

**SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE OSD (Advtt.)**

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

**OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT SITES ON
MONTHLY LICENSE FEE BASIS**

SHORT TENDER NOTICE

No: OSD/Advtt./2015-16/1479

Dated: 23.02.2016

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of Advertisement rights through 35 Unipole sites of South Zone under the jurisdiction of SDMC at risk & cost of M/s 121 Brands, on monthly license fee basis in two bid system (Technical and Financial), upto 31st March 2016 starting from the date of allotment. The aforesaid Unipole sites shall be awarded to the successful H1 bidder for display of advertisement only through advertisement devices at designated sites as mentioned in Annexure 1. The eligibility criteria to participate in the bid is mentioned in paras 1 & 3 of the tender document. The evaluation criteria of technical and financial bid is mentioned in para 9 of the tender document.

The eligible bidder may submit their bids containing the tender documents duly signed on each page along with requisite Earnest Money and other documents as mentioned in the tender document. Tender document can be obtained from the office of AC (Advertisement), SDMC, Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor) Jawaharlal Nehru Marg, New Delhi-110002 on payment of Rs. 20,000/- on any working day during office hours upto 29.02.2016 upto 12:00 Hours.

The tender documents may also be downloaded through SDMC's website www.mcdonline.gov.in, for which the requisite tender Fee of Rs. 20000/- (Rupees Twenty Thousand Only) for participation in tender, which shall be deposited by way of demand draft/pay order payable at Delhi drawn in favor of Commissioner, SDMC along with submission of the bid.

The bids shall be received upto **15.00 hrs** on **29.02.2016** at the designated locations and shall be opened on the same day at **15.30 hrs** in the conference room at 25th Floor, Dr. Shyama Prasad Mukherjee Civic Centre, Jawaharlal Nehru Marg, New Delhi-110002. As per following schedule:

Date of issue of Tender	From the date of publication in Newspaper, onwards
Last Date of Submission of Tender Documents	29.02.2016, Till 15.00 Hours
Pre bid meeting	25.02.2016, at 15.00 Hours
Date & Time of opening of Qualification bid	29.02.2016, at 15.30 Hours
Date & Time of Opening of	To be intimated to technically qualified bidders.



Financial Bid

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.


**Sd/-
Commercial Officer (Advt)**

ELIGIBILITY CRITERIA AND ESSENTIAL PRE-REQUISITES

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, SDMC/NDMC/EDMC as on date or not been blacklisted by erstwhile MCD, SDMC/NDMC/EDMC, Central/State Govt. departments, Ministry , Autonomous body ,PSUs as on date,** subject to fulfilling the eligibility criteria given in the document elsewhere is eligible to submit bid for allotment of Advertisement rights on designated Unipoles in South Zone of SDMC mentioned in annexures, under the jurisdiction of SDMC. **The successful H-1 bidder has to registered themself with SDMC before issuance of formal allotment letter of contract by following the due process of registration as an advertiser in SDMC, failing which EMD deposited by the H-1 bidder shall be forfeited.**

2. Site Details:

Details of advertisement sites of unipoles in South zone along-with Minimum Reserve Price and location of the site with latitude and longitude readings are specified in '**Annexure 1**'.

3. Eligibility Criteria

- a. The bidder should be in Advertisement business at least for the last three financial years i.e. from FY 2012-13 onwards (Excluding the current financial year).
- b. The bidder should not have made any losses in the last three financial years.
- c. The Average financial turnover of the bidder during the last three preceding financial year i.e (2011-12, 2012-13 and 2013-14) must be at least Rs. 5 (Five) Crores from any legal business activity. The turnover of the bidder shall be ascertained from the following documents which the bidder is required to submit along with his bid:
 - i. Profit & Loss account statement of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2011-12 2012-13 and 2013-14).
 - ii. Audited Balance sheet of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2011-12 2012-13 and 2013-14).
 - iii. Income Tax Returns of the bidder for the preceding three financial years;
 - iv. Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months.

4. Documents to be submitted with tender form:

Part-I, Bid Application: The Bid Application should be submitted in the format stated below & should be kept in a separate sealed cover super scribing '**Part I - Bid Application - "Tender for allotment of 35 unipole advertisement sites " South Zone under the jurisdiction of SDMC"**'. This sealed cover shall contain:-

- 1) Bid Application in Format given at '**Annexure 2**'.
- 2) Power of Attorney in the name of the Authorized Signatory in Format given at '**Annexure 3**'.
- 3) Tender fee @ Rs. 20,000/- (Rupees Twenty Thousand Only) by way of Bank Draft in favour of Commissioner, SDMC, in cases where the tenderers have downloaded the tender document from SDMC website and are using the same for tender purposes. Tenderer can also purchase tender document from the office of OSD (Advertisement), SDMC, Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor) Jawaharlal Nehru Marg, New Delhi-110002 on payment of Rs. 20,000/- by Bank draft drawn in favour of **Commissioner SDMC** on any working day during office hours within the time limit as prescribed in NIT.
- 4) Calculations of eligibility Criteria along with all the documents mentioned in para 3 (eligibility criteria) above.

Part-II, Technical Bid: The Bidder shall be required to submit following certificates/undertakings and documents in the technical bid. The Technical bid shall be kept in separate sealed cover super scribing '**Part II -Technical Bid - "Tender for allotment of advertisement rights of Unipole sites in South Zones under the jurisdiction of SDMC"**'.

- 1) No Dues Certificate issued by SDMC, NDMC and EDMC under the signature of competent authority in case the bidder has been associated with any RP/Advt. Cell work in the past.
- 2) Basic Information of Bidder as per '**Annexure 4**'.
- 3) Undertaking by way of affidavit on a stamp paper of Rs 100/- duly notarized to the effect as per '**Annexure 5**'.
- 4) Self-Declaration as per '**Annexure 6**'.
- 5) Earnest Money Deposit in the form of Bank Draft/Demand Draft/Bankers Cheque in favor of Commissioner, SDMC payable at New Delhi, amounting to Rs. 5,00,000/- (Rs. Five Lacs Only) as mentioned at Sr. No. 1 of '**Annexure 7**'.
- 6) Documents in favor of eligibility criteria mentioned at para No. 3 shall be the part of technical bid.
- 7) Terms and conditions as per '**ANNEXURE 9**' duly signed and under the seal of Sole Proprietorship Firm, Partnership Firm, Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company.
- 8) Accepted design of Unipoles as per '**ANNEXURE 10**'

Part-III, Financial Bid: Bidder shall be required to submit the following certificates/undertakings and documents in the financial bid:

1. Financial Quote for the all advertisement sites/Unipoles within the South Zone in the Format given at '**ANNEXURE-8**'. **In case the bid/bids are made for selected site/Sites and not for all the 35 designated sites, the same shall be summarily rejected.**

- Financial bid of 35unipole sites in south Zone, shall be in format as per Annexure 8 & shall be sealed in a separate sealed cover super scribing **Financial Bid for 35 unipole sites**. The financial bid shall be kept in separate sealed cover super scribing '**Part III - Financial Bid - "Tender for allotment of advertisement rights of 35 unipoles in South Zone under the jurisdiction of SDMC"**.

- All the three envelopes as stated above i.e. Part-I, Part-II and Part III shall be further sealed and kept in an envelope super scribing '**Bid - "Tender for allotment of advertisement rights of 35unipoles in South zone under the jurisdiction of SDMC"**', clearly mentioning the name, address of the agency/contractor submitting the bid. Any tender not accompanied with any of the above mentioned documents/information/certificates/undertakings/earnest money/tender cost, is liable to be rejected, summarily. However, SDMC reserves the right to call for information/clarifications from the bidder.

- Any bidder who has been /is associated in any manner with a Firm/Company/Organization, who has not cleared past dues, if any, of SDMC/NDMC/EDMC, or has been black-listed by either erstwhile MCD or SDMC/NDMC/EDMC, or any Govt. organization/Ministry/PSUs Autonomous Body shall not be eligible to participate in the tender and such participation will be rejected, summarily.

5. Pre-Bid Meeting

- a. SDMC shall hold a pre-bid meeting with the prospective bidders on date & time and at Address of the Venue mentioned on the NIT
- b. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach at the address specified in Data Sheet by post, or e-mail on or before Date & time specified in the datasheet.

6. Response to Pre-Bid Queries and Issue of Corrigendum

- a. At any time prior to the last date for receipt of bids, SDMC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the tender document by way of corrigendum.
- 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.
- c. Any such corrigendum shall be deemed to be incorporated into this tender document.

- d. In order to afford prospective Bidders reasonable time in which to take the corrigendum into account in preparing their bids, SDMC may, at its discretion, extend the last date for the receipt of bids.
- e. For any query from applicant, SDMC reserves the right not to offer clarification on any issue raised in a query. No extension of any dead line will be granted on this account that SDMC has not provided clarifications.

7. Bid Submission Instructions:

a) Submission Procedure:

- The duly filled bid documents should be submitted on or before the due date and time. In case the due date is declared a holiday then due date will be next working day on same time.
- Tender form should be clearly filled 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.
 - That the bid document, including the documents/certificates/undertakings etc. (all pages) must be signed by the 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 bid not substantially responsive to all the requirements of the tender shall be at Bidder's own risk and may be liable for rejection.

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.
 - If he has any pending dues with erstwhile MCD or SDMC/NDMC/EDMC
 - Any bidder who has been blacklisted by MCD or SDMC/NDMC/EDMC or any Govt. organization/Ministry/PSUs/Autonomous body due to any reason.
 - Any bidder who is found to have any interest in the disqualified/blacklisted agency/person/company for which the decision of the SDMC shall be final and binding on all the parties.



- 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.
- Absence or omission of any document as required as per the tender documents, the concerned bidder shall be declared as not eligible and in that eventuality their financial bid shall not be considered.
- Fails to provide clarifications related thereto, when sought by SDMC within reasonable time.
- Any delay in receipt of tender documents through registered post/Speed post / courier shall render the tender invalid. Telegraphic / fax/ e-mail tender etc shall be summarily rejected. Decision of SDMC in this regard shall be final and binding upon.
- 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 Technical Bid proposal should not include any financial bid information. A Technical 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 and no weight-age 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 document.
- 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.
- Any interlineations, erasures, over-writing, additions, etc. will disqualify the Tender. However each cutting should be signed by the authorized signatory.

8. Opening of Tender :

Tender shall be opened at the date and time specified in the NIT.

9. Bid Evaluation:

a. Technical Bid Evaluation

- Responsiveness of bids submitted by all the Bidders shall be first examined with respect to Bid application, earnest money and tender fee, immediately after opening of the bids. Technical bids of all the

responsive bids shall be evaluated as per criteria given in Para 3 (Eligibility criteria) above. All the technically qualified bidders shall be intimated by the Advertisement department/SDMC for opening of financial bid.

b. Financial Bid Opening/Evaluation:

- i. Financial bids of the technically qualified bidders shall be opened.
- ii. "Bidders shall be ranked H1, H2, H3 etc. in decreasing order of their financial offers. The selection will be on the basis of the highest License fee (H1) quoted by the bidder for the 35 unipoles of South Zone. However, in the event that two or more Bidders quoting exactly the same bid amount for advertisement on 35unipole sites, the H1 bidder shall be decided either by obtaining spontaneous bids in sealed cover from all the bidder who have quoted the same H-1 rate, which of course should be higher than their original quoted MLF or H-1 should be decided by way draw by fair manner acceptable to all the parties."
- iii. In case of any discrepancy in quoted amount in words and figures is there, then the amount quoted by the bidder in "word" shall be considered.

iv. Acceptance of Tender/Bid:

- a. The validity of the offer given by the bidder shall be for **30 days** from the date of opening of tender mentioned in the NIT 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.
- b. 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 bidders at the technical qualifying stage will be refunded / returned without any interest immediately, however the EMD of those unsuccessful bidders whose financial bids have been opened shall be returned within one week after the award of work unless the same is forfeited for some other reasons.
- c. ADVERTISEMENT RIGHT may be given to the highest bidder (at the discretion of the competent authority), even if there is valid single bidder.

10. Conflict of Interest

Applicants shall not have a conflict of interest (the "Conflict of Interest") that affects the tender process. Any Applicant found to have a Conflict of Interest will be disqualified. An Applicant may be considered to have a Conflict of Interest that affects the tendering process, if:

- (a) Such Applicant (or any constituent thereof) and any other Applicant (or any constituent thereof) have common controlling shareholders or other ownership interest; provided that this qualification shall not apply in cases where the direct or indirect shareholding in an Applicant or a constituent thereof in the



