

CHAPTER-1: NOTICE INVITING BID

- 1.1 Uttar Pradesh Metro Rail Corporation Ltd. invites bids, in two packet system from reputed advertising agencies which may be a sole proprietor firm, partnership firm or a company incorporated under the Companies Act 1956/2013 or as a Joint Venture / Consortium of such Entities to License out Advertisement Rights of Lucknow Metro Trains on N-S Corridor in UPMRC Network, as per Annexure 1 of the Tender Document. The Bidders shall not have a conflict of interest that affects the Bidding Process. Any Bidder found to have conflict of interest shall be disqualified. A Bidder shall be deemed to have a conflict of interest affecting Bidding Process if a constituent of one Bidder is also a constituent of another Bidder.
- 1.2 UPMRC shall receive Bids in pursuant to this Tender Document, in accordance with the terms set forth herein and as modified, altered, amended and clarified from time to time by UPMRC in writing through Corrigendum or otherwise. Bidders shall submit bids in accordance with these terms & conditions on or before the due date specified in this document. The Bidders are advised to visit the depots/site/stations and familiarize themselves with the proposed arrangements and all activities necessary in this regard.

Salient features of Bidding Process:

- 1.3 UPMRC has adopted a two packet bidding process to select a suitable highest Bidder to grant Advertisement Rights of Lucknow Metro Trains on N-S Corridor in UPMRC Network as detailed in Annexure-1 of the Tender Document

a) Schedule of Bidding Process:

1.	Cost of Tender Document (Non-Refundable)	Rs. 23,600/- (Inclusive of 18% GST) (Demand Draft on a Scheduled Commercial bank based in India in favor of "Uttar Pradesh Metro Rail Corporation Ltd" payable at Lucknow.)
2.	Bid Security	Rs.15 lakh (Fifteen Lakh only)
3.	License Period	6 years (Initial)
4.	Sale of Tender Document	From 29.01.2020 to 19.02.2020 (between 09:30 Hrs. to 17:30 Hrs.) on working days
5.	Last date of Seeking Clarification	21.02.2020
6.	Pre-bid Meeting	24.02.2020 @ 1500 Hrs.
7.	Last date of issuing addendum	28.02.2020
8.	Date & time of Submission of Tender	06.03.2020 up-to 15:00 Hrs.

9.	Date & time of opening of Tender (Technical Bid)	06.03.2020 @ 15:30 Hrs.
10.	Date & time of opening of Tender (Financial Bid)	Will be informed later on after the evaluation of Technical Bids (only to the bidders who will successfully qualify the Technical Evaluation)
11.	Validity of Tender	180 days from the last date of submission of tender.
12.	Authority and place for purchase of tender documents, seeking clarifications and submission of completed tender documents	Chief Engineer/Contract, Uttar Pradesh Metro Rail Corporation Limited, Administrative Building, Near Dr. Bhimrao Ambedkar Samajik Parivartan Sthal, Vipin Khand, Gomti Nagar, Lucknow-226010 (Email: cecontractlmrc@gmail.com)

- b) Cost of Tender Document as mentioned in 1.3 above shall be accepted in the form of Demand Draft in favour of "Uttar Pradesh Metro Rail Corporation Ltd." payable at Lucknow.
- c) **Bid Security:** The Bidder shall submit with his bid, a Bid Security for the sum mentioned in 1.3 above in the form of:
- i. Irrevocable bank guarantee issued by a Scheduled Commercial bank (including scheduled Commercial Foreign Banks) in India in the form given in Annexure-12.
 - ii. Demand Draft/ Pay Order in favor 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 LKAR-04". The Bid Security shall remain valid for a period of 56 days beyond the validity period for the Tender. In case of JV or consortium, the Bank Guarantee for Bid Security shall be from JV/Consortium and not from individual members.
- d) Bidders are expected to carry out extensive survey of UPMRC premises and analysis at their own cost, before submitting their respective Bids for award of the License Agreement. UPMRC shall provide necessary permission and assistance to the prospective Bidders.
- e) Bids received after due Date & Time of Submission of Bid shall not be accepted under any circumstances.
- f) **Eligible Applicants:**
- i. (a) Bidders and/or their holding companies and / or other subsidiaries engaged in and conducting advertisement business and controlled by the same holding company should have a minimum annual average turnover of **Rs. 30.77 Lakhs** in last 3 (three) audited financial statements/years i.e. 2016-2017, 2017-18 and 2018-19 duly certified by its statutory auditor under his signature along with stamp. (i.e. gross aggregate turnover of

Rs. 92.31 Lakhs in the last three financial years stated above). Here, gross turnover shall mean turnover from all sectors of advertisement business only. The bidders shall submit the audited financial statements including profit and loss account for the above mentioned last three financial years, as applicable and stated above. In case of JV/Consortium, the audited reports of each relevant member of Consortium for the last 3 financial years shall be submitted.

- (b) In addition to above, tenderer should have executed atleast one advertisement work in metro trains/railway trains also.
 - (c) The tender submission of tenderers, who do not qualify the eligibility criteria stipulated in the clause i above, shall not be considered for further evaluation and therefore rejected. The mere fact that the tenderer is qualified as mentioned in clause above shall not imply that his bid shall automatically be accepted.
- ii. For the purpose of the above said eligibility criteria, turnover of the bidding entities including holding companies and or other group subsidiaries companies engaged in advertisement business and controlled by the same holding company, whether Indian or foreign would be considered.
 - iii. If the bidder fulfills the eligibility criteria on account of the holding company or subsidiary company and not on its own capability, the bidder has to submit an additional interest free security deposit equivalent to 6 months of licensee fee in the form of bank guarantee/Demand draft. This will be in addition to the regular interest free security deposit required as per contract conditions.
 - iv. In all such cases where the bidder submits the financial of its holding or other group subsidiary company for the purpose of evaluation of eligibility, the concerned holding company and/or subsidiary company shall also submit a letter of consent/undertaking for such submission of financial data for evaluation purpose and acceptance of terms and conditions of the bid document as per the prescribed format (Annexure 10A attached).
 - v. Bidders who opt to include and submit the turnover of its controlling company and or other group subsidiaries companies, controlled by the same holding company and which are also engaged in advertisement business for the purpose of evaluation of eligibility, they shall also submit explicit documentary evidence of controlling interest inter se between the holding companies and its other group subsidiary companies engaged in advertisement business whose financial are submitted. **The bidder must be an Indian entity**, however the holding company or its group subsidiary company engaged in advertisement business and whose financial are included for evaluation of eligibility may be incorporated overseas.
 - vi. For the purpose of evaluation of the consortium/JV each member contribution towards the turnover shall be considered in the same ratio of their equity participation in the consortium or JV.

Illustration: Say If “A” and “B” are two members of JV/Consortium. “A” is having 70% equity holding in JV and “B” is having 30% equity holding in the JV In

such a condition, 70% of A's turnover and 30% of B's turnover will be taken for the calculation of eligibility of the JV.

- vii. Late tenders (received after date and time of submission of bid) shall not be accepted under any circumstances.

- viii. Tenders shall be valid for a period of 180 days from the date of submission of Tenders and shall be accompanied with a tender security of the requisite amount in the form of a Demand Draft from Scheduled Commercial Bank in India.

- ix. UPMRC reserves the right to accept or reject any or all proposals without assigning any reasons. No tenderer shall have any cause of action or claim against the UPMRC for rejection of his proposal.

**Chief Engineer/Contract
Uttar Pradesh Metro Rail Corporation Ltd.**