



UTTAR PRADESH METRO RAIL CORPORATION LIMITED

EXPRESSION OF INTEREST (EOI)

for

Adoption of Taj Mahal, Agra Fort, Jama Masjid Metro Stations with exclusive benefits of Co-branding, Advertisement, Property Development spaces (Commercial spaces) in Agra Metro Rail Network of Uttar Pradesh Metro Rail Corporation

EoI: AGPD-01 (September,2023)



**UTTAR PRADESH METRO RAIL
CORPORATION LIMITED,**

**ADMINISTRATIVE BUILDING,
VIPIN KHAND, GOMTINAGAR
LUCKNOW, UTTAR PRADESH – 226010**

Notice Inviting Expression of Interest

1. Introduction

Uttar Pradesh Metro Rail Corporation is a Joint Venture of Govt. of India and Govt. of Uttar Pradesh, responsible for planning, implementing, and operating metro rail systems in various cities of Uttar Pradesh. It was established with the aim of improving urban transportation infrastructure, easing traffic congestion, and providing efficient and sustainable public transportation options to the residents of various cities in Uttar Pradesh. 22.878 km long N-S corridor from CCS Airport to Munshipulia of Lucknow Metro and 9 km long IIT Kanpur to Motijheel section of Kanpur Metro is already operational. The construction of Agra Metro Rail Project and balance Kanpur Metro Rail Project is presently in full swing. UPMRC has achieved the distinction of completing the fastest Metro Project which have ever happened in the country.

Agra Metro Project also comprises of two corridors. Corridor-1 between Taj East Gate and Sikandara with 13 stations and Corridor-2 between Agra Cant and Kalindi Vihar with 14 stations. The priority section of Agra Metro Project consisting of 6 stations, namely Taj East Gate, Basai, Fatehabad Road, Taj Mahal, Agra Fort & Jama Masjid is expected to be operational very soon.

Agra city is internationally known for its rich cultural heritage due to the iconic Taj Mahal, which is among one of the Seven Wonders of the World. Tourists from all over the world visit the Agra city to see the beauty of Taj Mahal and other heritage monuments like Agra Fort, Jama Masjid, Tomb of Akbar, Tomb of Itmad-ud-Daula (Bachcha Taj) etc. Eco-friendly world-class mass rapid transportation system being built by UPMRC in the city of Agra will further enhance the standard of transportation in the city benefitting the tourism industry.

In recent years, the iconic Taj Mahal has continued to draw a significant number of domestic and foreign tourists. The annual footfall for Taj Mahal hovers around 7-8 million visitors, with approximately 70% being domestic tourists and 30% international travelers. Similarly, Agra Fort, a UNESCO World Heritage site, witnesses around 2-3 million visitors annually, with a similar domestic to international ratio.

UPMRC's iconic Agra Fort station, the timeless Taj Mahal station, and the grand Jama Masjid station are strategically located facing Agra Fort, Taj Mahal, and Jama Masjid, respectively and enhancing the accessibility and convenience for visitors to these historic monuments.

UPMRC is interested in establishing collaborative partnerships with your highly reputed corporation/ company/ corporate group, based on a win-win philosophy. We propose a long-term engagement spanning 35 years for the adoption of iconic metro stations such as Taj Mahal, Agra Fort and Jama Masjid. This association offers distinctive advantages, including co-branding opportunities, prominent advertisement spaces affording high visibility, and access to commercial spaces within these high-traffic metro stations.

Managing Director, Uttar Pradesh Metro Rail Corporation, invites e-bids for Expression of Interest (EoI) from esteemed corporates through CPP portal www.etenders.gov.in in prescribed form for **“Adoption of Taj Mahal, Agra Fort, Jama Masjid Metro stations with exclusive benefits of co-branding, advertisement, Property Development spaces (commercial spaces) in Agra Metro Rail network of Uttar Pradesh Metro Rail Corporation Limited (UPMRC)”**. This Expression of Interest details the process of such shortlisting. As part of this process, a Request for Proposals (RFP) shall be subsequently issued to shortlisted corporates.

2. Key details:

EoI Document availability on CPP Portal	From 27.09.2023 (from 11:00 hrs) to 08.11. 2023 (up to 15:00 hrs.) on e-tendering website https://etenders.gov.in/eprocure/app
Last date of Seeking Clarification	18.10.2023 (Upto 1800 Hrs) Bidders to note that seeking clarification on the EoI shall be done by sending it on e-tendering portal only. Seeking clarification by mail or post will not be considered. Queries/clarifications from bidders after due date and time shall not be acknowledged.
Pre-bid Meeting	18.10.2023 @ 1500 Hrs. The pre-bid meeting shall be conducted through offline/ online mode as required. Online pre-bid meeting will be conducted through video conferencing by software apps such as Google Meet, Microsoft Team, etc.
Date & time of Submission of EoI	Submission start date: 29.10.2023 (11:00 hrs) . Submission end date 08.11.2023 (15:00 hrs) .
Date & time of opening of EoI	09.11.2023 @ 15:00 Hrs.
Validity of submitted EoI	180 days from the submission end date of tender.
Authority and place for seeking clarifications etc.	Chief Engineer/ Contract, Uttar Pradesh Metro Rail Corporation Ltd., Administrative Building, Near Dr. Bhimrao Ambedkar Samajik Parivartan Sthal, Vipin Khand, Gomti Nagar, Lucknow-226010, Uttar Pradesh, India. https://etenders.gov.in/eprocure/app