



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/KNPAR-04/2023

Date: 01.03.2024

NOTICE OF AWARD

Name of work: Tender KNPAR-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.

Based on Technical and Financial evaluation of offers received through e-procurement portal <https://etenders.gov.in/eprocure/app> and as per terms and conditions of the subject tender, the Competent Authority has decided to award the tender as under:

Name & Address of Bidder	Total Cost of Work
M/s JAGRAN PRAKASHAN LIMITED 2, Jagran Building, Sarvodaya Nagar Kanpur, Kanpur Nagar, Uttar Pradesh, 208005	<p>I. Category 1- Motijheel Metro Station (inside Advertising Rights) at Annual License Fee of Rs. 3,75,000/- (Three Lakhs Seventy-Five Thousand Only)</p> <p>II. Category 2- Motijheel Metro Station (Co-branding alongwith outside Advertising Rights) at Annual License Fee of Rs. 20,90,000/- (Rupees Twenty Lakhs Ninety Thousand Only)</p> <p>All other statutory taxes, statutory dues, local levies, Goods & Services Tax (GST) etc. as applicable shall be charged extra.</p>

This is issued with the approval of the Competent Authority.

JGM/Contract