



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor),
Jawaharlal Nehru Marg, New Delhi-110002,
Ph.No.011-2322-7511

No. CO (Advt.)/Tender/SDMC/2021-22/D-595

Dated: 25/11/2021

Sub : Reply of pre-bid queries raised by the prospective bidders in respect of NIT E-Tender Notice No.CO/Advt/E-Tender-10/2021-22/SDMC/NIT/ D-553 dated 03/11/2021, E-Tender Notice No.CO/Advt/E-Tender-11/2021-22/SDMC/NIT/ D-554 dated 03/11/2021 and E-Tender Notice No.CO/Advt/E-Tender-13/2021-22/SDMC/NIT/ D-556 dated 03/11/2021.

The point wise reply to the queries/suggestion raised by prospective bidders is-as below:

Ref.: E-Tender Notice No.CO/Advt/E-Tender-10/2021-22/SDMC/NIT/ D-553 dated 03/11/2021.

Open E-Tender for allotment of advertisement rights through Designated Clusters of Unipole Sites under the Jurisdiction of SDMC.

Table :1

Sl. No.	Query/Suggestion	Observation/Recommendation of Tender Committee
1.	As per Point No. 3 (a) of Eligibility Criteria the participating bidder(s) shall submit an undertaking with regard to "No Dues" on their letter head. The Department shall verify the undertaking considering the proposal made vide preamble No. F-33/Advt./SDMC/SDMC/447/C&C dated 27.07.2021 regarding grant of relief under force majeure till the proposal is not deliberated up. You are requested to provide us the Preamble No. F-33/Advt./SDMC/447/C&C dated 27.07.2021 to enable us to calculate our dues accordingly and make the pending dues, if any. Please also provide us the copy of the minutes approved by the Standing Committee in respect to the Preamble dated 27.07.2021. Please also let us know if there is any dues pending against our Company as per the preamble dated 27.07.2021 to enable us to deposit the payments	The clause No. 3 (a) of Eligibility Criteria has been revised as under for all the subject cited NITs/Tenders : "The Participating bidder(s) shall submit an undertaking/certificate with regard to "No Dues upto 22.03.2020 on their letter head"
2.	Lately SDMC Property Tax department has issued assessment orders towards Advertisements displayed on Unipoles and other devices allotted by SDMC Advertisement department in the past. Pls clarify if Property Tax is applicable on the Advertisement Media allotted by the SDMC Advertisement department since this is movable structures and allotted by SDMC.	The RFP conditions will prevail. No change in RFP/Tender document.


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3.	Cluster No. 1 Bhairo Marg Red Light to Khanpur Depot Red Light Central Zone Pls confirm if the Unipoles in this Cluster can be installed along the Flyovers. Pls also confirm if two or more Flag signs of 3 sq. meters can be clubbed together	The RFP conditions will prevail. No change in RFP/Tender document.
4.	Hybrid Cluster N. 6, West Zone. Unipole at W-2 Opp. Property No. A-12 Rajouri Garden After footpath FTC Moti Nagar to Tilak Nagar is mentioned as Double sided whereas single side display is feasible. Pls confirm if remission is provided or alternative location will be given	Unipole site No.W-2, Opposite property No.A-12, Rajauri Garden, (After Footpath) FTC Moti Nagar to Tilak Nagar (West Zone of Hybrid Cluster No.6 may now be read with single display Unipole.
5.	Lately Delhi Development Authority is not allowing to install any Advertisement Media within DDA Area. Pls confirm locations as specified is NIT is approved by the DDA else Licence fee should start from the date the Advertisement Media is installed	The RFP conditions will prevail. No change in RFP/Tender document.
6.	Since a lot of construction work is being done in all the SDMC Zones can shifting without written permission of department as per clause 2 (B) can be extended for 365 days instead of prevailing 60 days period	The RFP conditions will prevail. No change in RFP/Tender document.

Ref.: E-Tender Notice No. CO/Advt/E-Tender-13/2021-22/SDMC/NIT/D-556 dated 03/11/2021.

Open E-Tender for allotment of advertisement rights through Building / Wall wraps and LED Screen on the Façade of Multilevel Puzzle Parking, central Market, Lajpat Nagar, Central Zone on Monthly Licence fee basis under the Jurisdiction of SDMC.

Table : 2

Sl. No.	Query/Suggestion	Reply of Department
1.	3000 sq. ft. Advertisement Area is very huge and it should be reduced to 1500 sq. ft. as the Multilevel Puzzle Parking is located on inside road and not facing the main road. The Advertisement potential on this location is very low.	The revised details may be seen in the "Table 3" below.
2.	The MRP per sq. ft. is on a very higher side looking into the placement of the site which is located on inside road and not facing the main road. The MRP per sq. ft. should be reduced to 50% from the prevailing per square feet rate.	As above.


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Table : 3**✓ Clause No.3 (c) of the Tender Document :**

The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

Building/Wall wraps and LED Screen on the façade of Multilevel Car Parking at Puzzle Parking, Central Market, Lajpat Nagar, Central Zone, Site wise, MRP, EMD, Minimum Net Worth and Minimum Annual Average financial turnover is mentioned below:-

Sl. No.	NAME OF ADVERTISE MENT SITE	Advertisement Area (In Square Feet)	MRP (INR)	EMD (INR)	Minimum Average Annual financial turnover (INR)	Minimum Net Worth (INR)
1.	Multilevel Puzzle Type Parking constructed at Lajpat Nagar, Central Zone	1500 Square Feet (the display area is extendable upto 14000 square feet subject to advance payment of applied area at prevailing MLF. For LED display, a maximum area of 50 square meters can be utilized subject to consent of the department and after deposition of advance MLF @ double the prevailing MLF)	3,38,438 /-	4,06,130 /-	40,61,256/-	10,15,314 /-

This issue with the prior approval of Competent Authority.


COMMERCIAL OFFICER
 Commercial Advt./SDMC
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1. AO/IT, 24th Floor, Civic Centre – for updation on Mpl. Website/NIC for information of all concerned.

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