



**SOUTH DELHI MUNICIPAL CORPORATION**  
**OFFICE OF THE COMMERCIAL OFFICER (ADVERTISEMENT)**  
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Jawaharjal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7510

No. AC (Advt.)/SDMC/2016-17/D-1406

Dated **30.12.2016**

Sub :- Reply of queries of pre bid meeting held on 02.12.2016 in respect of NIT No. D - 1149 dated 24.11.2016.

Following are the reply to the queries of Pre bid meeting held on 02.12.2016 in r/o NIT No. D- 1149 dated 24.11.2016.

S. No	Queries	Reply	Justification
1.	<b>License Period -</b> The License period of 3 years is too less for the concessionaire to invest in quality advertisement formal and to market the media. In order to encourage media of high quality and designs and to create a showcase on this stretch, it is important to have a longer duration contract of minimum 10 years.	No Change	The Department has not agreed with this suggestion.
2.	<b>Division of Cluster -</b> Currently clusters are framed on opposite sides of the same road which this does not provided exclusivity to a concessionaire and the same road stretch may have different Concessionaire on either side. This will not be aesthetically correct due to different designs on the same road and further would also constitute to unhealthy market practices in order to advertise. Therefore, it is suggested that the entire erstwhile BRT corridor road should not be divided on individual carriageway basis and	No Change	The Department has not agreed with this suggestion.

	<p>instead one complete stretch of road including both carriageways should be considered as one cluster. For ex: ITO till Moolchand intersection can be one stretch and Moolchand intersection till Khanpur may the 2<sup>nd</sup> cluster.</p>		
<p><b>3. Eligibility Criteria</b> – The criteria states that the company should be profitable in the last 3 financial years. We would like to refer to our letter no. JCD/2016/11/0025 dated 29<sup>th</sup> October 2016 wherein we had provided details and nature of our business along with the financial statement. It was also stated the true value of a company is gauged by its Net Worth and not by the profit it makes during a certain period. Profit over a short term like 3 years can be affected by a number of reasons like continued investments made by a company towards the expansion, payment of interest on loans etc. and would not reflect the true financial capability of a company. Therefore we suggest that only net worth of a company be considered in the eligibility criteria and not the profitability.</p>	<p>No Change</p>		<p>The Department has not agreed with this suggestion.</p>
<p><b>4. Exclusivity</b> –</p>	<p>SDMC should confirm that no other media in these clusters would be allowed till the end of the term of the Contract.</p>	<p>No Change</p>	<p>The Department has not agreed with this suggestion.</p>
<p><b>5. Ownership</b></p>	<p>– The ownership of</p>	<p>No Change</p>	<p>The Department has not agreed with this suggestion.</p>

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<p>advertisement assets should vest with the concessionaire during and post the expiry of the license period. This would ensure better investment in terms of quality and innovative formats along with better maintenance of the asset throughout the license period.</p>	<p><b>6. Submission Date-</b> We Requested that the date of submission of tender be extended by 2 weeks considering the time requested to evaluate the tender post the reply to the pre bid queries.</p>	<p>Last date :- 13.01.2017 till 15:00 Hours. Technical Evaluation :- 13.01.2017 at 15:30.</p>	<p>The extension of date is considerable upto 13.01.2017 till 15:00 Hours, as three are two Unipole sites which going to be vacated in upcoming month and falling in the clusters put up in this NTT. The sites need to be incorporated in this tender notice at corrigendum stage. Further, the prospective bidder will also require more time to evaluate their commercial feasibility of these sites.</p>
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Asstt. Commissioner (Advt.), SDMC

**SHER BAHADUR**  
Asstt. Commissioner  
Advertisement Department  
SDMC