



उत्तर प्रदेश मेट्रो रेल कॉर्पोरेशन लि०

UTTAR PRADESH METRO RAIL CORPORATION LTD.

(Formerly Known as Lucknow Metro Rail Corporation Ltd.)

(भारत सरकार एवं उत्तर प्रदेश सरकार का एक संयुक्त उपक्रम)
(A JOINT VENTURE OF GOVT. OF INDIA & GOVT. OF U.P.)

No. UPMRC/CE Contract/ KNP-04: /2023

Dated: 31.10.2023

ADDENDUM-01

Tender Title/Name of work: Tender KNP-04: Licensing of Co-branding and Inside Advertising Rights of Eight Nos. Metro Stations of Kanpur Metro Rail- Priority Corridor in UPMRC network as per scope of work mentioned in tender document.

Addendum-01 along with replies to pre-bid queries of above tender is being issued and uploaded on CPP Portal.

For any further modifications/changes (if any), bidders are advised to stay updated on e-tendering portal (<https://etenders.gov.in/eprocure/app>) for information please.

[Handwritten Signature]
31/10/23

CE/ Contract

(AN ISO 9001:2015, ISO 14001:2015, OHSAS 18001:2007 Certified Company)

Administrative Building, Near Dr. Bhimrao Ambedkar Samajik Parivartan Sthal, Vipin Khand, Gomti Nagar, Lucknow 226010

Tel: +91 522 2304014 | Fax: +91 522 2304013

Reply to Pre-Bid Queries KNP-04

| S.No | Reference Clauses | Existing Clause | Details / Clarifications Required | UPMRC Reply |
|------|--|--|--|---|
| 1 | Ch-4, clause 4.2.3 (a) of tender document Pg No:24 | In General Licensee shall be responsible for the following activities: - a) Preparation of an advertising plan for each station, which must clearly earmark exact locations and type of advertisement planned for each advertising site and other relevant details. UPMRC shall consider the plan with respect to aesthetics, operational feasibility, safety and security concerns. If the part of plan is not approved by UPMRC, Licensee is required to submit revised plan for approval. All further modification/ revision to plan shall be approved by UPMRC. | Co-branding is being offered at station. It is being found that most of the area pertaining to co-branding options are already utilized by UPMRC in the way of artifacts. Licensee is getting less options for co-branding comparing with other metro projects. Allow to use front facade of metro stations. | As per tender conditions, UPMRC may permit advertisement in front of station without significantly obstructing the visibility of artwork. |
| 2 | Ch-4, clause 4.4(e) of tender document Pg No:25 | Only colouring (brand's color) on the piers within station plan area shall be allowed as the licensee awarded outside civil structures rights shall have the right to advertise through digital panels on the piers within the station plan | In outside area, on piers coloring is only allowed and signage installation is not. This will contradict the brands having advertisements either through co-branding or on | As per tender conditions |
| 3 | Ch. 3, clause 3.22 of tender document Pg No.-19 Ch-5, clause 5.7 of tender document Pg No.-28 | The License fee will be charged after the expiry of fitment period i.e.76th day from the scheduled date of payment of IFSD. The licensee shall pay Advance License Fee for 1st Quarter Minimum 7 (Seven) days before commencement date of License fee, without consideration of any interest. If the Selected Bidder fails to pay Advance License Fee for 1st Quarter within period mentioned above, it shall be treated as nonpayment of UPMRC dues and action shall be taken as per ARTICLE-7 of License Agreement. Approval of Plan: Successful Bidder shall indicate the locations for advertising panel/s, design of media vehicles including their structural plans, electrical and cable routing plans, the advertising panels/type of advertisements for these locations and submit all the plans of proposed panels, including its fixing arrangements for UPMRC's approval within 30 days from the scheduled date of IFSD submission for utilization of space, giving full compliance to Technical Parameters or any other prevailing applicable advertising policy. UPMRC reserves the right to reject any or all of the said submissions without assigning any reasons whatsoever. UPMRC has the right to indicate alternate locations. UPMRC also has the right to ask the licensee to resubmit location plan, wiring & routing plans etc, for those locations, which are not approved by UPMRC. The Successful Bidder hereby agrees to comply with the directives of UPMRC regarding alternative sites/ locations, and designs as may be specified by UPMRC. The Successful Bidder hereby agrees voluntarily and unequivocally not to seek any claim, compensation, damages or any other consideration whatsoever on this account. | Approval of plan/drawing takes time at UPMRC end, so fitment period should be start after the approval of plan/drawing. | As per tender conditions Approval of drawings/plans shall be conveyed by UPMRC within 3 weeks of submission of final drawings/plans by the licensee. |
| 4 | Ch-5, clause 5.1 note(i) of tender document Pg No:26 | License Fee for each year shall be equal to Minimum Annual Guarantee (MAG) amount for the year. Note: i. There will be 6% increase in MAG annually on compounding basis. | 6% escalation every year is very high. | As per tender conditions |
| 5 | Ch-5, clause 5.8(Factors Governing Selection of Permissible Advertisements) of tender | The Licensee shall take into account the following aspects while selecting advertisements on the panels and abide by all the instruction of the authorized UPMRC representative on the same: a) The advertiser is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products. | Pan masala advertising should be allowed as it does not contain any tobacco. Ban Alcoholic drinks and tobacco products but not pan masala. | As per tender conditions |
| 6 | Ch-5, clause 5.7 of tender document Pg. No.-28 | Approval of Plan: Successful Bidder shall indicate the locations for advertising panel/s, design of media vehicles including their structural plans, electrical and cable routing plans, the advertising panels/type of advertisements for these locations and submit all the plans of proposed panels, including its fixing arrangements for UPMRC's approval within 30 days from the scheduled date of IFSD submission for utilization of space, giving full compliance to Technical Parameters or any other prevailing applicable advertising policy. UPMRC reserves the right to reject any or all of the said submissions without assigning any reasons whatsoever. UPMRC has the right to indicate alternate locations. UPMRC also has the right to ask the licensee to resubmit location plan, wiring & routing plans etc, for those locations, which are not approved by UPMRC. The Successful Bidder hereby agrees to comply with the directives of UPMRC regarding alternative sites/ locations, and designs as may be specified by UPMRC. The Successful Bidder hereby agrees voluntarily and unequivocally not to seek any claim, compensation, damages or any other consideration whatsoever on this account. | If anything is not going to be allowed in future must be communicated before the submission of bid. This is said so as we are not allowed for wrapping of Kanpur metro trains although it was part of the contract. | As per tender conditions |