as in force from time to time. The decision of the competent authority in SDMC shall be final and binding on any issue arising out of the Agreement. Any supplementary agreement shall be entered on need or circumstantial basis subject to the requirements of SDMC. Stamp duty, if levied by Government on such contracts, the same shall be required to be registered at nominated registrar's office and amount of stamp duty is to be paid by the contractors

**11. Premature closure of contract:**

In case of implementation of any new comprehensive advertisement policy for Delhi or any direction by Court of law or advertisement site being required by Government / Corporation, SDMC retains the right to cancel the license agreement of advertisement contracts by giving one month's notice in writing and the advertiser will not be allowed any extension on any ground whatsoever. Any loss of revenue to the advertiser on above conditions shall not be borne by SDMC.

**12. SUCCESSOR BODY:**

In case, if there is a change in the constitution of the implementing agency, its successor body shall be bound by the agreement during its tenure.

**13. EXCLUSIVITY:**

The successful bidder shall have exclusive right for the implementation of the said project for the time period as defined above.

#### 14. Force Majeure:

- a) The bidders shall not be responsible for failure or delay in performing their obligations under pressure(s) due to force majeure, which shall include but not be limited to war (invasion, armed conflict or act of foreign enemy, blockade, revolution, riots, insurrection, civil commotion, act of terrorism, or sabotage), Act of God, epidemic, cyber terrorism / cyber criminals, lightning, earthquake, cyclone, whirlwind, flood, tempest, storm, drought, lack of water or other unusual or extreme adverse weather or environmental conditions, action of the elements, meteorites, fire or explosion, strike, restrictions put by the Government or any Court Of Law / threats from anti national elements / political protests against the project or extortion from anti social elements, theft, loot or any other situation not envisaged at the time of formulation of this project / tender.
- b) If the circumstances leading to force majeure occur, the affected party shall give a notice thereof to the other party. The notice shall include full particulars of the nature of Force Majeure event, the effect it is likely to have on the Affected Party's performance of its obligations and the measures which the Affected Party is taking, or proposes to take, to alleviate the impact of the Force Majeure Event and restore the performance of its obligations. The obligations of the Affected Party shall be suspended to the extent they are affected by the Force Majeure.
- c) That Security Deposit/Performance guarantee shall not be invoked in case of force majeure situations.

#### 15. Termination of Contract:

1. The SDMC may at any time terminate the Contract by issuing a written notice to the advertiser if it becomes bankrupt or otherwise insolvent or in case of dissolution of firm/company/partnership or winding up of firm/company/partnership.
2. The contract may also be terminated due to non-performance of selected agency during the period of execution of Contract. In such case the SDMC shall intimate the selected bidder in writing about all the issues where the performance is below the required level or is not satisfactory and the selected bidder shall be given a time of 15 days to rectify the same. Failure to rectify the same shall result in termination of the contract. In the event of non performance of the contract a part/full of the 'Performance Guarantee/Security Deposit' 'may/can' also be deducted by SDMC and decision of the competent authority shall be binding upon the advertiser/agency.
3. The contract shall not be terminated for failure to discharge responsibilities due to force majeure situations.
4. That no consequential damages shall be payable by SDMC upon termination of the contract.

#### 16. Disputes

All legal matters shall be subject to Delhi jurisdiction, only.

#### 17. Interpretation:

For interpretation of any clause in the Tender or project functionalities during project execution phase, the interpretation as adopted by the SDMC shall be final and binding.



Commercial Officer

Advertisement Department / SDMC  
2nd Floor, Civil Centre, Minto Road  
New Delhi-110002

**18. Undertaking/Affidavit:**

The H-1 bidder will have to submit an Affidavit declaring therein that the statements made by him and all the facts stated in connection with the tender and documents submitted in this behalf are true and correct to the best of his knowledge and nothing has been concealed there from.

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Commercial Officer

Advertisement Department / SCMC  
22nd Floor, Civic Centre, 11th Floor  
New Delhi-110001





## Details of Advertisement Sites put to Tender

TYPE OF MEDIA: WATERLESS URINALS (ON ZONAL CLUBBING BASIS)

WEST ZONE

S/ No	Ward No	Location of Water less urinals	Longitude	Latitude	Appox Area of display	Category
1	101	Bali Nagar, Red Light Main Nazafgarh Road	28° 39 1457	077° 07 7677	162 Sq ft.	A
2	101	Behind Rajdhani College, Major Bakshi Road	28° 39 4199	077° 07 6611	162 Sq ft.	B
3	101	In Zonal Office, West Zone	28° 38 9869	077° 07 1081	162 Sq ft.	B
4	101	Ramesh Nagar Red Light, Main Najafgarh Road	28° 39 2031	077° 07 9701	162 Sq ft.	B
5	105	D-Block, Tagore Garden, near central school	28° 38 9466	077° 06 6178	162 Sq ft.	C
6	105	AD Block, Tagore Garden, near Gurudwara	28° 39 0117	077° 06 7716	162 Sq ft.	C
7	105	AC Block, Govt Boy SS School, Tagore Garden	28° 38 7570	077° 06 6027	162 Sq ft.	C
8	105	Near MIG Flats, Rajdhani Garden	28° 38 5268	077° 06 6970	162 Sq ft.	B
9	105	J-9 Rajouri Garden, near Govt Sr. Sec School	28° 38 6948	077° 06 9236	162 Sq ft.	C
10	105	S Block, Rajouri Garden, near Janta Market	28° 38 3894	077° 07 3699	162 Sq ft.	C
11	105	F Block, Rajouri Garden, near Govt Sr. Sec School	28° 38 7274	077° 07 3466	162 Sq ft.	C
12	105	A Block, Loha Mandi, Rajouri Garden,	28° 38 9667	077° 07 4487	162 Sq ft.	B
13	105	A Block, Loha Mandi, In side Rajouri Garden,	28° 38 8981	077° 07 4995	162 Sq ft.	C
14	105	G Block, Rajouri Garden, near sanatan Dharam Mandir	28° 38 6059	077° 07 2578	162 Sq ft.	C
15	107	80 feet road, near Kali Mana Mandir, B Block, JJ Colony, Chowkhundi	28° 38 8390	077° 05 6016	162 Sq ft.	D
16	107	80 feet road, near DIB (Sewar) office, B Block, JJ Colony, Chowkhundi	28° 38 8929	077° 05 6304	162 Sq ft.	D
17	109	Tilak Nagar Gol Chhakar, prem Nagar, slsde	28° 38 1804	077° 05 7266	162 Sq ft.	B
18	109	Choti Subji Mandi near OBC Bank, Janak puri	28° 38 0599	077° 05 6602	162 Sq ft.	C
19	109	Choti Subji Mandi near, Mother Dairy Booth, Janak puri	28° 38 0266	077° 05 6900	162 Sq ft.	C

20	109	Choti Subji Mandi near , Dhalao Janak puri	28° 37 9934	077° 05 5943	162 Sq ft.	C
21	109	Hari Nagar Clock Tower, near shyam Khatu Stadium	28° 37 5123	077° 06 6325	162 Sq ft.	B
22	109	Fateh Nagar Village, near Mother Dairy Booth	28° 37 7984	077° 05 2748	162 Sq ft.	C
23	110	Opp Shamschan Ghat, Mangal Raya	28° 36 7625	077° 06 7259	162 Sq ft.	D
24	110	Opp Hanuman Mandir, Khojan Basti	28° 36 7744	077° 06 8957	162 Sq ft.	D
25	110	Opp Bhawar Singh Library, Bhoop Singh Busti, Mangal Raya	28° 36 6596	077° 06 6787	162 Sq ft.	D
26	110	Pt Vishnu Dutt Marg, Opp Mother Dairy, Mangal Raya	28° 36 7401	077° 06 5734	162 Sq ft.	D
27	110	Under fly over, Pankha Road , Mangal Raya	28° 36 3827	077° 06 4819	162 Sq ft.	D
28	110	Pt Vishnu Dutt Marg, Opp D-1A market , Janak puri	28° 36 5734	077° 06 3876	162 Sq ft.	C
29	110	Satguru Ram Singh Marg , Opp Anand Mkt, Lalwanti Garden	28° 36 8397	077° 06 3835	162 Sq ft.	C
30	110	Opp Hari Nagar Bus stand Depot, near A Block, Hari Nagar	28° 37 4890	077° 06 1070	162 Sq ft.	A
31	111	Opp DDU Hospital Road, near Gate, Hari Nagar	28° 37 6780	077° 06 6622	162 Sq ft.	B
32	111	Near Bus stop, MIG Flats Mayapuri, D Gate, Vatika Apartment.	28° 37 8617	077° 07 1612	162 Sq ft.	B
33	111	Opp Amit Nursing home, Tikona park, J Block, Beri Walla Bagh	28° 38 0319	077° 06 5931	162 Sq ft.	C
34	112	6 Block, near MCD Primary school, Subhash Nagar	28° 38 2929	077° 06 7881	162 Sq ft.	B
35	112	820 Bus stand, near MCD quarters Subhash Nagar	28° 38 1134	077° 07 0272	162 Sq ft.	B
36	112	9 Block, Ramula Ground, Subhash Nagar	28° 38 1212	077° 07 0614	162 Sq ft.	B
37	112	1 Block, MCD School, Chhalarwala Park	28° 38 2006	077° 06 4649	162 Sq ft.	C
38	112	9 Block, Opp CTC Subhash Nagar	28° 38. 2230	077°. 07.1699	162 Sq ft.	C
39	113	New Mahavir Nagar, Nazafgarh Road, near Janakpuri Metro station	28° 37. 9893	077°. 05.1443	162 Sq ft.	A
40	114	Opp Aggarwal Sweets near fly over, Nazafgarh Road.	28° 38. 1145	077°. 05.5329	162 Sq ft.	A
41	114	Opp Vihari Megha mart, I Block , Tilak Nagar, Adjoining park	28° 38. 1669	077°. 05.6492	162 Sq ft.	A
42	114	Opp Gandhi Cycle, near Tilak Nagar, Metro station	28° 38. 2026	077°. 05.7211	162 Sq ft.	A
43	114	Opp JBI Office, Main Nazafgarh Road, under fly over	28° 38.2506	077°. 05.8250	162 Sq ft.	A

44	114	Under fly over near metro station, Tilak nagar, Ashok nagar side.	28° 38. 2232	077° 05.8204	162 Sq ft.	A
45	116	Near PVR Sonia Cinema, Vihash puri	28° 38. 3293	077° 04.4306	162 Sq ft.	B
46	118	Near Janak cinema, Pankha road.	28° 36.6405	077° 05.6416	162 Sq ft.	A
47	123	Opp PVR Sonia Cenema,Guru Virja Nand Marg.	28° 38. 3150	077° 04.5291	162 Sq ft.	A
48	123	Near cricket stadium,J Colony,Hastal (Near Dhalao)	28° 37. 7316	077° 03.7344	162 Sq ft.	D
49	123	Near WZ-243,Shani Bazar,J Colony, Hostal	28° 37. 4994	077° 03.6749	162 Sq ft.	D
50	109	Opp Guru dwara Chhoti Sabji Mandi	28° 38. 0600	077° 05.5526	162 Sq ft.	B
51	116	Opp Keshav pur Village near CRPF Camp	28° 38. 8138	077° 04.9717	162 Sq ft.	B

#### NAZAFGARH ZONE

S/ No	Ward No	Location WLU	Longitude	Latitude	Appx Area of display	Cateogory
1	141	Bharthial Village C-141/NGZ	28° 32 5578	077° 02 6591	162 Sq ft.	D
2	141	Brijwasan Village C-141/NGZ	28° 31 9945	077° 03 6003	162 Sq ft.	D
3	130	Nashipur road Opp Gali No 1 Mahavir Encalve	28° 35 5543	077° 05 1736	162 Sq ft.	D
4	130	Mangla puri Phase-I	28° 35 2347	077° 05 1676	162 Sq ft.	C
5	130	Mangla Puri Opp J.E.Store	28° 35 4977	077° 05 1580	162 Sq ft.	D
6	135	Sabzi mandi Mangla Puri (Bus terminal)	28° 35 4263	077° 05 1882	162 Sq ft.	D
7	135	Near Bus stand Route No 770 Palam Village near railway crossing	28° 35 1050	077° 05 4867	162 Sq ft.	C
8	145	Near Bus stand Route No 727 Palam Village near Palam Chowk	28° 35 3502	077° 04 8413	162 Sq ft.	C
9	138	Delhi Gate Najafgarh	28° 37 2111	077° 01 4762	162 Sq ft.	D
10	137	Chhawala Bus stand Nazafgarh	28° 36 5126	076° 59 1554	162 Sq ft.	C
11	145	Near Bus stand Route No 781 Palam Village near fly over Palam Dwarka.	28° 35 5424	077° 04 8417	162 Sq ft.	C
12	136	Near Sr.Sec School Palam Village (Opp Old Mehrauli Road)	28° 35 3155	077° 04 8596	162 Sq ft.	C
13.	138	Near Primary Health Centre Opp Nazafgarh Town	28° 36 8410	076° 59 1256	162 Sq ft.	C

**CENTRAL ZONE**

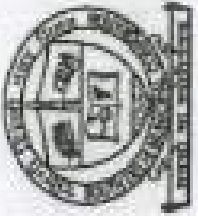
S/No	Ward No.	Location WLU	Longitude	Latitude	Appx Area of display	Category
1	192	Kalkadevi marg near DDA marg	28° 33.5717	077° 14.6493	162 Sq ft.	B
2	160	Kalkadevi marg C -Block Dayanand Colony	28° 33.6473	077° 14.8818	162 Sq ft.	B
3	160	Kalkadevi marg Near HDFC Atmi Garhi Village Amar Colony	28° 33.7082	077° 14.9848	162 Sq ft.	B
4	160	Firozganahi Marg 3C Lajpat Nagar III	28° 34.0882	077° 14.4969	162 Sq ft.	A
5	160	Vikram Vihar Gurudwara Lajpat Nagar 4.	28° 33.7851	077° 14.4147	162 Sq ft.	A
6	158	Safdarjung Terminal	28° 34.7829	077° 12.7912	162 Sq ft.	B
7	158	Safdarjung Terminal	28° 34.7809	077° 12.8347	162 Sq ft.	B
8	158	Opp Arya Samaj Mandir Main Chowk Kotla Mubarak Pur	28° 34.5030	077° 13.7230	162 Sq ft.	C
9	157	Shukdev Mkt Near Meet Shop Kotla Mubarak pur	28° 34.5062	077° 13.6706	162 Sq ft.	C
10	159	Shukdev Mkt Near Kalra Scooter Shop Kotla Mubarak Pur	28° 34.5129	077° 13.6349	162 Sq ft.	C
11	159	JungPura Extn Near Police Chowki	28° 34.7577	077° 14.5216	162 Sq ft.	B
12	159	JungPura Extn Makih Raj Mkt	28° 34.8362	077° 14.5179	162 Sq ft.	B
13	159	Near Taxi Stand Jungpura Extn	28° 34.8437	077° 14.5035	162 Sq ft.	B
14	159	Moetes Restaurant Defence colony	28° 34.3968	077° 13.8615	162 Sq ft.	A
15	160	Lal Sai Mkt Lajpat Nagar	28° 33.9531	077° 14.7821	162 Sq ft.	A
16	155	C-2 Lajpat Nagar Near Nala	28° 34.3666	077° 14.9960	162 Sq ft.	B
17	192	East of Jaillash Mkt Community Center	28° 33.4738	077° 14.7010	162 Sq ft.	A
18	192	GK-1 M-Block Mkt	28° 33.0365	077° 14.0286	162 Sq ft.	A
19	192	Somdutt Chember East Of Kailash	28° 33.2401	077° 14.4909	162 Sq ft.	C
20	192	Bhogal Near DAV School	28° 34.8551	077° 14.8901	162 Sq ft.	C
21	193	Near Association office okhla	28° 33.1999	077° 16.0569	162 Sq ft.	D
22	193	Modi Mill Near Main Entrance Gate, Okhla Industrial area.	28° 33.2514	077° 16.0862	162 Sq ft.	C
23	193	T Mkt Srinivas puri	28° 33.8288	077° 15.4591	162 Sq ft.	C
24	160	Opp. Cambridge School Srinivaspuri	28° 33.9281	077° 15.1693	162 Sq ft.	C
25	193	Near factory No-55 Okhla Industrial area.	28° 33.0655	077° 16.2922	162 Sq ft.	C
26	195	Govindpuri near Anand steel Gali No.10 Kalkaji	28° 32.1353	077° 15.6491	162 Sq ft.	D
27	208	Near fire station Sarita Vihar	28° 32.9416	077° 17.8005	162 Sq ft.	C

28	208	Main Khadar Road Red light Sarita Vihar	28° 31.6685	077° 17.3767	162 Sq ft.	C
29	208	A Block Sarita Vihar	28° 32.1031	077° 17.4385	162 Sq ft.	C
30	208	Janta Flat Noida Road Opp Jasola Vihar	28° 32.4080	077° 17.8495	162 Sq ft.	C
31	196	Deshbandu College Kalkaji	28° 32.4736	077° 15.3715	162 Sq ft.	B
32	196	CGHS Dispensary Kalkaji K-block	28° 32.3849	077° 15.5561	162 Sq ft.	D
33	203	Gate no-3 NTPC Badarpur	28° 30.0202	077° 18.6213	162 Sq ft.	C
34	201	Near councillor office F block hari nagar extra jait Pur	28° 30.7015	077° 18.8475	162 Sq ft.	C
35	203	Malabarboard Sr.Sec. School Sarveshaya Vidyalaya Badar pur	28° 29.6830	077° 19.5272	162 Sq ft.	C
36	203	Near Je-Office Badarpur Near Dispensary	28° 30.2730	077° 19.0738	162 Sq ft.	C
37	160	Bus stand 450, Lalpat ngr	28° 33.9825	077° 14.7810	162 Sq ft.	A
38	199	C-127, Okhla Phase -1 tekhand	28° 31.5457	077° 16.7687	162 Sq ft.	C
39	200	Opp-F-44/3 okhla phase -2 harkesh ngr	28° 32.4406	077° 16.4640	162 Sq ft.	C
40	200	Opp-CGHS Dispensary Sewa Ngr	28° 34.6520	077° 13.4902	162 Sq ft.	
41	194	Near MCD primary School b-block Kalkaji	28° 32.6220	077° 15.0842	162 Sq ft.	B
42	200	Near A-10/3 Okhla Phase 2 Harkesh ngr Sanjay Colony	28° 32.3467	077° 16.5682	162 Sq ft.	C
43	199	Opp mandir Gola kua tekhand near DTC Work shop okhla phase-1	28° 31.1043	077° 17.0878	162 Sq ft.	C
44	194	Sarai Julena Near Surya Hotel New Friends Colony	28° 33.6613	077° 16.2597	162 Sq ft.	C
45	190	Badar pur pahladpur Suraj kund Opp- Toll Tax-	28° 29.8117	077° 17.3043	162 Sq ft.	C
46	157	T-2 parking near south gate	28° 34.8019	077° 13.7384	162 Sq ft.	B
47	157	Police station Lodi Colony W/S Mkt.	28° 35.2727	077° 13.5658	162 Sq ft.	B
48	157	Lodi Road D-1 block near coffee Cafe day	28° 35.0875	077° 13.6216	162 Sq ft.	B
49	157	Opp Metro Station Nehru Stadium	28° 35.2930	077° 14.0071	162 Sq ft.	A
50	157	Opp Lodi Hotel Opp-NBCC Building Lodi Road	28° 33.5518	077° 14.1824	162 Sq ft.	A
51	158	Prem ngr Near Tyagraj Stadium	28° 34.6338	077° 13.2165	162 Sq ft.	C
52	192	East of kailsh D-block Opp Sapna Cinema	28° 33.5729	077° 14.7853	162 Sq ft.	B
53	185	Near Hamdard MB Road Sangam Vihar	28° 30.7115	077° 14.9629	162 Sq ft.	B
54	158	Front gate of Tyagraj Stadium gate no-1, Tyagraj Park	28° 34.7433	077° 12.9450	162 Sq ft.	B
55	157	Jungpura Metro Parking Near MTNL Building opp Nehru	28° 35.1138	077° 14.2250	162 Sq ft.	B

	Stadium					
56	194	Near friends Colony Biharat ngr road near house no-D-971, New Friends colony	28° 34.0438	077° 16.1499	162 Sq ft.	C
57	188	Near Karan singh Shooting range road near parking side	28° 30.3382	077° 15.6056	162 Sq ft.	D
58	188	Karan singh Shooting range road near entrance of forest office parking side	28° 29.6336	077° 16.0588	162 Sq ft.	D
59	157	Eastern gate Nehru stadium	28° 34.7891	077° 14.0091	162 Sq ft.	B
60	190	Mini Mkt. DDA Flat Kalkaji W/C 218	28° 31.8405	077° 15.4783	162 Sq ft.	B
61	155	MCD Dispensary Lajpat nagar	28° 34.1394	077° 14.6429	162 Sq ft.	B
62	157	Near dustbin MCD nursery F-block lajpat nagar-1	28° 34.3936	077° 14.7624	162 Sq ft.	B
63	155	Chest clinic Neahru nagar	28° 34.0556	077° 15.1766	162 Sq ft.	B
64	190	Near J-3, DDA Janata Flat Kalkaji	28° 31.7053	077° 15.3254	162 Sq ft.	C
65	155	Near D-Block Adjoining Metro line lajpat nagar -1	28° 34.4725	077° 14.3206	162 Sq ft.	B
66	194	Near kalkaji devi mandir Adjoining mandir Stairs	28° 32.9798	077° 15.7429	162 Sq ft.	B
67	200	Harkesh ngr Opp Ravi das mandir Sanjay Colony Okhla phase -2	28° 32.0882	077° 16.2355	162 Sq ft.	C
68	201	Jaitpur road badarpur	28° 30.0185	077° 18.8511	162 Sq ft.	C
69	156	Digambar jain Mandir near gupta timber Bhogal	28° 34.8448	077° 14.9674	162 Sq ft.	C
70	156	Infornet of community center bhogal opp Ravidas mandir	28° 34.9966	077° 14.7491	162 Sq ft.	C
71	192	Parnipose Enclave Gurunanak mkt GK-1	28° 32.7986	077° 14.6539	162 Sq ft.	C
72	156	Opp-rama tent House,MCD Hospital Road, Bhogal	28° 35. 0775	077° 14.8548	162 Sq ft.	C
73	156	Near DDA park Sunlight Colony-2. (At Dustbin)	28° 34.6134	077° 15.5268	162 Sq ft.	C
74	156	Kilokeri mkt.near tikona park Opp-Govt. Boys School	28° 34.6182	077° 15.7379	162 Sq ft.	C
75	156	Sabji mandi Ashram Chowk opp-HP Petrol pump	28° 34.4706	077° 15.4115	162 Sq ft.	B
76	195	Govind Puri Infront of Katha Khajana School.	28° 31.7441	077° 15.5722	162 Sq ft.	B
77	156	Main entrance central road opp-electronic shop	28° 35.0165	077° 15.0013	162 Sq ft.	C

NOTE :- Size of all Waterless Urinals are as under :-

- Main front Panel measuring size 14 x 6 sq ft.
- Two side panel as measuring size 7 x 3 sq ft.
- One Front Panel measuring size 12 x 3 sq ft.



**Consolidated Proposed MLF of Water less Urinals in SDMC  
(Clubbed together for each zone)**

S.No.	Zone	Total no of WLU's.	Proposed consolidated MLF ( for each zone) Rs. 04.50 lacs
1.	West Zone	51	Rs. 04.50 lacs
2.	Central Zone	77	Rs. 07.00 lacs
3.	Najafgarh Zone	13	Rs. 0.50 lac

*(Signature)*  
Advertisement Department / SDMC,  
22nd Floor, CMO Centre, Mayo Road,  
New Delhi-110002

ANNEXURE 2

"BID APPLICATION FORMAT: ON COMPANY LETTERHEAD"

Date: \_\_\_\_\_

To,

The Commissioner, SDMC  
Dr. Shyam Prasad Mukherjee Civic Centre  
New Delhi-110002

SUB: TENDER FOR ALLOTMENT OF CONTRACT FOR DISPLAY AT AUTHORISED ADVERTISEMENT SITES (ZONEWISE) UNDER THE JURISDICTION OF SDMC

Sir,

1. I/We, the undersigned, have carefully examined the referred tender and offer to participate in the same, in full conformity with the said tender along with all the terms and conditions.
2. I/We agree to abide by this Proposal as per tender terms and conditions, and our offer is valid for a period of 180 days from the date fixed for submission of Proposals as stipulated in the tender and it shall remain binding upon us and may be accepted by SDMC at any time before the expiration of that period.
3. I/We understand SDMC is not bound to accept any proposal it receives and not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
4. I/We have enclosed towards EMD a Demand Draft/Pay Order no./Bankers cheque/Bank Guarantee no. .... Dated ..... with this letter.
5. I/We have enclosed towards Tender fee a demand draft/pay order Number ..... Dated ..... drawn on ..... for Rs1000/- with this letter.


Name and Signature  
Designation

NB: SDMC reserves the right to make any change in the document anytime for which the decision of the Commissioner SDMC shall be final and binding on the bidder/licensee. At the time of the tender this undertaking shall be signed by the bidder and submitted along with the prescribed tender form as proof of acceptance of all terms & conditions of licensee agreement in the event of the bidder being successful in the process.

DECLARATION/UNDERTAKING:

*I/we have gone through and understood the contents of this tender document carefully. The information furnished by me/us is true & to the best of my/our knowledge and nothing has been concealed there from. I/We have also read and understood carefully the terms & conditions of allotment annexed herewith which I/we shall abide by. I/We agree to the allotment of contract for display of advertisement at the allotted site is being made on "as is where is" basis and accept all the terms and condition of the tender and shall be bound by the conditions given in the document.*

Seen and accepted,  
Name and Signature of the Authorized Signatory  
(With Office Rubber Stamp)

  
Commercial Officer  
Advertisement Department / SDMC  
22nd Floor, CIVIC Centre, Asha Park  
New Delhi-110002



**ANNEXURE - 3**

**FORMAT FOR FINANCIAL BID**

**ON COMPANY LETTERHEAD**

To,

The Commissioner,  
South-DMC,  
New Delhi-110002

**SUBJECT: FINANCIAL BID - TENDER FOR ALLOTMENT OF AUTHORISED ADVERTISEMENT SITES (ZONEWISE) UNDER THE JURISDICTION OF SDMC**

**Dear Sir,**

With reference to the invitation to Bid in NIT No. .... Dated ..... for the above-mentioned tender, we hereby offer our rates as per the scope of work mentioned in the bid documents. We understand that the Competent Authority is not bound to accept the highest offer and reserves the right to reject any or all offers without assigning any reason. The financial rates are detailed as under:


S. NO. OF SITE/ZONE IN ANNEXURE 1	LOCATION/NAME OF ADVERTISEMENT SITE /ZONE WITH UNIQUE CODE ID	MONTHLY LICENSE FEE QUOTED FOR ZONE (In Figures)	MONTHLY LICENSE QUOTED FOR ZONE (In words)	FEE

We understand that SDMC shall not accept those Bids, which are not in conformity to the prescribed terms and conditions.

Thanking you,

Signature of Authorized Signatory with Seal:

Date: \_\_\_\_\_

  
Commandant Officer  
Advertisement Department / SDMC  
22nd Floor, Chis Camp, Muzaffarpur,  
New Delhi-110002

**FORMAT FOR AFFIDAVIT (To be submitted by H-1 bidders)**

(To be executed on a non-judicial stamp paper of Rs.100/- and duly attested by Notary Public)

I, \_\_\_\_\_ s/o \_\_\_\_\_ resident of \_\_\_\_\_ do hereby solemnly affirm and declare as under:-

1. That neither I nor any proprietor/partner/director of M/s \_\_\_\_\_ has been directly or indirectly associated in any manner with any other such Company/Agency/Firm which has any dues payable to SDMC/erstwhile MCD. That if at any stage it is found that any dues are outstanding I shall be liable to clear the same within stipulated time.
2. That I am a registered advertiser with SDMC and my registration number is.....
3. That the applicant firm/company has never been penalized/ blacklisted by the SDMC/erstwhile MCD in the past.
4. That the applicant firm/company shall abide by the terms and conditions of NIT/Guidelines for registration of advertiser in SDMC 'framed/approved' by the SDMC in this regard of advertisers, from time to time and shall make no representation whatsoever in this regard.
5. That the applicant firm/company shall pay all the taxes/fees and other dues to the SDMC.
6. That I/we certify that no dues are pending against me/us or any of my/our associated companies / firms / dependant family members related to any advertisement site in SDMC/ erstwhile SDMC and in case of any adverse findings at any stage the allotment of advertisement site(s) shall stand automatically cancelled without any notice.
7. That the said bid is not a Benami bid on behalf of any blacklisted / barred person / firm/ company / associated firms or companies or family members of such persons. If at any stage this comes to the notice of SDMC the tender shall be cancelled and all security deposit shall stand forfeited.
8. That I/we shall abide by all rules, regulations, and instructions, issued by SDMC from time to time.
9. That the email id..... is our valid email ID for all communications to SDMC and all correspondence sent by SDMC to this email ID shall be considered to have been received by us.
10. That once we are selected through the bid process, we shall provide a Current Bank A/c from which all payments shall be made to SDMC, be it license fees or any security deposit. That in case of any default in payments we are liable for action under NJ Act.
11. That my/our PAN Number is .....
12. That I/we shall furnish a performance guarantee/security deposit in form of Demand Draft/Pay order/Bankers Cheque/Bankers Guarantee of the amount that SDMC directs us to submit.
13. That the ID Proof / Photo of the person signing the document is attached with this affidavit and duly attested.
14. That I/we have inspected the said sites under offer and are ready to take the site on 'as is where is basis' and have acquainted us with all the local conditions and advertisement site conditions at the said site.
15. That I/we shall not hold SDMC responsible for decline in the potential of revenue from the said site due to any reason whatsoever and shall not claim any reduction/remission in monthly license fees payable to SDMC under any condition.
16. That payment of monthly license fees for the said advertisement site does not create any lien on the said site for us. That we have been assigned the place for advertisement purpose only and it does not create any tenancy rights for us. That I/we understand that the land at the said site shall always be the property of SDMC/Government authorities

