



CIN: U60300UP2013SGC060836

# 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/ KNPAN-05: /2023

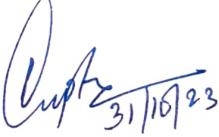
Dated: 31.10.2023

### ADDENDUM-01

**Tender Title/Name of work: Tender Tender KNPAN-05: Tender for licensing of Exclusive Advertising Right on Outside civil structure of Kanpur Metro Rail- Priority Corridor (IIT Kanpur-Motijheel metro station) 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/e procure/app>) for information please.

  
31/10/23  
CE/ Contract

**Reply to Pre-Bid Queries KNP-05**

S.No	Reference Clauses	Existing Clause	Details / Clarifications Required	UPMRC Reply
1	Ch. 3, clause 3.22 of tender document Pg No.-18	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.	Fitment period is of 75 days, require 90 days as signage making, installation and wiring takes time.	As per tender conditions
2	Ch. 3, clause 3.22 of tender document Pg No.-18  Ch-5, clause 5.7 of tender document Pg No.-23	<p>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.</p> <p>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 &amp; 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.</p>	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.
3	Ch-5, clause 5.2(a) of tender document Pg No:21	(a) Tenure of License Agreement shall be <b>3 (three) years</b> , unless otherwise terminated by UPMRC or surrendered by the Licensee. The tenure of License Agreement shall commence from the scheduled date of commencement of License Fee i.e. 76th day from the scheduled date of payment of IFSD. The license may be extended for the two time periods of 'Three years each at a time' on successful completion, to the complete satisfaction of UPMRC, of initial license period (03 years) on escalated rates governed by agreement. Further extension of the license beyond 9(3+3+3) years shall be on sole discretion of UPMRC. The license period for additional advertisement space so handed over/allotted during the currency of the contract will be co-terminus with original license period.	License period offered initially is of 3 years which is less. The amount of capex involve in the project doesn't make it feasible to recover in 3 years. At least 6 years' time should be considered.	As per tender conditions

4	ARTICLE-3, clause 3.6.5 of DLA Pg No.-56  Ch-5, clause 5.6 of tender document Pg No.-23	If the licensee is desirous of revising already approved advertisement plan at any particular station, the Licensee shall submit revised advertisement plan for approval of UPMRC once in a quarter only.  Innovations & New Media: Subject to mutually agreed terms and conditions and with prior written approval and concurrence of the licensor (UPMRC), the Successful Bidder may introduce new media. If the Successful Bidder wants to introduce new media, then a proposal along with details of the said media proposed to be introduced should be presented to the office of the UPMRC for approval along with terms and conditions. The Licensor (UPMRC) at all times reserves the right not to give approval to such proposal/s and the successful bidder agrees voluntarily and unequivocally not to seek any claim, damages, compensation or any other consideration whatsoever due to non-acceptance of proposal.	LED screens are allowed or not in replacement of signage?	As per tender conditions
5	Ch.4, clause 4.2.4(d) of tender document Pg No.-20	(d) For the civil structures within the plan area of the metro stations, the licensee awarded the Co-branding of the stations shall have the right to colour the structure.	Clause 4.2.4, within the plan area of metro station, the licensee awarded the Co-branding of the stations shall have the right to colour the structure. This will violate the spaces offered in the tender as pillars within plan area of station have been offered in the tender.	As per tender conditions. It is clarified that the licensee awarded this contract KNPART-05 shall have the advertisement rights on pillars. However, for the civil structures within the plan area of the metro stations, the licensee awarded the Co-branding of the stations shall have the right to colour the structure.
6	Ch-5, clause 5.1 note(i) of tender document Pg No:21	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
7	Ch-5, clause 5.8(Factors Governing Selection of Permissible Advertisements) of tender document Page no.-24	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
8			We have seen some already installed structures on portals. Are they also available to licensee for advertisement?	The already installed structures on portals shall be within the scope of this tender KNPART-05 and such area is included in the offered area of 3568.95 sqm.
9			Creative approvals and block allotment takes very much time and clients doesn't wait. We want a process in which approvals shall be given within time frame.	Approval of creatives shall normally be done within three working days and blocks shall be allotted to the licensee as per technical feasibility on priority basis.