

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

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

**OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH  
DESIGNATED CLUSTERS UNDER THE JURISDICTION OF SDMC.**

**TENDER NOTICE**

No: AC/Tender/Advt./SDMC/2016/NT/D-1149

Dated: 24/11/2016

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters containing flag signs of two different sizes, Unipole sites and cluster of existing Toilet Blocks (Toilet Block shall be awarded with maintenance) in Central Zone & South Zone and allotment of advertisement rights through unipole sites in Najafgarh Zone, South Zone and Central Zone 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 as per his financial capabilities as mentioned in clause 3 of tender document.** The Advertisement cluster/s shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through Unipole sites, Toilet Blocks and flag signs locations at designated sites as mentioned in **Annexure "1"** of the tender document.

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

The tender documents may be downloaded through SDMC's website [www.mcdonline.gov.in](http://www.mcdonline.gov.in), and payment of requisite tender Fee of Rs. 40,000/- (Rupees Forty Thousand Only) for participation in tender, shall be deposited by way of demand draft/pay order payable at Delhi drawn in favour of Commissioner, SDMC along with submission of the bid. This Tender Document contains total no. of 58 pages from page 1 to 58. 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	24.11.2016, onwards
Pre Bid Meeting	02.12.2016, at 15.00 Hours at 25 <sup>th</sup> Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of Placement of Tender Box at 25 <sup>th</sup> Floor for submission of bids	12.12.2016, 11.00 AM onwards
Last Date Of Submission of Tender Documents	03.01.2017, TILL 15.00 Hours
Date & Time of opening of Technical bid	03.01.2017, At 15.30 Hours

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.

Asstt. Commissioner (Advt)

**SHER BAHADUR**

Asstt. Commissioner  
Advertisement Department  
SDMC



## 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 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 document elsewhere is eligible to submit bid for allotment of Advertisement rights through designated Unipole sites, Existing Toilet Blocks, Toilet Blocks shall be awarded with maintenance/and flag signs in Central Zone, South Zone and Najafgarh Zone under the jurisdiction of SDMC as mentioned in **Annexure '1'**. The firm shall get itself registered with the Advertisement Department in SDMC in appropriate category (if not registered already) within twelve working days after issuance of offer letter to the firm. **The bidder/s shall bid for any or all of the clusters as per his Annual Average Financial Turnover and net worth as mentioned under Clause '3' of tender document.**

### 2. Site Details:

Detail of all advertisement Clusters including location, latitude & longitude, Monthly MRP (Minimum Reserve Price) and EMD of each cluster within the jurisdiction of SDMC are specified in **'Annexure '1'**.

#### Important Note:-

**A.** All the bidders are advised to visit all these 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 H-1 bidder (successful bidder of each cluster) shall erect/install structures of Unipoles for display of advertisement only on the earmarked sites by SDMC (As per locations mentioned in respective clusters in **Annexure '1'**). However location of individual Unipole site may be altered by the bidder during incubation period in the same cluster having equivalent monthly MRP after getting approval from the Advertisement Department SDMC, due to reasons mentioned herein under. However no request for extension of incubation period shall be entertained in this regard. However no it is to mention here that the Toilet Block locations are already existing and shall not be shifted from their existing locations. The H-1 bidder will be at liberty to install flag signs awarded in the given cluster as per his convenience according to the OAP 2007 or its amendment if any, DMC Act and bye laws made there under.

Only following reasons may be considered by the Advertisement Department SDMC for change of unipole site/s:

- (i) Any underground services/ any other similar hindrance below the ground level duly confirmed by Advertisement Department of SDMC, which obstructs the construction of foundation for installation of Unipoles.
- (ii) Sudden change in status of site and site found in contravention with the OAP 2007 or the policy in force at that time due to new development/ improvement of road parameters such as widening of road, construction/improvement of footpath, construction of rotary, installation of traffic regulatory signs/lights and improvement of other road features etc.
- (iii) In case, the site becomes not feasible due to start of construction activity of road/Metro /railway and or any other reason which seriously affect the prospect of display of advertisement.



C. Following are the necessary conditions to be followed at the time of submitting request for change in site due to above mentioned reasons:

- (i) The changed location must be strictly as per provisions of OAP 2007 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) The Changed location of advertisement sites if any, the same must be submitted to the advertisement Department of SDMC before the completion of incubation period for the reason mentioned in para B(i) above only. For reasons mentioned above in Para B. (ii) and Para B. (iii), the advertiser is allowed to submit request for change in site during entire period of contract. However in no case, the department shall consider any request for fees remission for such altered sites due to above mentioned reasons. In case the contractor / successful bidder refuse to accept alternate site and request for fee remission for that particular site/sites, the department shall not allow any fee remission in MLF and the contractor is liable to deposit the same MLF as awarded. However, the fees remission shall be considered only in the exceptional circumstances on case to case basis when alternative site shall not be available on same cluster with equivalent MRP. The fees remission shall be restricted to the average MRP of a unipole site of that particular cluster keeping in view the single side display or double side display. The copy of average MRP of cluster (which will be awarded to the H-1bidder) shall be supplied to H-1 bidder (successful bidder) on his request after issue of offer letter to H-1 bidder (successful bidder).
- (iii) Any violation of OAP 2007 or the policy in force at that time shall invite immediate cancellation of the contract with forfeiture of security deposit/Performance Guarantee including Advance MLF without any prior notice.
- D. The department shall not be responsible, in case the advertiser fails to install/ erect the unipole at designated site(s) within incubation period and no relaxation in the MLF shall be granted in these circumstances.
- E. There will be 10% increase on awarded MLF from commencement of 3<sup>rd</sup> year of contract and also 10% increase on awarded MLF every year during the extended period, if extended by the Commissioner SDMC.
- F. The successful bidder shall incur all expenses related to construction of foundation for Unipole/Flag signs, installation, erection, fabrication, electrical installation of the media and structural design of Unipole and also for shifting of Unipoles etc.
- G. On completion of the contract period or its pre-determination for any reason whatsoever, including surrender by the advertiser, the structure of the pole/device(s) shall become the property of South DMC. The advertiser shall hand over all the Unipole/device structures to the department in good condition.

### 3. Eligibility Criteria

- a. The bidder should be in Advertisement business at least for one year. The date of determination would be the last date of submission of bid. The work order/copy of agreement for advertisement work either executed or in progress should be submitted along with the bid.
- b. The current no dues certificate/Performance report issued by the concerned organization who have issued the work order/award letter to the bidder should also be submitted.
- c. Current No dues certificate issued under the signature of CO/AC, Advertisement Department, SDMC.
- d. The bidder should not have made any losses in the last three financial years. **The net worth of the bidder during last financial year should be minimum 25% of the annual MRP (Minimum Reserve Price) of the cluster/clusters for which the bid is submitted by the bidder.** The minimum net worth and MRP for each cluster are calculated as mentioned below in the tables. The net worth of the company should be duly certified by a Chartered Accountant. The last financial year net worth shall be considered i.e. net worth as on **31.03.2016**.



e. The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

**Cluster Wise Minimum Annual Average financial turnover of clusters containing Unipole sites (newly identified), existing toilet blocks and Flag Signs in Central Zone, South Zone and Najafgarh Zone of SDMC are mentioned below:-**

**TABLE-1 (CLUSTER-1 :- BHAIRO MARG RED LIGHT TO KHANPUR DEPOT RED LIGHT)**

Existing Toilet Blocks							
S. No.	Site/Location & Zone	Type Media	of No. of displays	MRP (INR)	EMD (INR)	Net Worth (INR)	Minimum Average Financial Turnover
	<b>Unipole Sites</b>						
St. No.	Location of Unipole site	Latitude & Longitude	Single display/ Double display	24,14,816	2608000	72,44,448	2,89,77,792
1.	Adjoining railing, before Tree no. 14 & opposite Bus Stop of National Stadium, After footpath (FTC- Bhairo Marg Red Light to Khan Pur Depot Red Light)	N-28°36.695' E-077°14.401'	Single display				
2.	Adjacent to FOB of Jungpura, near Metro Station Jungpura and adjoining railing at dead end, (FTC- Bhairo Marg Red Light to Khan Pur Depot Red Light)	N-28°35.062' E-077°14.461'	Single display				
3.	Before metro pillar and PCR - K -31, LN-15 police booth in front of axis bank before, Near Lajpat nagar Metro Station (FTC- Bhairo Marg Red Light to Khan Pur Depot Red Light)	N-28°34.315' E-077°14.227'	Double display				
4.	In between electric light pole no. FLP -28 & FLP -29, near subway gate of Andrews ganj & sadik nagar, Near Moolchand Flyover (FTC-	N-28°33.801' E-077°13.991'	Single display				

	Bhairon Marg Red Light to Khan Pur Depot Red Light)							
5.	After footpath in kachcha portion, near nala and near PWD electric light pole No. 11 and tree No. 31, Opp. Sadik Nagar (FTC- Bhairon Marg Red Light to Khan Pur Depot Red Light)	N-28°33.586' E-077°13.865'	Single display					
6.	Opp. Gate Entry of Chirag Delhi Village, Near PWD Electric pole. (FTC- Bhairon Marg Red Light to Khan Pur Depot Red Light)	N-28°32.376' E-077°13.940'	Single display					
Sl. No.	Flag Signs							
	Number of Flag Signs	Size	Single display/ Double display					
1.	16	12' x 06'	Double Display					
2.	22	6' x 4'	Double Display					
TOTAL RS.				24,14,816	26,08,000	72,44,448	2,89,77,792	

**TABLE-2 (CLUSTER -2 :- KHANPUR DEPOT RED LIGHT TO ITO CROSSING RED LIGHT)**

S. No.	Site/Location & Zone	Type of Media	No. of displays	MRP (INR)	EMD (INR)	Net Worth (INR)	Minimum Average Financial Turnover	
								Latitude & Longitude
UNIPOLE SITES								
1.	Adjacent to Bus stop, Near Chirag Delhi Village gate entry, After footpath in kachcha portion, in between street light pole 190 A & 191 A, (FTC- Khan Pur Depot Red Light to ITO Crossing Red Light)	N-28°32.366' E-077°13.926'	Double Display	18,45,168	19,92,800	55,35,504	2,21,42,016	
2.	In front of Bhartiya Petrol	N-28°34.473'	Single display					





	Colony CNZ	Subway,							
7.	Chirag Crossing, SZ	Delhi	Toilet Block	1					
8.	Moolchand Station CNZ	Metro	Toilet Block	2					
TOTAL Rs.					13,63,379	14,72,449	40,90,137	1,63,60,548	

**TABLE-4 (OLD CLUSTERS OF SOUTH ZONE, CENTRAL ZONE AND NAJAFGARH ZONE)**

**CLUSTER NO. 6, NAJAFGARH ZONE**

Sl. No.	ROAD/STRETCH	No. OF SITES	TOTAL MRP (INR)	EMD (INR)	MINIMUM NET WORTH (INR)	MINIMUM AVERAGE ANNUAL FINANCIAL TURNOVER (INR)
1.	NH-8 TO DWARKA VIA SECTOR 23 UNDERPASS ROAD AND ROAD FROM SECTOR-9 TO SECTOR-14 ETC.	10	12,39,709	13,38,900	37,19,127	1,48,76,508

**CLUSTER No. 10, SOUTH ZONE**

Sl. No.	ROAD/STRETCH	No. OF SITES	TOTAL MRP (INR)	EMD (INR)	MINIMUM NET WORTH (INR)	MINIMUM AVERAGE ANNUAL FINANCIAL TURNOVER (INR)
1.	ROAD LEADING TO VASANT VIHAR/PVR VINEMA	03	5,11,925	5,52,879	15,35,775	61,43,100

**CLUSTER No. 8, CENTRAL ZONE**

Sl. No.	ROAD/STRETCH	No. OF SITES	TOTAL MRP (INR)	EMD (INR)	MINIMUM NET WORTH (INR)	MINIMUM AVERAGE ANNUAL FINANCIAL TURNOVER (INR)
1.	MB ROAD (FTC- BADARPUR TO MEHRAULI & TO BADARPUR)	05	6,70,388	7,24,000	20,11,164	80,44,656

Note:-1.

If the bidder is applying for all the clusters, then the minimum annual average turnover of the bidder during the last three financial year must be Rs. 9,65,44,620/-or more and the average minimum net worth during the last three financial years must be Rs. 2,41,36,155/- or more. In case, bidder is applying for more than one cluster then



minimum annual average financial turnover shall be summation of minimum annual average financial turnover for applied clusters i.e. if bidder has applied for cluster 1 and 2 as mentioned in table 1 & 2, then his minimum annual average financial turnover shall be Rs. 6,74,80,356/- (Rs.3,23,88,900 + Rs. 3,50,91,456) or above and the minimum net worth on 31.03.2015 must be summation of minimum net worth of applied clusters. i.e. if bidder has applied for cluster 1 and 2 as mentioned in table 1 & 2, then his minimum net worth as on 31.03.2016 shall be Rs. 1,68,70,089/- (Rs. 80,97,225 + Rs. 87,72,864) or more.

Note:-2. The Department shall consider the bids of bidders for Cluster/Clusters having different MRP upto his financial capacity and upto his minimum net worth in the order of preference as mentioned by the bidder in **Annexure 7** and once the bidders financial capacity exhaust, the Department shall not consider the remaining cluster/s, if applied by the bidder beyond his Minimum Average Annual financial turnover and net worth as on 31.03.2016.

The financial turnover of the bidder has to be 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 **2013-14** onwards)
- (ii) Audited Balance sheet of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY **2013-14** onwards)
- (iii) Complete copy of income Tax Returns, showing the bank account number of the bidder for the preceding three financial years; (FY **2013-14** onwards)
- (iv) Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months.

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

The bidder need to submit an Affidavit in this regard clearly mentioning that all the directors/partners or proprietor are /is/ were /was not associated to any firm/company/organization in any manner who have not cleared past dues of SDMC/Erstwhile MCD or also not associated in past and present to the firm/company/organization in any manner who has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body.

#### **4. Documents to be submitted with tender form:** **Part-I, 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 superscribing 'Part I -Technical Bid' - "Tender for allotment of advertisement rights of designated cluster/s in South Zone/Central Zone/Najafgarh Zone under the jurisdiction of SDMC". This sealed cover shall contain:-

- a) Complete tender document, each page duly signed by the authorized signatory.
- b) Bid Application in Format given at 'Annexure-2'.
- c) Power of Attorney in the name of the Authorized Signatory in Format given at 'Annexure-3'.
- d) The tender documents may be downloaded through SDMC's website [www.mcdonline.gov.in](http://www.mcdonline.gov.in), and payment of requisite tender Fee of Rs. 40,000/- (Rupees Forty Thousands Only) for participation in tender, shall be deposited by way of



