



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor),
Jawaharlal Nehru Marg, New Delhi - 110002. Ph. No. 011-2322-7212

**OPEN SHORT E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS
THROUGH DESIGNATED INDIVIDUAL EXISTING EARMARKED UNIPOLE
STRUCTURE/PARTIAL STRUCTURES/FOUNDATIONS UNDER THE
JURISDICTION OF SDMC.**

No: CO/Advtt/E-Tender-09/2021-22/SDMC/NIT/D-552

Dated: 03/10/2021

E-TENDER NOTICE (SHORT TENDER FOR THREE MONTHS)

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through individual existing earmarked unipole structure/partial structures/foundations for allotment of advertisement rights under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of **three months. The bidder can bid for 1 or more or all sites.** The Advertisement site/s shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective individual existing earmarked unipole structure/partial structures/foundations at designated site as mentioned in **Annexure "1"** of the E-Tender document.

The eligible bidder may submit their bid containing the E-Tender documents duly signed on each page along with requisite Earnest Money Deposit and requisite E-Tender fee and other documents as mentioned in the E-Tender document. This E-Tender document contains 33 pages.

Prospective bidders are advised to regularly scan through SDMC website as corrigendum/amendments/clarification (if any), will be notified on the official website and no separate advertisement/communication in any other form will be made for this purpose. Any bid not accompanied with the E-Tender fee and EMD shall be summarily rejected.


Commercial Officer (Advtt)

Commercial Officer
Advertisement Department / SDMC
25th Floor, Civic Centre, Minto Road
New Delhi-110002

SCHEDULE/ DATA SHEET FOR OPEN SHORT E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH DESIGNATED INDIVIDUAL EXISTING EARMARKED UNIPOLE STRUCTURE/PARTIAL STRUCTURES/FOUNDATIONS UNDER THE JURISDICTION OF SDMC.

Particulars	Details
Project Name	OPEN SHORT E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH DESIGNATED INDIVIDUAL EXISTING EARMARKED UNIPOLE STRUCTURE/PARTIAL STRUCTURES/FOUNDATIONS UNDER THE JURISDICTION OF SDMC.
Nodal Agency	South Delhi Municipal Corporation (SDMC)
Last date of issuance / sale of E-Tender document	12/11/2021 Upto 16:00 Hrs. on website www.mcdonline.nic.in
Cost of E-Tender Document	Rs. 1000/- for each Site.
Venue of Pre-bid Conference	SDMC Conference room, 23 rd floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002
Nodal Officer for Submission of Queries	Commercial Officer (Advertisement Dept.) 25 th floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002. Phone: 011-23227511 e-mail ID: coadvtt.sdmc@gmail.com acadvtt.sdmc@gmail.com
Corrigendum, if any will be placed on website	www.mcdonline.nic.in
Last date and time for Bid Submission	Up to 16:00 Hrs on 12/11/2021 on website www.mcdonline.nic.in
Address for submission of Technical Bids	On website www.mcdonline.nic.in 25 th floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002.
Address for opening Technical bids	Commercial Officer (Advertisement Dept.) 25 th floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002.
Address for opening of financial bids	Commercial Officer (Advertisement Dept.) 25 th floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002. Date of opening of financial bid will be notified later on website www.mcdonline.nic.in
EMD Amount	As per details/manner given in Clause 3 (Eligibility Criteria) Annexure-1.
EMD Manner	


Commercial Officer (Advtt.)
 Commercial Officer
 Advertisement Department / SDMC
 25th Floor, Civic Centre, Minto Road
 New Delhi-110002

ELIGIBILITY CRITERIA, ESSENTIAL PRE-REQUISITES AND TERMS & CONDITIONS

1. Criteria for participation:

Sole Proprietorship Firm, Partnership Firm, Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company, against whom no dues are pending either from erstwhile MCD or from SDMC as on date and has not been blacklisted either by erstwhile MCD or by SDMC/NDMC/EDMC, Central/State Govt. departments, Ministry, Autonomous body, PSUs as on bid submission date, subject to fulfilling the eligibility criteria given in the E-Tender documents eligible to submit bid for allotment of Advertisement rights **for a period of three months** through designated individual Unipole site(s) under the jurisdiction of SDMC as mentioned in **Annexure '1'**. The firm shall get itself registered on ad-hoc basis with the Advertisement Department SDMC by submitting the requisite fee.

2. Site Details:

Details of all advertisement site/sites (i.e. individual existing earmarked unipole structure/partial structures/foundations) are specified in **Annexure "1"** within the jurisdiction of SDMC. The bidder shall inspect the advertisement site/sites (i.e. individual existing earmarked unipole structure/partial structures/foundations) as per **Annexure "1"** of E-Tender document and same be allotted on "**as is where is & as is what is basis**". The bidder shall acquaint himself of all the local conditions and the advertisement potential of the site/sites before offering the bid of the same. In no case, the deviation will be allowed from the allotted location.

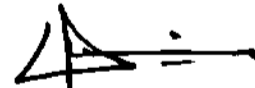
Important Note:-

A. All the bidders are advised to visit all the locations and make assessments of revenue potential of these sites before bidding. No claim shall be entertained after bid submission regarding feasibility of site/s/displays.

3. Eligibility Criteria

a. Technical Bid :

- (i) The bidder shall submit Tender Cost Rs.1000/- per tender item through NEFT/RTGS/e-payment in favour of SDMC.
- (ii) The bidder shall submit EMD (i.e. three times of the MRP) through NEFT/RTGS/e-payment in favour of SDMC. The details of EMDs are mentioned under **Annexure-1**.
- (iii) In case the bidder(s) is/are already registered under the applicable category, a self attested copy of registration certificate to be uploaded on the e-tender portal.
- (iv) Complete short E-Tender document, each page duly signed by the authorized signatory.
- (v) Bid Application in Format given at '**Annexure-2**'.
- (vi) Power of Attorney in the name of the Authorized Signatory in Format given at '**Annexure-3**'.
- (vii) Basic information of bidder as per '**Annexure-4**'.
- (viii) Accepted specifications of Unipole as per '**Annexure-5**'.



Commercial Officer
Advertisement Department / SDMC
25th Floor, Civic Centre, Minto Road
New Delhi-110002

- (ix) The bidder shall submit registration fee of Rs.50,000/- through demand draft in favour Commissioner, SDMC latest by two days after last bid submission date of NIT.

b. Financial Bid :

Bidder shall be required to upload/submit their financial quotes on the online portal as per the format available on website :

- a. For each existing unipole, separate Financial Quote shall be submitted online (www.mcdonline.nic.in) on BOQ (Bill of quantity).

4. Opening of E-Tender :

- a. E-Tender shall be opened at the date and time specified in the **Data Sheet**/website. In case E-Tender opening date is declared HOLIDAY, E-Tender shall be received and opened on next working day at the same time specified in the **Data Sheet**.

5. Bid Evaluation:

a. Technical Bid Evaluation

Responsiveness of bids submitted by all the Bidders shall at first be examined with respect to Bid application, earnest money and E-Tender fee, immediately after opening of the bids. Technical bids of all the responsive bidders shall be evaluated as per criteria given in Eligibility criteria. All the technically qualified bidders shall be intimated by the Advertisement department/SDMC for opening of financial bid.

b. Qualification for E-Tendering :

- (i) The selection will be on the basis of the highest monthly License fee (H-1) quoted by the bidder for the advertisement site/sites for designated sites as mentioned in the **Annexure '1'** under the jurisdiction of SDMC.

6. Earnest Money Deposit / Advance License Fee

i. Earnest Money Deposit:

The bidder shall have to deposit Earnest money deposit as mentioned in the 'Annexure-1' which shall be deposited through NEFT/RTGS/e-payment as per link provided on the website. The self attested (duly stamped) scanned copy of UTR Number along-with challan of the transaction shall be submitted with the bid document, as mentioned above for each site/sites, the EMD (Earnest Money Deposit) for each site/sites shall be of amount as mentioned in 'Annexure-1', along with the bid. Bid submitted without the earnest money deposit shall be summarily rejected. The earnest money deposit of unsuccessful bidders shall be refunded on written request of the bidder or as the competent authority may deem fit in this regard.

However, the Earnest Money Deposit can be forfeited on account of any of the following reasons:

- (a) If the successful bidder (H-1 Bidder) does not accept the offer of allotment within 03 working days of issue of **offer letter** or if the bidder withdraws the proposal during the validity period specified in E-Tender.
- (b) If the bidder does not respond to the clarification sought by the Department in respect of the proposal,
- (c) If the bidder fails to provide required information during the evaluation process,
- (d) If the bidder resorts to malpractices with an ulterior motive to affect the chances of rival bidders which includes cartelization/sudden complaints/malicious newspaper reporting about competing bidders, when the short tenure E-Tender has been published.
- (e) If he has made misleading or false representations in the E-Tender document submitted by him in the short tenure E-Tender.

The security deposit/EMD/ any deposit including MLF deposited by the contractor/Licensee will not carry any interest in any case or circumstances whatsoever.

ii. **Advance Payment of three months :**

Three Month advance license fees (**MLF as quoted by the H-1 bidder for each site (successful bidder)**) shall be payable by the H-1 bidder (successful bidder of each site/s) within **Three working days** from the issuance of offer letter and the date of commencement of contract/date of start of MLF shall be the immediate next date after completion of incubation period or date of start of display of advertisement, whichever is earlier for each site separately. The contractor shall deposit license fees of three months in advance through demand draft/pay order in favour of Commissioner, SDMC within the time stipulated in offer letter i.e. 03 working days. The bidder may adjust the EMD amount against the due license fee and balance license fee shall be deposited through demand draft/pay order in favour of Commissioner, SDMC.

7. **Acceptance of E-Tender /Bid:**

- a. The validity of the offer given by the bidder shall be for 60 days from the date of submission of bid and the same cannot be withdrawn by the bidder before the expiry of validity period, otherwise EMD shall be forfeited and the bidder shall be blacklisted for future E-Tenders for two consecutive years.
- b. The offer/bid made by the bidder shall be subject to acceptance by the competent authority, SDMC or any other officer authorized /designated by the competent authority.
- c. ADVERTISEMENT RIGHT may be given to the highest bidder for each site (at the discretion of the competent authority) only after acceptance of offer letter, completion of all the requisite formalities etc, even if there is valid single bidder for each site. The decision of SDMC in this regard shall be binding and final on the all the bidders.

8. **Conflict of Interest**

Applicants shall not have a conflict of interest (the "Conflict of Interest") that affects the E-Tender process. Any Applicant found to have a Conflict of Interest will be disqualified. An Applicant may be considered having a Conflict of Interest that affects the E-Tender Process, if:


 Commercial Officer
 Advertisement Department / SDMC
 25th Floor, Civic Centre, Minto Road
 New Delhi-110002

- (a) Such Applicant (or any constituent thereof) and any other Applicant (or any constituent thereof) have common controlling shareholders or other ownership interest, direct or indirect shareholding in an Applicant or a constituent thereof in the other Applicant(s) (or any of its constituents); or
- (b) A constituent of such Applicant is also a constituent of another Applicant; or
- (c) Such Applicant receives or has received any direct or indirect subsidy from any other Applicant, or has provided any such subsidy to any other Applicant; or
- (d) Such Applicant has the same authorized representative for purposes of this Proposal as any other Applicant; or
- (e) Such Applicant has a relationship with another Applicant, directly or through common third parties, that puts them in a position to have access to each other's information about, or to influence the Proposal of either or each of the other Applicant; or such Applicant has participated as a consultant to SDMC in the preparation of any documents, design or technical specifications of the Project.

9. **OFFER LETTER** : The bid submitted by the H-1 bidder of each site shall be subject to acceptance by the Commissioner, SDMC or any other officer/authority, authorized by him and accordingly the department shall issue offer letter to the H-1 bidder for each site. The offer once accepted, shall be final and binding upon the firm. The agency shall be liable to complete all the requisite formalities (including but not limited to deposition 3 months' advance MLF). Indemnity Bond on a stamp paper of Rs100/- as per '**Annexure-06**' as specified in offer letter, within **Three working days** of issue of the offer letter. In no case, the department will consider the request of the advertiser/H-1 bidder for increase in number of days for completion of all the requisite formalities.

In case of non fulfillment of formalities of offer letter given to H-1 bidder within the prescribed time, EMD shall be forfeited. However, the decision of Commissioner, SDMC or any other officer authorised by him in this regard shall be final and binding.

10. **Allotment letter:** The SDMC shall issue an allotment letter to the successful bidder of each site separately after completion of requisite formalities as specified in the offer letter. Even if all the sites are awarded to one successful H1 bidder then also there would be separate allotment letters for each site/s. The contract shall commence from the date of allotment (excluding incubation period) or from the actual date of display within the incubation period whichever is earlier.

11. **Responsibility of the bidder/applicant before offering bid.**

- (i) The bidder shall inspect the advertisement site/sites (i.e. individual existing earmarked unipole structure/partial structures/foundations) as per **Annexure "1"** of E-Tender document and same be allotted on "**as is where is & as is what is basis**". The bidder shall acquaint himself of all the local conditions and the advertisement potential of the site/sites before offering the bid of the same. In no case, the deviation will be allowed from the allotted location.
- (ii) The bidder should bid the amount by considering entire potential of each site and South DMC will not be responsible for any decline in the potential of revenue of site of for any reason whatsoever. Any claim for remission on the basis of harm to business interest on

extraneous/ unforeseen conditions/ reasons whatsoever shall be summarily rejected by the South DMC without any kind of response to the contractor and the contractor shall not be entitled to make any claim/remission on that account.

- (iii) Each bidder must conduct survey of the advertisement site/sites as mentioned in **Annexure "1"** and make independent evaluation of the scope of work. No bidder/bidders can hold the South-DMC responsible for not understanding the scope of work. Bidders are free to visit the said advertisement sites as mentioned in **Annexure 1**.

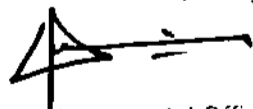
12. Incubation Period :

The Incubation period permitted shall be of **07 days from** the date of issue of allotment letter (excluding the date of issue of Allotment letter) for each existing Unipole site and the same shall not be extendable. The incubation period is allowed for installation of unipole(s)/repairing of devices if any required, including installation of non-conventional/conventional source of energy connection and electrical fittings and fixtures, as may be required for making the all sites/devices fit for display. However, in the incubation period, if in any case the commercial displays started by the contractor, the license fee shall be charged for that particular commercials displayed only up to the period of expiry of incubation period and thereafter the license fee shall be started from the day after expiry of incubation period of the awarded site/sites.

13. Duties and responsibilities of the Advertiser/ Contractor

- (a) **Non-Transfer of advertising rights:** No subletting of the advertisement site/sites is permissible. The contractor shall manage these advertisement site/sites by himself/ itself or through his /its employees but shall not be allowed to sublet these advertisement sites to any other person/agency/ firm. If at any point of time it is found that the any site(s) have been sublet the contract shall be liable for cancellation and blacklisting of firm.
- (b) **Maintenance of site:** The Unipole site, shall be structurally sound and maintained in properly secured condition. The advertisement site (Unipole) shall, at all time, erected, fixed and retained in all respect to the satisfaction and in accordance with the requirement prescribed by the Commissioner or his authorized officer and as per OAP 2017. On completion of the contract period or its pre-determination for any reason whatsoever, the structure of the pole/device shall become the property of South DMC.
- (c) **Design of Display of Unipole:** The dimension for each unipole structure shall be as per Clause no. 7.1 - specific conditions Category 1 of OAP 2017 as per the description mentioned against each site details and Annexure-1 of E-Tender Document.

The advertisement display shall be strictly in accordance with the specific provisions as laid down in the DMC Act (Tax on advertisement other than advertisement published in newspaper) Bye-laws, 1996 (as amended up-to-date) (hereinafter referred to as "amended bye-laws, 1996"), Outdoor Advertisement Policy 2017 or the advertisement policy in force at that time and terms & conditions of allotment.


Commercial Officer
Advertisement Department / SDMC
20th Floor, Old Secretariat Building, Mintu Road
Chennai - 600 002

- (d) **Electricity Connection for Illuminated Display:** The advertiser shall obtain electricity connection for illuminated display at the allotted site in his own name or install solar energy system, for which South DMC shall provide him necessary No Objection Certificate, on his specific request. In this regard, all charges / dues shall be payable by the advertiser directly to the concerned electricity company. No generator set shall be allowed for this purpose.
- (e) **Statement of Account of Advertisement displayed:** The advertiser shall maintain proper record of the advertisement displayed by him in respect of each advertisement device as mentioned in **Annexure 1** and produce the same on demand before the Commissioner or any other officer authorized by him in this behalf/on his behalf. The advertisers shall also submit true monthly statement showing the number of advertisement displayed during the preceding months.
- (f) **Matter of Advertisement:** No advertisement shall be allowed if it is indecent/obscene or otherwise offensive to good taste or against public sentiments or in contravention of the by-laws, 1996, as amended up-to-date and Outdoor Advertisement Policy. The decision of the Commissioner or any other officer authorized by him in this respect shall be final.
- (g) The allottee will submit public liability insurance for the currency period i.e. three months against the allotted site. The allottee will also ensure structural safety before installation of advertisement through a structural Engineer. The allotment shall be made on "**as is where is & as is what is basis**" and no claim shall be entertained on any reason whatsoever.
- (h) **Mandatory display of certain information :**The advertiser shall display the following information on display on the front side of the advertisement device, according to the device :
- Site Name
 - South DMC Logo
 - Code number
 - Name of the advertiser
 - Single side display/double side display
 - Size of display
 - Latitude and longitude
 - Allotment letter date and no.
- (i) **Loss to South DMC:** The advertiser shall be bound to indemnify and reimburse South DMC for all claims, demands, loss charges, cost and expenses which it may have to incur or which accrue on account of infringement of any of these conditions by the advertiser.
- (j) **Damage to the public/ private property:** The advertiser shall be responsible for damage caused to public/private property during display of advertisement. South DMC shall not be responsible or liable or made a party to any damages or accidents which may happen at the site. The advertiser shall be liable and responsible for any loss of life and /or physical harm/ any other loss to the public or any other agency including government on account of negligence on the part of Advertiser in maintaining the site/sites properly.
- (k) **Precautions:** The advertiser shall display the advertisement after installing devices (i.e. Unipole), if required, at the designated locations as mentioned in the **Annexure-1**, in a proper manner

taking all precautions against electrocution and Corporation shall not be responsible for any negligence, injury or casualty resulting from the installation, removal or upkeep of the advertisement device & display.

- (l) **Responsibility of Advertisement Sites/ Devices** : The South DMC shall not be responsible for damage or theft of devices, frames, structures fixed at the site by the contractor or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party on the advertisement device(s). It shall be primary responsibility of the allottee to safeguard and protect their advertisement site(s)/ device(s).
- (m) **Removal of advertisement display**: The contractor/advertiser shall remove the advertisement display, if any found, after the expiry of the contract period, the new contractor or the South DMC shall have the right to cause such display to be removed for which the previous contractor shall have no right to claim any damages. No extension of time for removal of displays shall be given after expiry of the contract period, under any circumstances whatsoever and it will be his duty to remove the advertisement so displayed latest by the forenoon of the day following the date on which the contract expires.

14. Breach of contract provisions :

South DMC shall have the right to terminate/determine the license and black listing of firm, if the contractor commits breach of any of the terms and conditions of this contract. In case, the contractor wishes to get the license restored/ renewed, the Commissioner, SDMC or any other officer authorized by him, in this behalf may on consideration of a representation (of the previous contractor) restore the advertisement display/ Unipole structure(s)/devices, subject to deposition of a composition fees of 5% the total bid amount as restoration charges & provided that the request for restoration (of contract) is made within 05 days of the rescission of contract by the previous contractor or before the floating date of the E-Tender of the same advertising site as awarded to the previous contractor whichever is earlier.

15. Compliance of any change/revision in policy/ modification in terms and conditions of allotment :

In case of implementation of any new comprehensive advertisement policy or any direction by Court of Law or advertisement site/sites or part thereof being required by the Government/ Corporation, South DMC retains the right to cancel the license contract of advertisement by giving 10 days notice in writing and the contractor will not be allowed any extension on any ground whatsoever. Any loss of revenue to the contractor on above conditions shall not be borne by South DMC.

- 16. Registration with SDMC:** - The H-1 bidder/bidders (successful bidder/bidders) selected in the E-Tender process is required to get themselves registered as an advertiser on ad-hoc basis for the currency period of this tender only, in the panel of SDMC by submitting requisite fee of Rs.50,000/- (Non-refundable) along-with EMD at the time of bidding. The Registration will be on adhoc basis only and validity of same will expire with period of contracts awarded through this NIT.

17. Interpretation:

For interpretation of any clause in the E-Tender or project functionalities during project execution phase, the interpretation as adopted by the Commissioner, South DMC shall be final and binding.

- 18. DISPUTES:** All disputes shall be under the jurisdiction of Delhi Courts only.



Commercial Officer
Advertisement Department / SDMC
15th Floor, Civic Centre, Minto Road
New Delhi-110002

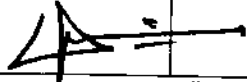
FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH INDIVIDUAL EXISTING UNIPOLE SITES/STRUCTURES/FOUNDATION UNDER THE JURISDICTION OF SDMC.

S. No	Unique ID	Location of the site	Lat. & Long.	Display Status & Size	MRP	EMD
1.	NGZ C4/1	Near Balmiki Mandir, Palam Manglapuri Road, On Mandir, Najafgarh Zone	28°32'1668 077°05'3708	Single Side & 18 Sqm.	1,87,328/-	5,61,984/-
2.	NGZ C4/2	Outside Footpath, Opposite Bharat Petroleum, Petrol Pump, Najafgarh Zone	28°34'4220 077°03'2209	Single Side & 18 Sqm.	1,87,328/-	5,61,984/-
3.	NGZ C4/3	Outside Footpath, Opp. Petrol Pump. At the corner of the Road diverging towards Sector No.7, Najafgarh Zone	28°35'38.01 077°04'31.16	Single Side & 18 Sqm.	1,87,328/-	5,61,984/-
4.	NGZ C4/4	Near Railway line at T- Point, near Urinal Flyover towards Palam Railway Station, Najafgarh Zone	28°35'037 077°05'470	Double Side & 18 Sqm.	2,67,611/-	8,02,833/-
5.	NGZ C4/5	Near Railway line at T Point, near Urinal Flyover towards Palam Airport, Najafgarh Zone	28°35'037 077°05'470	Double Side & 18 Sqm.	2,67,611/-	8,02,833/-
6.	NGZ C4/6	Adjacent to Palam Flyover near Jain Public School, Palam, Najafgarh Zone	28°35'264 077°05'038	Single Side & 18 Sqm.	1,87,328/-	5,61,984/-
7.	NGZ C4/7	Near Pillar No 52, Under Palam Flyover Road, Najafgarh Zone	28°35'152 077°05'330	Single Side & 18 Sqm.	1,87,328/-	5,61,984/-
8.	NGZ C4/8	Outside Footpath	28°32'48.86 077°03'31.04	Single Side &	1,87,328/-	5,61,984/-

		Sector Dwarka, after Mother Dairy Booth after Maharaj Aggarsen DTC bus stand (in front of Booster Pump Room), Najafgarh Zone		18 Sqm.		
9.	NGZ C4/9	Opp. Balmiki Mandir, Palam Road (on Manglapuri side), Najafgarh Zone	28°32'42.14 077°03'41.05	Single Side & 18 Sqm.	1,87,328/-	5,61,984/-
10.	SZ-7/7	At Corner of wall of Laxman Public School, 3 mtr from road edge FTC Vasant Gaon to Savitri Cinema Flyover, South Zone	28°32'37.81 077°12'24.85	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
11.	SZ-8/7	Adjoining Foot Over Bridge near Panchsheel Park on Outer Ring Road FTC from Vasant Gaon to Savitri Cinema Flyover, South Zone	28°32'36.05 077°12'45.21	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
12.	SZ-9/7	Nala Near Chirag Delhi Flyover, FTC Vasant Gaon to Savitri Cinema Flyover, South Zone	28°32'31.89 077°13'37.94	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
13.	SZ-10/7	Inside the vacant Land of Park exist below the Savitri Cinema Flyover and opposite Gate No.3 of Greater Kailash Metro Station, Greater Kailash-2, Display fascia Nehru Place to Vasant Gaon,	28°32'32.31 077°14'24.21	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-

		visible from flyover, South Zone				
14.	ORR-6	In front of Bharat Petroleum Pump, Swami Service Station, Outer Ring Road, FTC Savitri Cinema to Vasant Gaon, South Zone	28°32'544' 077°13'268'	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
15.	ORR-7	Opp. Laxman Public School, near Hauz Khas Metro station, adjacent to subway dead end, Outer Ring Road, FTC Savitri Cinema to Vasant Gaon, Outer Ring Road, South Zone	28°32'616' 077°12'340'	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
16.	ORR-5	Opp. Pillar No.27, Near Indian Petrol Pump, Soami Nagar, Outer Ring Road, FTC Savitri Cinema Flyover to Vasant Gaon, South Zone	28°32'541' 077°13'319'	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
17.	ORR-8	After FOB near Jia Sarai Bus Stand, Nr boundary wall of Udaigiri House 3 m away from road edge, South Zone	28°32'54.31 077°11'19.07	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
18.	ORR-9	Opposite Al-kausar adjacent to nalla after footpath, South Zone	28°33'54.11 077°10'00.05	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
19.	ORR-11	Near Niryat Bhawan after turn to village Vasant Nagar &	28°34'31.62 077°09'26.09	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-

		Vasant Apartment Near Pillar at Kutcha Portion after footpath at dead end. South Zone				
20.	SZ-1/7	At Kachcha Portion Opp. PWD Electric Pole No. 295, Outer Ring Road, FTC Vasant Gaon to Savitri Cinema Flyover. Near Malai Mandir, South Zone	28°34'03.98 07709'54.94	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
21.	SZ-2/7	R.K. Puram, Sector Market, Near Flyover Munirka/Near Alkausar and Vasant Place, Inside Nala FTC Vasant Gaon to Savitri Cinema Flyover, South Zone	28°33'54.89 07710'01.25	Double Side & 18 Sqm.	5,96,304/-	17,88,912/-
22.	SZ-3/7	R.K. Puram Sector-6, Near PWD Electric Pole No.414, Outer Ring Road, Starting Point of Flyover, FTC Vasant Gaon to Savitri Cinema Flyover, Outer Ring Road, South Zone	28°33'51.17 07710'03.51	Double Side & 18 Sqm.	5,96,304/-	17,88,912/-
23.	SZ-4/7	Opposite National Institute of Health and Family Welfare near IGL CNG Pump, R.K. Puram, FTC Vasant Gaon to Savitri Cinema Flyover, South Zone	28°33'12.10 07710'48.14	Double Side & 18 Sqm.	5,96,304/-	17,88,912/-


 Commercial Officer
 Advertisement Department / SDMC
 5th Floor, Civic Centre, Minto Road
 New Delhi-110002

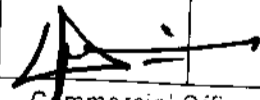
24.	SZ-5/7	Adjacent to Indian Oil Petrol Pump, R.K.Puram Near ending point of Flyover FTC Vasant Gaon to Savitri Cinema Flyover, Outer Ring Road, South Zone	28°32'56.68 077°11'16.86	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
25.	SZ-6/7	Jiya Sarai, Near Dhalao and Near Bus Stand Jiya Sarai Vasant Gaon to Savitri Cinema Flyover, South Zone	28°32'55.39 077°11'19.91	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
26.	ORR-1	At kutcha portion 3 mtr away from road edges in landscaped portion adjoining flyover, at turning point to Savitri Cinema, South Zone	28°32'917' 077°11'282'	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
27.	ORR-3	Near Nala, Swami Nagar, Near Hort. Office of DDA, FTC Savitri Cinema Flyover to Vasant Gaon	28°32'501' 077°13'716'	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
28.	ORR-4	Near Electric Pole No.A-202, Saomi Nagar, FTC Savitri Cinema Flyover to Vasant Gaon, Outer Ring Road, South Zone	28°32'520' 077°13'582'	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
29.	ORR-2	Nr. Entrance Masjid Mod at dead end of Service lane bus stand Masjid Moth	28°32'36.38 077°14'08.34	Single Side & 18 Sqm.	4,17,413/-	12,52,239/-
30.	PER-1	At dead end corner near	28°31'47.87' 077°13'06.72'	Single Side &	4,06,780/-	12,20,340/-

		Police Check Post, near entry gate of Select City Walk Mall, Saket, South Zone		18 Sqm.		
31.	PER-2	Near Hauz Rani Bus Stand, Press Enclave Road, Opp. Mall, South Zone	28°31'8101' 077°13'0668'	Double Side & 18 Sqm.	5,81,114/-	17,43,342/-
32.	PER-3	Near Hauz Rani Bus Stand, Press Enclave Road, South Zone	28°31'787' 077°12'973'	Double Side & 18 Sqm.	5,81,114/-	17,43,342/-
33.	PER-4	Opp. MGF Metropolitan Bank Press Enclave Road, South Zone	28°31'828' 077°13'156'	Double Side & 18 Sqm.	5,81,114/-	17,43,342/-
34.	PER-5	Near Sheikh Sarai Authority, 75 mtrs from Red Light, Press Enclave Road, South Zone	28°31'985' 077°13'844'	Double Side & 18 Sqm.	5,81,114/-	17,43,342/-
35.	NGZ C1-C/1	Outside ROW Adjacent to Road Towards Westend Green Farms Society, South Zone.	Chainage of NHA1 20400	Single Side & 30 Sqm.	5,65,608/-	16,96,824/-
36.	NGZ C1-C/2	Outside ROW, Opposite Four Points & at the Corner of Road going towards Aravali Villa Garden, Najafgarh Zone	Chainage of NHA1 21600	Single Side & 30 Sqm.	5,65,608/-	16,96,824/-
37.	NGZ C1-C/3	Outside Row, in front of Rajasthan Rajpath Petrol Pump (Indian Oil), Najafgarh Zone	Chainage of NHA1 21740	Single Side & 30 Sqm.	5,65,608/-	16,96,824/-
38.	CNZ-UC-4Cb/1	In front of Boundary wall between Plot	28°33.923' 077°14.620'	Single Side & 18 Sqm.	3,20,287/-	9,60,861/-

		No.70 & 71, Harisons Furnishings, after footpath FTC-AllMS to DND Gantry, Central Zone.				
39.	CNZ-UC-10/2	At Kachcha Portion after footpath Bhairo Road. Opposite Purana Qila and after entry gate of Craft Museum. FTC Matka Peer Red Light to Ring Road, Central Zone	28°36'46.04 077°14'34.99	Single Side & 18 Sqm.	1,88,416/-	5,65,248/-
40.	CNZ-UC-10/3	At katcha portion after footpath Bhairo Road adjoining Pragati Maidan Bus Stop FTC Matka Peer Red Light to Ring Road, Central Zone	28°36'45.79 077°14'41.27	Single Side	1,88,416/-	5,65,248/-
41.	CNZ-UC-10/4	At katcha portion after footpath near entry gate of Science Museum, Bhairo Road. FTC Matka Peer Red Light to Ring Road, Central Zone	28°36'45.59 077°14'44.27	Single Side & 18 Sqm.	1,88,416/-	5,65,248/-
42.	CNZ-UC-10/5	At katcha portion after footpath near Gate No.1, Pragati Maidan FTC Matka Peer Red Light to Ring Road, Central Zone	28°36'45.23 077°14'49.04	Single Side & 18 Sqm.	1,88,416/-	5,65,248/-
43.	CNZ-UC-10/6	At katcha portion opposite Gate No.1, Pragati Maidan	28°36'44.25 077°14'49.09	Double Side & 18 Sqm.	2,69,166/-	8,07,498/-

		Kachcha portion. Front side facing traffic coming from Ring road to Matka Peer Red Light, Central Zone				
44.	CNZ-UC-10/7	At kachcha portion before Bharon Mandir Near Tree No. 28 & Bhairon Mandir Parking. FTC Ring Road to Matka Peer Red Light, Central Zone	28°36'41.71 077°14'47.17	Single Side & 18 Sqm.	1,88,416/-	5,65,248/-
45.	CNZ-UC-10/8	Near Delhi Traffic Police Booth Opp. Bhairon Mandir 3 meter from road edge & 75 meter away from Pole No. Unique ID. CNZ-UC-10/7 FTC Ring Road to Matka Peer Red Light.	28°36'40.48 077°14'43.43	Single Side & 18 Sqm.	1,88,416/-	5,65,248/-
46.	ORR/ CNZ-74	Adjacent to Municipal Dhalao No.124/194CNZ Nehru Place opp. Chamber Hemkunt (FTC Savitri Cinema to Jamia), Central Zone	28°32.837' 077°15.196'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
47.	ORR/ CNZ-75	Opp. Indian Oil Petrol Pump, Adjoining DTC Bus Depot on kachcha portion, Nehru Place (FTC Savitri Cinema to Jamia), Central Zone.	28°32.896' 077°15.340'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
48.	ORR/ CNZ-76	On kachcha land opposite Oriental Bank of	28°32.861' 077°15.233'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-

		Commerce, Guru Amardas Bhawan, 78, Nehru Place (FTC Savitri Cinema to Jamia), Central Zone				
49.	ORR/ CNZ-77	At corner road turning to Lotus Temple (FTC Savitri Cinema to Jamia), Central Zone	28°32.933' 077°15.469'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
50.	ORR/ CNZ-78	Opp. Okhla Metro Station after footpath katcha portion, (FTC Jamia to Savitri Cinema), Central Zone.	28°33'16.58" 077°15'56.08 "	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
51.	ORR/ CNZ-79	At SDMC Parking, Near Satyam Cinema, Eros Tower, Nehru Place, Central Zone	28°33.01.23'' 077°15.04.77'	Double Side & 18 Sqm.	5,56,572/-	16,69,716/-
52.	ORR/ CNZ-80	Opposite Metro Pillar No. 143 & Kalkaji Metro Station, after footpath (FTC Jamia to Savitri Cinema), Central Zone	28°32.919' 077°15.609'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
53.	ORR/ CNZ-81	Adjacent to entry gate of Nehru Enclave Society after CNG station, opp. DPH (Nehru Place Market) (FTC Jamia to Savitri Cinema), Central Zone	28°32.859' 077°15.297'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
54.	ORR/ CNZ- 81 A	Opposite A-4, Pamposh Enclave and Electricity Pole No.NHP C-184, adjoining Nehru	28°32'49.21'' 077°15'08.99'	Double Side & 18 Sqm.	5,56,572/-	16,69,716/-

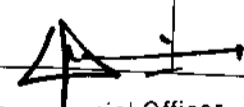


Commercial Officer
Advertisement Department / SDMC
23th Floor, Civic Centre, Minto Road
New Delhi-110002

		Place Flyover, Outer Ring Road, Central Zone				
55.	ORR/ CNZ- 81 B	Opposite Metro construction site and Tree No.36, adjoining Nehru Place Flyover, Outer Ring Road FTC Nehru Place, Central Zone	28°32'46.10" 077°15'04.64'	Single Side & 18 Sqm.	3,89,600/-	11,68,800/-
56.	AM-2	AM-2, Unipole site at Opp. Electronic Pole No.30, Anuvert Marg, M.G. Road, FTC Lado Sarai to Chhattar Pur, South Zone	28°31.183' 077°11.376'	Single Side & 18 Sqm.	2,46,506/-	7,39,518/-
57.	CN-25	CN-25, 75 Meters from the intersection point of GK-I turning and 4 meters away from the road edge before subway Andrews Ganj after utility in Kachcha portion, FTC-Chirag Delhi/Sheikh Sarai to Defence Colony, Central Zone.	28°33.784' 077°13.951'	Double Side & 18 Sqm.	3,52,151/-	10,56,453/-
58.	NA	Adjoining wall of park, Near Indian Oil Petrol Pump, Vasant Vihar, FTC Vasant Vihar to Nelson Mandela Road, South Zone	28°33.27.20' 077°09.48.22'	Double Side & 18 Sqm.	3,52,151/-	10,56,453/-
59.	NA	NMR-17, Opp. PWD electric pole No.34, Nelson Mandela	28°32.768 077°09.612'	Single Side & 18 Sqm.	3,41,516/-	10,24,548/-

		Road, FTC-Vasant Kunj to Munirka, South Zone				
60.	NA	In front of Shop No. 52, DDU Market, Rajouri Garden, Opp. Metro Pillar No. 425, Najafgarh Road, FTC Raja Garden to Uttam Nagar, West Zone	28°38.743' 077°06.978'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
61.	NA	In front of Metro Pillar No. 587, Najafgarh Road, FTC Raja Garden to Uttam Nagar, West Zone	28°37.808' 077°04.746'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
62.	NA	Adjoining the Metro Pillar No.600, in front of newly constructed Shopping Mall, Najafgarh Road, FTC Raja Garden to Uttam Nagar, West Zone	28°37.736' 077°04.589'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
63.	NA	New Krishna Park Opp. Metro Pillar No.599, Najafgarh Road, FTC Uttam Nagar to Raja Garden, West Zone	28°37.771' 077°04.624'	Single Side & 18 Sqm.	99,373/-	
64.	NA	Near Electric Pole No.213, Adjoining Vikash Kunj Apartment FTC, Uttam Nagar to Tilak Nagar, West Zone	28°37.862' 077°04.851'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
65.	NA	In front of M/s Elcon Enterprises, near Janak Puri (E) Metro Station,	28°37.969' 077°05.141'	Single Side & 18 Sqm.	99,373/-	2,98,119/-

		Najafgarh Road, FTC Uttam Nagar to Raja Garden, West Zone				
66.	NA	Near Telephone exchange Rajouri Garden FTC, Tilak Nagar to Raja Garden, West Zone	28°38.948' 077°07.336'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
67.	NA	In front of Property no. A-1/4, Janak Puri, Pankha Road, FTC Uttam Nagar to Sagar Pur, West Zone	28°37.444' 077°04.090'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
68.	NA	In front of Property no. RZ-1, (Honda Showroom), Dabri Extn. Pankha Road, at corner of transformer, FTC Sagarpur to Uttam Nagar, West Zone	28°36.834' 077°05.119'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
69.	NA	In front of Property No.A-51, Sitapuri, (Harijan Basti) FTC Dwarka to Dabri Mod, West Zone	28°36.666' 077°05.020'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-
70.	NA	Between Metro Pillar No.550 & 551, Near Nangali Jalib Entry Gate, Janak Puri FTC Tilak nagar to Uttam Nagar, West Zone	28°38.006' 077°05.253'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-
71.	NA	Corner of lane adjoining to plot no. 50, Punjabi Bagh, Club Road, FTC Road No.29 to Ring Road, West Zone	28°40.270' 77°07.176'	Single Side & 18 Sqm.	99,373/-	2,98,119/-



72.	NA	Near Property No.A-9, Vishal Enclave, Opposite Metro Pillar No.409, Rajouri Garden, FTC Uttam Nagar to Moti Nagar, West Zone	28°38.52.77' 077°07.10.86'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
73.	NA	Opp. main gate of the Office of Commandant Tamilnadu Special Police Tihar Jail, Jail road inside the parking FTC Tilak Nagar to Delhi Cantt., West Zone	28°37.237' 077°6.230'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-
74.	NA	Near Metro Pillar No.577, Distt. Centre Janakpuri, FTC Tilak nagar to Uttam Nagar, West Zone	28°37.858' 077°49.901'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
75.	NA	Near Nangal Raya Fly over Pillar No.23, FTC, Dilhi Cantt to Tilak Nagar	28°36.639' 077°06.866'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-
76.	NA	Near Metro Pillar No.567, Opposite Five Elements Banquet, Janak Puri, FTC Rajouri Garden, West Zone	28°37'55.19' 077°07'10.86'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
77.	NA	Near Gate No.1 of Pacific Mall, Main Najafgarh Road	28°38'950' 077°13'943'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-
78.	NA	Inside the Boundary Wall of Vacant Land, Near Janakpuri West Metro Station, West Zone	28°37'792' 077°04'670'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-

79.	NA	Near Flyover Opp. Metro Pillar No.583, FTC Tilak Nagar, West Zone	28°37'8429' 077°04'7037'	Single Side & 18 Sqm.	99,373/-	2,98,119/-
80.	NA	Inside Nala Near Subhash Nagar Petrol Pump Opp. Metro Pillar 467 FTC Raja Garden, West Zone	28°38'4651' 077°16'4173'	Double Side & 18 Sqm.	1,41,962/-	4,25,886/-
81.	NA	Adjoining Metro Pillar No.580, 3mtr away from road edge in Kachcha Portion, Below Metro Track, in Front of Shop No.G-9, Showroom of Archies Gallary, District Centre, Janakpuri, West Zone	28°37'50.97' 077°04'51.57'	Single Side & 18 Sqm.	99,373/-	4,25,886/-
82.	AAAR-1	Near boundary wall, Veterinary Hospital, Mehrauli Mahipalpur Road FTC Mahipalpur to Andheria Mod, South Zone	28°31'691' 077°09'034'	Double side & 18 Sqm.	2,01,706/-	6,05,118/-
83.	MM-1	Adjoining the boundary wall, B-9, Vasant Kunj Near Govt. Veterinary Hospital, FTC Mahipalpur to Andheria Mod, South Zone	28°31'668' 077°09'069'	Single Side & 18 Sqm.	1,41,194/-	4,23,582/-
84.	W-12	W-12 Between Metro Pillar No.535 & 536, 3mtr away from road edge in Kachcha portion below Metro Track, Opp. ShopNo.WZ-1/4-	28°36.04.45 077°05.28.34	Double Side & 18 Sqm.	1,44,450/-	4,33,350/-

		5 Ganesh Nagar Market of M/s Vohra Enterprises on Najafgarh Road, West Zone				
85.	W-23	W-23, In front of property No. 128, Sewek Park, FTC Najafgarh Road, West Zone	028°37.097 077°01.912	Single Side & 18 Sqm.	1,16,930/-	3,50,790/-
86.	W-28	W-28, Near BQS Tihar Jail FTC Hari Nagar Depot, West Zone	28°37.09.54 077°06.16'.52	Double Side & 18 Sqm.	1,15,020/-	3,45,060/-
87.	NGZ C1-B/1	Outside ROW at the edge of lane towards Tata Motors, Rangpuri Near Pepe Jeans Numero Uno Jeans Wear Showroom, Najafgarh Zone	Chainage of NHA1 19575	Single Side & 30 Sqm.	6,61,530/-	19,84,590/-
88.	NGZ C1-B/2	Outside ROW adjacent to transformer Near Mother Care Showroom, Najafgarh Zone	Chainage of NHA1 19600	Single Side & 30 Sqm.	6,61,530/-	19,84,590/-
89.	NGZ C1-B/3	Outside ROW in between Valentine & Colour Plus Showroom, Najafgarh Zone	Chainage of NHA1 19640	Single Side & 30 Sqm.	6,61,530/-	19,84,590/-
90.	NGZ C2/1	Outside ROW, Near Delhi Haryana Border, Adjacent to City Park Hotel, Najafgarh Zone	Chainage of NHA1 23200	Single Side & 18 Sqm.	3,96,443/-	11,89,329/-
91.	NGZ C2/2	Outside ROW, after City park Hotel in Open land, Najafgarh Zone	Chainage of NHA1 23050	Single Side & 18 Sqm.	3,96,443/-	11,89,329/-
92.	NGZ C2/3	Outside ROW Inside the corners of lane going towards Farm House	Chainage of NHA1 22620	Single Side & 18 Sqm.	3,96,443/-	11,89,329/-

		Before Yadav Dhaba, Najafgarh Zone				
93.	NGZ C2/4	Outside ROW, Kapashera Turn Nursery, Najafgarh Zone	Chainage of NHAI 22200	Single Side & 18 Sqm.	3,96,443/-	11,89,329/-
94.	NGZ C2/5	Outside ROW, Samalkha Extension Telephone Exchange Road, Opp. Vrindavan Green, Najafgarh Zone	Chainage of NHAI 21450	Single Side & 18 Sqm.	3,27,222/-	9,81,666/-
95.	NGZ C2/6	Outside ROW, Before Indian Oil Petrol Pump, Near BSES Transformer, New Delhi, Najafgarh Zone	Chainage of NHAI 20650	Single Side & 18 Sqm.	3,27,222/-	9,81,666/-
96.	NGZ C2/7	Outside ROW, Outside Crush barrier opp. Celebration Garden, Najafgarh Zone	Chainage of NHAI 19725	Single Side & 18 Sqm.	3,27,222/-	9,81,666/-
97.	NGZ C2/8	Outside ROW, Outside Drain Opposite Sagar Properties, Najafgarh Zone	Chainage of NHAI 19425	Single Side & 18 Sqm.	3,27,222/-	9,81,666/-


 Commercial Officer
 Advertisement Department / SDMC
 25th Floor, Civic Centre, Minto Road
 New Delhi-110002

"BID APPLICATION FORMAT: ON COMPANY LETTERHEAD"

To,

Date: _____

The Commercial Officer,
Advertisement Department SDMC
Dr. Shyama Prasad Mukherjee Civic Centre
New Delhi-110002

SUB: OPEN SHORT E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH DESIGNATED INDIVIDUAL EXISTING EARMARKED UNIPOLE STRUCTURE/PARTIAL STRUCTURES/FOUNDATIONS UNDER THE JURISDICTION OF SDMC.

Sir,

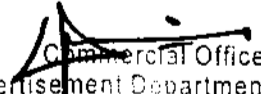
1. I/We, the undersigned, have carefully examined the referred E-Tender and offer to participate in the same, in full conformity with the said E-Tender along with all the terms and conditions.
2. I/We agree to abide by this Proposal as per E-Tender terms and conditions, and our offer is valid for a period of 180 days from the date fixed for submission of Proposals as stipulated in the E-Tender and it shall remain binding upon us and may be accepted by SDMC at any time before the expiration of that period.
3. I/We understand SDMC is not bound to accept any proposal it receives and not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
4. I/We have paid EMD vide challan no. Dated drawn on for Rs. (Copy enclosed).
5. I/We have paid E-Tender fee vide Challan No. Dated drawn on for Rs. 1,000/- (Copy Enclosed).
6. I/We applied for site No./No.(s) _____ of _____ Zone under the jurisdiction of SDMC.

Name & Signature
Designation _____

NB: SDMC reserves the right to make any change in the document anytime for which the decision of the Commissioner SDMC shall be final and binding on the bidder/contractor. At the time of the E-Tender this undertaking shall be signed by the bidder and submitted along with the prescribed E-Tender form as proof of acceptance of all terms & conditions of contractor agreement in the event of the bidder being successful in the process.

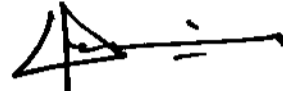
DECLARATION/UNDERTAKING:

I/we have gone through and understood the contents of this E-Tender document carefully. The information furnished by me/us is true & to the best of my/our knowledge and nothing has been concealed there from. I/We have also read and understood carefully the terms & conditions of allotment annexed herewith which I/we shall abide by. I/We agree to the allotment of contract for display of advertisement at the allotted


Commercial Officer
Advertisement Department / SDMC
5th Floor, Civic Centre, Minto Road
New Delhi-110002

site is being made on "as is where is" basis and accept all the terms and condition of the E-Tender and shall be bound by the conditions given in the document.

**Seen and accepted.
Name & Signature of the Authorized Signatory
(With Office Rubber Stamp)**

A handwritten signature in black ink, consisting of a stylized 'S' followed by a horizontal line and a vertical line.

Commercial Officer
Advertisement Department / SDMC
25th Floor, Civic Centre, Minto Road
New Delhi-110002

Format for Power of Attorney for Signing of Proposal

(On a Rs. 100 stamp paper duly attested by Notary public)

POWER OF ATTORNEY

Know all men by these presents, We
(name and
 address of the registered office) do hereby constitute appoint and authorize Mr /
 Ms.....(name and residential address)
 who is presently employed with us and holding the position of
as our attorney, to do in our name
 and on our behalf, all such acts, deeds and things necessary in connection with or
 incidental to our bid for Allotment of Advertisement contract under the jurisdiction of
 SDMC for submission to South Delhi Municipal Corporation, (hereinafter referred to as
 SDMC) for consideration of SDMC including signing and submission of all documents
 and providing information/ responses in all matters in connection with our Proposal for
 the Project.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney
 pursuant to this Power of Attorney and that all acts, deeds and things done by our
 aforesaid attorney shall and shall always be demand to have been done by us.

Dated this the _____ Day of
 _____ For

 (Name and designation of the person (s)
 Signing on behalf of the Bidder)

Accepted

 Signature)
 (Name, Title and Address of the Attorney)
 Date:.....

Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
2. Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/ power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.
3. In case the Proposal is signed by an authorized Director, a certified copy of the appropriate resolution/ document conveying such authority may be enclosed in lieu of the Power of Attorney.


 Commercial Officer
 Advertisement Department / SDMC
 25th Floor, Civic Centre, Minto Road
 New Delhi-110002

SUB: OPEN SHORT E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH DESIGNATED INDIVIDUAL EXISTING EARMARKED UNIPOLE STRUCTURE/PARTIAL STRUCTURES/FOUNDATIONS UNDER THE JURISDICTION OF SDMC.

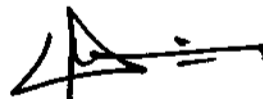
Basic Information about Bidder

1.	NAME OF THE ORGANISATION /INDIVIDUAL/APPLICANT	
2.	REGISTRATION NO. (if any)	
3.	CORRESPONDENCE ADDRESS	
4.	CONTACT MOBILE NUMBER AND EMAIL ID	
5.	NAME OF PERSON(S) TO BE CONTACTED FOR CLARIFICATION	
6.	RESIDENTIAL ADDRESS OF THE BIDDER	
7.	DETAIL OF PAN CARD WITH COPY	
8.	DETAIL OF ALL BANK ACCOUNTS OF THE BIDDER	

Certified that the information given above is correct to the best of my knowledge

SIGNATURE OF AUTHORIZED SIGNATORY WITH SEAL

DATE: _____



Commercial Officer
Advertisement Department / SDMC
25th Floor, Civic Centre, Minto Road
New Delhi-110002

SUB: OPEN SHORT E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH DESIGNATED INDIVIDUAL EXISTING EARMARKED UNIPOLE STRUCTURE/PARTIAL STRUCTURES/FOUNDATIONS UNDER THE JURISDICTION OF SDMC.

SHAPE, SIZE AND DESIGN OF THE UNIPOLE STRUCTURE.

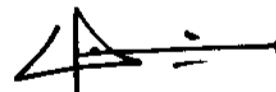
The dimension for each unipole structure shall be as per Clause no. 7.1 - specific conditions Category 1 of OAP 2017 i.e. 18 or 30 sq. mtr. as the case may be, for all unipole sites as per note mentioned under Annexure-'1'. Further, each Unipole structure shall be installed strictly in compliance of OAP 2017.

The length and width for advertising display can be interchanged/alterd as per suitability but not exceeding the total area (length x width). The bottom of advertisement display of unipole shall be at a height of 2.5 mtr. above the surface of the ground and shall be in proper alignment. The maximum Height of top of unipole structure from the ground level shall not exceed 10 mtr. The advertisement display shall be strictly in accordance with the specific provisions as laid down in the DMC Act (Tax on advertisement other than advertisement published in newspaper) Bye-laws, 1996 (as amended up-to-date) (hereinafter referred to as "amended bye-laws, 1996"), Outdoor Advertisement Policy 2017 or the advertisement policy in force at that time and terms & conditions of Contract and Registration/renewal guidelines as an advertiser in SDMC.

SPECIFICATIONS FOR THE UNIPOLE

- All Material to be made of galvanized steel.
- The Structure to be treated with Hot dip or Hot spray Galvanization.
- All Screw and Nuts to be made of stainless steel and there should be spot welding at all the nuts to prevent vandalism.
- Furniture composed of display panel mounted on a single metal pole.
- The structure should be dimensioned to withstand local wind and gusts according to regulations.
- The Structure should be properly powder coated for protection against rusting.
- All materials should be non flammable.
- Parts used should not be fragile and safety secured to its foundation with 20 mm anchor fasteners or chemical fasteners which make the furniture more stable and joint fasteners not visible from outside.
- The Allotee will submit structural safety/Stability certificate after installation of Unipole Structure.

Signature of the advertiser/firm with seal



Commercial Officer
Advertisement Department / SDMC
25th Floor, Civic Centre, Minto Road
New Delhi-110002

INDEMINITY BOND

To,

Commissioner, SDMC/Competent Authority, SDMC

In consideration of the Commissioner, SDMC/Competent Authority, SDMC having agreed to award me a short tender of Unipole Site No. _____ Name : _____
Zone _____ Lat-Longitude _____ under the jurisdiction of SDMC.

I, _____ S/o/W/o/D/o _____ residing at _____ and office at _____ allottee of aforesaid site shall do hereby agree and undertake to indemnify and keep harmless the Commissioner, SDMC/Competent Authority, SDMC (hereinafter referred to as the "Competent Authority") from any claim which may be made by any loss and damage to the public/private property. The Advertiser/firm is sole responsible for all. The advertiser shall be bound to indemnify and reimburse South DMC for all claims, demands, loss charges, cost and expenses which it may have to incur or which accrue on account of infringement of any of these conditions by the advertiser.

The advertiser shall be responsible for damage caused to public/private property during display of advertisement. South DMC shall not be responsible or liable or made a party to any damages or accidents which may happen at the site. The advertiser shall be liable and responsible for any loss of life and /or physical harm/ any other loss to the public or any other agency including government on account of negligence on the part of Advertiser in maintaining the site/sites properly.

The advertiser shall display the advertisement after installing devices (i.e. Unipole), if required, at the designated locations as mentioned in the **Annexure-1**, in a proper manner taking all precautions against electrocution and Corporation shall not be responsible for any negligence, injury or casualty resulting from the installation, removal or upkeep of the advertisement device & display.

The South DMC shall not be responsible for damage or theft of devices, frames, structures fixed at the site by the contractor or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party on the advertisement device(s). It shall be primary responsibility of the allottee to safeguard and protect their advertisement site(s)/ device(s).

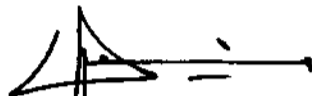
The contractor/advertiser shall remove the advertisement display, if any found, after the expiry of the contract period, the new contractor or the South DMC shall have the right to cause such display to be removed for which the previous contractor shall have no right to claim any damages. No extension of time for removal of displays shall be given after expiry of the contract

period, under any circumstances whatsoever and it will be his duty to remove the advertisement so displayed latest by the forenoon of the day following the date on which the contract expires. The allottee also undertakes to indemnify that all terms & conditions of the tender shall be abided.

witnessed _____ day of _____

Signature of Obligatory

Accepted



Commercial Officer
Advertisement Department / SDMC
5th Floor, Civic Centre, Minto Road
New Delhi-110002