
INVITATION FOR REQUEST FOR PROPOSAL (RFP)

- 1.1 **Introduction:** LMRCL invites Tender for selection of Licensee for Advertisement rights in Trains of LMRCL Phase IA (corridor section).
- a. Lucknow Metro Rail Corporation Limited (LMRCL) is a joint venture of the Government of India (GoI) and the Government of Uttar Pradesh (GoUP) for the construction and Operation of Metro Rail in the Lucknow city with loan assistance from European Investment Bank (EIB).
 - b. Lucknow Metro Phase 1A comprises of a distance of 22.878 kilometres from CCS Airport to Munshi Pulia. It will have 21 stations including 4 underground stations.
 - c. Out of Lucknow Metro Phase 1, Metro Train operation will be started first in the Priority Section. **Priority Section** comprises of elevated section from Transport Nagar to Charbagh (approx 8 km) which includes 8 stations.
- 1.2 LMRCL invites bid from interested parties for selection of Licensee for exclusive Advertisement Rights of Lucknow Metro Trains to design, procure/manufacture, install, manage, operate, market and sell advertising spaces for Lucknow Metro Trains in LMRCL Network. LMRCL shall receive RFP Bids pursuant to this RFP document, in accordance with the terms set forth herein as modified, altered, amended and clarified from time to time by LMRCL. Bidders shall submit bids in accordance with such terms on or before the date specified in this document. Bidders are advised to visit the LMRCL premises and familiarize themselves with the proposed advertisement arrangements and all activities necessary in this regard.
- 1.3 LMRCL has adopted a single-stage two packet Bidding Process for selection of a suitable highest bidder to grant Exclusive Advertising Rights of Lucknow Metro Trains in Priority Section of LMRCL Network of Phase-I
- 1.4 Request for Proposal Document (non-transferable) can be obtained from the **O/o-Chief Engineer/Contract**, Administrative Building, Vipin Khand, Gomti Nagar, Lucknow-226010. Cost of RFP Document (Non-refundable) is Rupees Five Thousand Two Hundred and Fifty only (Rs.5,250/- including UPVAT). RFP Document cost shall be submitted in the form of Demand Draft / Pay Order drawn on any Indian Scheduled bank/ Indian Branch of foreign bank in favour of Lucknow Metro Rail Corporation Limited payable at Lucknow. Late/ delayed RFP received after the stipulated date and time of submission of RFP shall be rejected out rightly.

1.5 Schedule of Bidding Process for RFP

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|-----|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Cost of Tender Document (Non-Refundable) | Rs. 5,250/- (Inclusive of 5% UPVAT) (Demand Draft on a Scheduled Commercial bank based in India in favour of "Lucknow Metro Rail Corporation Ltd" payable at Lucknow.) |
| 2. | Bid Security | Rs 52,000.00 (Fifty Two Thousand only) |
| 3. | License Period | 2 years |
| 4. | Sale of Tender Document | From 08.04.2017 to 21.04.2017 <u>17.05.2017</u> (between 09:30 Hrs. to 17:30 Hrs.) on working days |
| 5. | Last date of seeking clarification and Pre-bid Meeting | 24.04.2017 @ 1500 Hrs. |
| 6. | Last date of issuing reply to queries and addendum, if any | 26.04.2017 <u>03.05.2017</u> |
| 7. | Date & time of Submission of Tender | 03.05.2017 <u>18.05.2017</u> up-to 15:00 Hrs. |
| 8. | Date & time of opening of Tender (Technical Bid) | 03.05.2017 <u>18.05.2017</u> @ 15:30 Hrs. |
| 9. | Date & time of opening of Financial Bid | Will be informed later on after the evaluation of Technical Bids (only to the bidders who will successfully qualify the Technical Evaluation) |
| 10. | Validity of Tender | 180 days from the last date of submission of tender. |
| 11. | Authority and place for purchase of tender documents, seeking clarifications and submission of completed tender documents | Chief Engineer/Contract, Lucknow Metro Rail Corporation Limited, Administrative Building, Near Dr. Bhimrao Ambedkar Samajik Parivartan Sthal, Vipin Khand, Gomti Nagar, Lucknow-226010 |

1.6 Schedule of Various Stages: The Licensee shall follow the following time lines:

| S.No. | Stage of Activity | Time Period |
|-------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| 1 | Payment of Interest Free Security Deposit (equivalent to 3 months license fee) by Licensee | Within 45 <u>30</u> days of issue of Letter of Acceptance |
| 2 | Payment of Advanced 1 st Quarterly License Fees for no. of trains being offered initially | Within 30 days of issue of Letter of Acceptance |
| 3 | Signing of License Agreement | Within 30 days after submitting of Security Deposit |
| 4 | Handing over of Metro Trains to Selected Bidder at Depot (copy of handing over / taking over proforma attached as Annexure -7) | Within 15 days of issuing of Notice / Handing over note |

1.7 Bid Security: The Bidder shall submit with his bid, a Bid Security for the sum mentioned in 1.5 (2) above in the form of:

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- i. Irrevocable bank guarantee issued by a Scheduled Commercial bank (including scheduled Commercial Foreign Banks) in India in the form given in Annexure-4 .
 - ii. An irrevocable Letter of Credit
 - iii. Demand Draft/ Pay Order in favour of Lucknow Metro Rail Corporation Ltd. payable at Lucknow from a Scheduled Commercial bank based in India.

The bid security shall be submitted in a sealed envelope clearly marked on top "Bid Security for RFP No- LKAR-02". The Bid Security shall remain valid for a period of 56 days beyond the validity period for the Tender.

1.8 The Tender Document submitted without bid security shall be out rightly rejected. The bids received after stipulated date and time of submission of Tender Document shall be rejected out rightly.

1.9 **Minimum Eligibility Criteria:**

- 1.9.1 **Annual Average Turnover (T4):** Bidders shall have a minimum annual average gross turnover of Rs. 20 Lakhs from advertisement sector(s) in last 3 (three) audited financial statements certified by Chartered Accountant with stamp & signature.
- 1.9.2 In addition to above, the tenderer should have executed atleast one advertisement work in metro trains/ railway trains also.

Notes:

- Financial data for latest last three audited financial years has to be submitted by the tenderer in Annexure-5 along with audited balance sheets. The financial data in the prescribed format shall be certified by Chartered Accountant with his stamp and signature. In case audited balance sheet of the last financial year is not made available by the bidder, he has to submit an affidavit certifying that 'the balance sheet has actually not been audited so far'. In such a case the financial data of previous '2' audited financial years will be taken into consideration for evaluation. If audited balance sheet of any year other than the last year is not submitted, the tender will be considered as non-responsive.
- While calculating the updated value of turnover, escalation of 5% per annum shall be considered for firms based in India and 2% for foreign based firm.
- The tenders for this contract will be considered only from those tenderers (proprietorship firms, partnerships firms, companies or corporations) who meet requisite eligibility criteria prescribed in the sub-clauses of clause 1.9.1 of NIT. Joint Ventures and consortiums are not allowed to participate in the tender.

| Reply to Pre-Bid Queries | | | | |
|-----------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Tender LKAR-02 - Advertising Rights of Lucknow Metro Trains in Priority Section of LMRCL Network Phase-I. | | | | |
| S. NO. | Clause No./ Page No. | Existing Provision | Bidder's Query | LMRC's Reply |
| 1 | Clause No. 1.9.2 of RFP, Pg. 6 | 1.9.2 In addition to the above, the tenderer should have executed at least one advertisement work in metro trains also. | To relax the criterion of "one advertisement work in metro trains" and incorporate experience of "one advertisement work in railway trains" also. | Please refer Addendum-1 |



[Handwritten Signature]
 Director