

# **UTTAR PRADESH METRO RAIL CORPORATION LIMITED**



## **Request for Proposal for Exclusive Advertising Rights in Kanpur Metro Trains of UPMRC Network (Priority Section)**

**(RFP: KNPAR - 02)**

**BID DOCUMENT**

**Uttar Pradesh Metro Rail Corporation Ltd.**

(A JV of Govt. of India and Govt. of Uttar Pradesh)  
Administrative Building, Vipin Khand, Gomti Nagar,  
Lucknow – 226010, Uttar Pradesh.

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### 1. INVITATION FOR REQUEST FOR PROPOSAL (RFP)

- 1.1 **Introduction:** UPMRC invites e - Tender for selection of Licensee for Advertisement rights in Kanpur Metro Trains in Priority Section of UPMRC Network.
- a. Uttar Pradesh Metro Rail Corporation Limited (UPMRCL) 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 various cities of Uttar Pradesh with loan assistance from European Investment Bank (EIB).
  - b. Kanpur Metro Corridor-1 comprises of a distance of 23.8 kilometres from IIT Kanpur to Naubasta. It will have 21 stations including 7 underground stations.
  - c. Out of Kanpur Metro Corridor-1, Metro Train operation will be started first in the Priority Section. **Priority Section** comprises of elevated section from IIT Kanpur to Motijheel (approx 9 km) which includes 9 stations.
- 1.2 UPMRC invites bid from interested parties for selection of Licensee for exclusive Advertisement Rights of Kanpur Metro Trains to design, procure/manufacture, install, manage, operate, market and sell advertising spaces for Kanpur Metro Trains in UPMRC Network. UPMRC 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 UPMRC. Bidders shall submit bids in accordance with such terms on or before the date specified in this document. Bidders are advised to visit the UPMRC Kanpur metro premises and familiarize themselves with the proposed advertisement arrangements and all activities necessary in this regard.
- 1.3 UPMRC has adopted a single-stage two packet Bidding Process for selection of a suitable highest bidder to grant Exclusive Advertising Rights of Kanpur Metro Trains in Priority Section of UPMRC Network of Corridor-1.
- 1.4 Request for Proposal Document (non-transferable) can only be obtained online on the website <https://etenders.gov.in/eprocure/app> .. Tenders have to be uploaded on e-tendering portal <https://etenders.gov.in/eprocure/app> before the due date and time of tender submission. It shall be the responsibility of the bidder to ensure that their cost of tender documents is submitted in time and UTR details uploaded on the e-tender portal. Tenders document cost received after due date and time of submission of Bid shall not be accepted and the tender shall be rejected outrightly.
- 1.5 **Schedule of Bidding Process for RFP**

1.	*Cost of Tender Document (Non-Refundable)	<p><b>Rs. 5900/- (Inclusive of 18% GST)</b> (RTGS/ NEFT/ IMPS on a Scheduled Commercial bank based in India.)</p> <p>The details of bank account of UPMRC are mentioned below. The tenderers are required to upload scanned copies of transaction of payment of tender document cost/tender fee including e-receipt clearly indicating UTR No. &amp; tender reference i.e. KNPAR-02 must be entered in the remarks at the time of online transaction of payment.</p> <p>(Copy of GST registration no. to be provided along with Bid document cost/ tender fee, if applicable)</p>
2.	Bid Security	<p><b>Rs 52,000.00 (Fifty Two Thousand only)</b></p> <p>Bid Security can be submitted either through RTGS, NEFT &amp; IMPS.</p> <p>Bidders shall upload scanned copy of receipt of deposition of Bid Security/EMD amount at the time of online bid submission. If Bid Security deposition scanned copy is not submitted then such bids shall be considered ineligible and summarily rejected.</p>
3.	License Period	<b>2.5 years ( 30 Months)</b>
4.	Sale of Tender Document	<p>From <b>17.09.2021 (from 14:00 hrs) to 20.10.2021 (up to 15:00 hrs.)</b> on e-tendering website <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>. Bid document can only be obtained online on the website <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>.</p>
5.	Last date of seeking clarification and Pre-bid Meeting	<p><b>05.10.2021 @ 1500 Hrs.</b></p> <p>Tenderers to note that seeking clarification on the tender shall be done by sending it on e-tendering portal only. Queries/clarifications from Tenderers after due date and time shall not be acknowledged</p> <p>The Pre-bid meeting shall be conducted through video conferencing by software apps such as Google Meet, Microsoft Team etc. All prospective bidders who have made online payment towards the cost of tender document shall have to provide the details of the person(s) (maximum up to two) who will be participating in such virtual meeting at least one day before the scheduled date of prebid meeting to the</p>

		registered official email of employer i.e. <b>cecontract@upmrcl.co.in</b> along with scanned copy of transaction of payment of bid document cost / tender fee, including e-receipt clearly indicating UTR No. and tender reference i.e. KNPAR-02, so that links having details such as software, meeting ID, password etc. can be mailed to these persons before the scheduled virtual pre- bid meeting.
6.	Date & time of start of submission of Tender	<b><u>15.10.2021</u></b> up-to 15:00 Hrs.
7.	Date & time of end of submission of Tender	<b><u>20.10.2021</u></b> up-to 15:00 Hrs.
8.	Date & time of opening of Tender (Technical Bid)	<b><u>21.10.2021</u></b> @ 15:30 Hrs.
9.	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)
10.	Validity of Tender	<b>180 days</b> from the last date of submission of tender.
11.	Authority, seeking any clarifications etc.	<b>Chief Engineer/Contract, UttarPradesh Metro Rail Corporation Limited, Administrative Building, Near Dr. Bhimrao Ambedkar Samajik Parivartan Sthal, Vipin Khand, Gomti Nagar, Lucknow-226010</b> <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> (Email: cecontract@upmrcl.co.in)

Any clarification/corrigendum/addendum to the tender documents shall be uploaded on the official e-portal only, without any obligation of press notification.

For further details, please visit official e-portal <https://etenders.gov.in/eprocure/app>.

For any additional information & help for downloading & uploading, please contact e-tendering service desk at the following ID: support-eproc@nic.in or at Toll Free No.: (91)120-4001002, (91)120-4001005, (91)120-6277787.

\*Cost of Bid Document/RFP as mentioned in 1.5 (1) above shall be accepted through RTGS/ NEFT/ IMPS in following account-

Bank Account in name of	UTTAR PRADESH METRO RAIL CORPORATION LTD
Bank Account No	50200009236810
Name of Bank	HDFC Bank
IFSC CODE	HDFC0001267
BRANCH	TEKARI CHAMBERS, LUCKNOW, UTTAR PRADESH
Beneficiary Bank name	HDFC BANK

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 <b>(equivalent to 6 months license fee)</b> by Licensee	Within <b>30</b> days of issue of Letter of Acceptance (LOA)
2	Payment of Advanced 1 <sup>st</sup> Quarterly License Fees for no. of trains being offered initially	Within 07 days of commencement of License fee
3	Signing of License Agreement	Within 30 days of 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 Rs 52,000.00 (Fifty Two Thousand only) in the form of:

The Bid security shall be submitted through RTGS/ NEFT/ IMPS in following UPMRCs account:

UPMRC's bank details	
<b>Beneficiary Name</b>	UTTAR PRADESH METRO RAIL CORPORATION LTD
<b>Beneficiary Address</b>	Vipin Khand, Gomti Nagar, Lucknow, 226010 (UP)
<b>Beneficiary Bank name</b>	HDFC BANK

<b>Bank Branch Address</b>	TEKARI CHAMBERS, ASHOK MARG, LUCKNOW
<b>Account No.</b>	50200009236810
<b>IFSC Code of the Branch</b>	HDFC0001267

1.8 The Bid shall be summarily rejected if it is not accompanied with valid bid security of appropriate amount or without bid security.

1.9 The bid security of the Selected Bidder shall be adjusted against the Interest Free Security Deposit (IFSD). The bid security (submitted towards the bid/tender) of unsuccessful bidders/tenderers, shall be refunded within 90 days after award of contract, without considering any interest, thereof. If the bidder withdraws its bid at any stage, UPMRC shall have the right to forfeit the bid security amount of the bidder.

**1.10 Minimum Eligibility Criteria:**

**1.10.1 Annual Average Turnover :** Bidders shall have a minimum annual average gross turnover of **Rs. 12.31 Lakhs** from advertisement sector(s) in last 3 (three) i.e. 2018-19, 2019-20 & 2020-21 audited financial statements certified by Chartered Accountant with stamp & signature (i.e. gross aggregate turnover of Rs. 36.93 Lakhs in the last three financial years stated above).

**1.10.2** In addition to above, the tenderer should have executed atleast one advertisement work in **metro trains/ railway trains** also.

**1.10.3 Undertaking for not being banned from Business:**

As on date of Tender submission:

UPMRC/ any other metro organizations (100% owned by govt.)/ Ministry of Housing & Urban Affairs/ Order of Ministry of Commerce, applicable for all Ministries must not have banned/ debarred business with the tenderer as on the date of tender submission. The tenderer should submit undertaking to this effect in **Annexure-8 of Tender Document**

**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.

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 1.10 above. **Joint Ventures and consortiums are not allowed to participate in the tender.**

- 1.11 The intending tenderers must be registered on e-tendering portal <https://etenders.gov.in/eprocure/app>. Those who are not registered on the e-tendering portal shall be required to get registered beforehand. After registration, the tenderer will get user Id and password. On login, tenderer can participate in tendering process and can witness various activities of the process.
- 1.12 The authorized signatory of intending tenderer, as per Power of Attorney (POA), must have valid Class-II or Class-III digital signature. The Bid document/RFP can only be downloaded or uploaded using Class-II or Class-III digital signature. The tenderer shall upload their tender on <https://etenders.gov.in/eprocure/app> using class-II or class-III digital signature of the authorized signatory only.
- 1.13 Tender submissions shall be done online on <https://etenders.gov.in/eprocure/app> after uploading the mandatory scanned documents towards cost of tender documents and bid security such as scanned copies of transaction of payment i.e. RTGS, NEFT & IMPS submitted against the bid security amount and other documents as stated in the tender document. Instructions for on-line bid submission are furnished hereinafter.
- 1.14 Submission of tenders shall be closed on e-tendering website of employer at the date & time of submission prescribed in NIT after which no tender shall be accepted. It shall be the responsibility of the tenderer to ensure that his tender is submitted online on e-tendering website <https://etenders.gov.in/eprocure/app> before the deadline of submission. UPMRC shall not be responsible for any delay, difficulties and/ or inaccessibility of the downloading and/or uploading facility from the e-procurement portal for any reason whatsoever.
- 1.15 Late tenders (received after date and time of submission of bid) shall not be accepted under any circumstances.
- 1.16 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.
- 1.17 Tenderers are requested to visit e-tendering portal <https://etenders.gov.in/eprocure/app> regularly for any Employer's issued clarifications, addendum, corrigendum and/or due date extensions.
- 1.18 After successful completion of tender processing, the Letter of Acceptance (LOA) to the successful bidder shall be uploaded on the e-tendering portal



<https://etenders.gov.in/e procure/app> which can be downloaded by successful bidder. LOA would also be e-mailed to the successful bidder.

- 1.19 In case at a subsequent date the successful bidder/licensee is found to have been banned for business as given above, UPMRC shall be at liberty to and have full right to cancel the allotment of license for co-branding rights and forfeit the interest free security deposit after adjusting any dues payable by the licensee.
- 1.20 In case of any grievances/ complaints regarding this tender or to obtain information/ clarification, please contact:

**Chief Engineer / Contract,**  
Uttar Pradesh Metro Rail Corporation Ltd.,  
Administrative Building,  
Near Dr. Bhimrao Ambedkar Samajik Parivartan Sthal,  
Vipin Khand, Gomti Nagar,  
Lucknow – 226010.  
Email:- **cecontract@upmrcl.co.in**