



**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 E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH
DESIGNATED CLUSTERS UNIPOLE SITES UNDER THE JURISDICTION OF SDMC.**

No: CO/Advtt/E-Tender-10/2020-21/SDMC/NIT/D-762


Dated: 02/02/2021

E-TENDER NOTICE

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters containing Unipole sites/Individual Unipole sites 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 years** and further extendable to another period of two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. **The bidder can bid for 1 or more or all clusters as per his financial capabilities as mentioned in clause 1 & 3 of E-Tender document.** The Advertisement cluster/s shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective Cluster of unipoles 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 75 pages.


Prospective bidders are advised to regularly scan through SDMC website as corrigendum/amendments/clarification/reply to pre-bid query (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.


Asstt. Commissioner (Advtt)

**Asstt. Commissioner
Advertisement Department
SDMC**

SCHEDULE/ DATA SHEET FOR E-TENDER FOR REGULAR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH UNIPOLE CLUSTERS/S FALLING UNDER THE JURISDICTION OF SOUTH DELHI MUNICIPAL CORPORATION ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS.

| Particulars | Details |
|---|--|
| Project Name | OPEN E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH UNIPOLE CLUSTERS/S FALLING UNDER THE JURISDICTION OF SOUTH DELHI MUNICIPAL CORPORATION ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS |
| Nodal Agency | South Delhi Municipal Corporation (SDMC) |
| Last date of issuance / sale of E-Tender document | 23/02/2021 Upto 16:00 Hrs. on website www.E-Tenderwizard.com/SOUTHDMCEE-TENDER or on SDMC's website www.mcdonline.gov.in |
| Cost of E-Tender Document | Rs. 5000/- for each Cluster/ Site. |
| Pre-Bid Conference | At 15:00 Hrs on 08/02/2021 |
| 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 coadvtt.sdmc@gmail.com ID: coadvtt.sdmc@gmail.com |
| Corrigendum, if any will be placed on website | www.mcdonline.gov.in and on www.E-Tenderwizard.com/SOUTHDMCEE-TENDER |
| Last date and time for Bid Submission | Up to 16:00 Hrs on 23/02/2021 on website www.E-Tenderwizard.com/SOUTHDMCEE-TENDER |
| Address for submission of Technical Bids | On website www.E-Tenderwizard.com/SOUTHDMCEE-TENDER A set of requisite technical bid documents to be submitted to Commercial Officer (Advertisement Dept.) on or before upto 6:00 PM upto 23.02.2021 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.gov.in and on www.E-Tenderwizard.com/SOUTHDMCEE-TENDER |
| EMD Amount | As per details/manner given in Clause 3 (Eligibility Criteria) |
| EMD Manner | |


Asstt. Commissioner (Advtt.)

Asstt. Commissioner
Advertisement Department
SDMC

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 through designated Clusters of Unipole site(s)/Individual Unipole sites under the jurisdiction of SDMC as mentioned in **Annexure '1'**. The firm shall get itself registered with the Advertisement Department SDMC in appropriate category by submitting the requisite document and fulfilment of other necessary formalities as per registration guidelines (if not registered already) within ten working days after issuance of offer letter. **The bidder/s shall bid for any or all of the clusters/sites as per his Annual Average Financial Turnover and net worth as mentioned under Clause '3' of E-Tender document.**

Note :- The Bidder must be eligible for registration in the appropriate category on the last date and time of submission of bid for the E-Tender .

2. Site Details:

Details of all advertisement Clusters with MRP (**Minimum Reserve Price**) and EMD of each cluster within the jurisdiction of SDMC are specified in **Clause No.3 (e) & Annexure '1'**.

Important Note:-

- A.** All the bidders are advised to visit all the locations/clusters and make assessments of revenue potential of these clusters before bidding. No claim shall be entertained after bid submission regarding feasibility of site/s in terms of single side display or double side display or any other claims. The details of all advertisement sites are mentioned in **Annexure "1"**.
- B.** The Allottee of the respective Clusters of Unipole sites shall be allowed to shift the Unipole structures from the earmarked locations within the limit of respective ~~cluster as per~~ Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days (including incubation period) from the allotment (excluding the date of issue of allotment letter). An intimation with latitude and longitude and location of Unipole sites, Photographs of unipole site & affidavit/declaration, is to be submitted by the Allottee of the respective cluster declaring that all the Unipole sites installed/erected by them are as per the provisions/guidelines contained in OAP 2017 (Point no.5.3 and specific condition for category-I and other relevant points) or Outdoor Advertisement Policy enforced at that time **within 60 days** from the date of allotment of contract (excluding the date of issuance of allotment letter) to the department. In case the Unipole sites within the clusters are found violating any of the provisions of OAP 2017 or Advertisement Policy enforce at that time, by the department, imposition of penalty as laid down in this E-Tender document shall be imposed on the allottee/contractor of the respective cluster along-with other consequential actions. Further, it shall be the sole responsibility of the allottee/contractor to safeguard all the aspects associated with the guidelines of Hon'ble Court, Rules-Regulations, terms and conditions of E-Tender (Including General T&Cs of E-Tender). Any case of Public Safety arises during the time throughout the contract period and any liability

arise out from the same shall be the sole responsibility of allottee/contractor. After expiry of initial 60 days (including incubation period), if the firm/allottee requests to the department for shifting of the Unipole site/s as per the conditions mentioned in this Clause No. 2 below, the allottee will be allowed to install the Unipole after due permission by the Department. However, decision of the Competent Authority in this regard shall be final and binding upon all. For ss, the installation/erection shall be carried out by the allottee only on the earmarked sites (As per locations mentioned in **Annexure '1'**). No request for extension of incubation period shall be entertained in this regard. The H-1 bidder will install Unipole sites awarded in the given cluster basis as per the OAP 2017 or Outdoor Advertisement Policy prevailing at that time, DMC Act and bye laws made there under.

Only following reasons may be considered by the Advertisement Department SDMC for change of unipole site/s during the contract period:

- (i) Any underground services/ any other similar hindrance below the ground level duly confirmed by Advertisement Department of SDMC, which obstructs the construction of foundation for installation of Unipoles.
- (ii) Sudden change in status of site and site found in contravention with the OAP 2017 or the policy in force at that time due to new development/ improvement of road parameters such as widening of road, construction/improvement of footpath, construction of rotary, installation of traffic regulatory signs/lights and improvement of other road features etc.
- (iii) In case, the site becomes not feasible due to start of construction activity of road/Metro /railway and or any other reason which seriously affect the prospect of display of advertisement.

C. After 60 days period (including incubation period) the allottee may apply for change of any site due to the reasons mentioned above. While applying for change of site the allottee has to follow the below mentioned necessary conditions :

- (i) The changed location must be strictly as per provisions of OAP 2017 or the policy in force at that time. The advertiser must give an affidavit in this regard. However, the decision of the commissioner SDMC or any other officer authorized in his regard shall be final and binding in this regard.
- (ii) For reasons mentioned above in Para B. (i), (ii) and (iii), the advertiser is allowed to submit request for change in site during entire period of contract. However in no case, the department shall consider any request for fee remission for such altered sites due to above mentioned reasons, except the exceptional circumstances as mentioned in the clause no.30 of annexure-8 under heading Remission. However, the fees remission shall be considered only in the exceptional circumstances on case to case basis when alternative site shall not be available on the same cluster. The fees remission shall be restricted to the average MLF of a unipole site of that particular cluster keeping in view the single side display or double side display. Further, an alternative site available on the same cluster cannot be refused by the advertiser for any reason including commercial viability of such site. No request for remission of fee shall be entertained in this regard.
- (iii) Any violation of OAP 2017 or the policy in force at that time shall invite penalties which may include immediate cancellation of the contract with forfeiture of security deposit/Performance Guarantee including Advance MLF.

Note :- The limit for alteration of site (i.e. Unipole site which are not falling in any cluster) shall be within 100 mtrs from the allotted site or as may be decided by the Advertisement Department, the request of alteration of unipole site shall be entertained only in case of reasons mentioned above in point (i) to (iii) of Clause 2 (B). Alteration of any s shall not be considered in the limit of any Cluster, in any manner, whatsoever, the decision of Advertisement Department shall be final and

binding on the advertising firm/company/bidder/Allottee of the contract.

- D.** The department shall not be responsible, in case the advertiser fails to install/ erect the unipole at designated site(s) within the prescribed period and no relaxation in the MLF shall be granted in these circumstances.
- E.** There will be 10% increase on awarded MLF from commencement of 3rd year of contract and also 10% increase on MLF every year during the extended period, if extended by the Commissioner SDMC.
- F.** The successful bidder shall incur all expenses related to construction of foundation for Unipole, installation, erection, fabrication, electrical installation of the media and structural design of Unipole and also for shifting of Unipoles etc.
- G.** On completion of the contract period or its pre-determination for any reason whatsoever, including surrender by the advertiser, the structure of the pole/device(s) shall become the property of South DMC. The advertiser shall hand over all the Unipole/device structures to the department in good condition.
- H.** The Advertising Firm shall be at liberty to change the Fascia Display from single display to double display and vice versa on earmarked Unipole sites within the Cluster but not exceeding the total number of allotted displays within the respective cluster as per the design of unipole as mentioned in **Annexure 9** of E-Tender Document, by submitting prior written information to the department.
- I.** The Allottee(s) of the respective cluster(s) may be allowed to install one single side display unipole (i.e. Left Hand Side display unipole) in lieu of the back side displays having value equivalent to the value of front side display within the cluster. In that circumstances the value of one back side display will be counted equivalent to value of 0.4285 times of front side value. The Allottee has to apply in writing for obtaining one front side display (i.e. Left Hand Side display) in lieu of the back side displays having equivalent value of front side display. The front side display in lieu of the back displays will not be allowed without permission of the Department. In this regard, an illustration is also explained hereunder :

Let the value of a double side display unipole within the cluster is Rs.100/-. Then the value of front side display will be of Rs.70/- (i.e. 70% of double side value). The one back side display value will be 0.4285 of front side value of a Unipole. (i.e. one back side = 0.4285 of front side).

- J.** The respective allottee of cluster(s) may be allowed to increase the size of the unipole(s) from 18 square meters to 30 square meters within the cluster located on roads having roadway of more than 100 feet, subject to adherence of OAP-2017, payment of advance proportionate license fee and permission of department.
- (ii) The allottee may also increase the size of the front side display of the unipole to 30 sq metres in lieu of two backside displays of the unipoles in the cluster. In case, the allottee opts to utilise/drop one back side display, then, he/she shall pay the advance proportionate value of another backside display, in addition to MLF already fixed, for increasing front side display size. The value of back side display shall be as per sub clause (i) of Clause 2.
- (iii) The fee of the unipole after increase in size shall not be allowed to be lower than the MLF of the unipole within the cluster.
- (iv) The number of unipole having size of 30 square meters shall be allowed upto the limit of 25% of total number of unipoles allotted within the cluster. The allottee has to apply in writing for obtaining the permission to increase the size of the unipole to 30 sq metres

subject to adherence of OAP-2017, payment of advance proportionate license fee and permission of department."

3. Eligibility Criteria

- The participating bidder(s) shall submit an undertaking with regard to "No Dues" on their letter head.
- The bidder should not have made any losses in the last three financial years. **The net worth of the bidder during last financial year should be minimum 25% of the annual MRP (Minimum Reserve Price) of the cluster/clusters for which the bid is submitted by the bidder.** The minimum net worth and MRP for each cluster are calculated as mentioned below in the tables. The net worth of the company should be duly certified by a Chartered Accountant. The last financial year net worth shall be considered i.e. net worth as on **31.03.2019**.
- The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

Cluster Wise Minimum Annual Average financial turnover of clusters containing Unipole sites under SDMC are mentioned below:-

TABLE-1 :- UNIPOLE CLUSTERS

| Sl. No. | Cluster Number & Name | Number of Sites/details of display | Last MRP(INR) | EMD (INR) | Minimum Average Annual financial turnover (INR) | Minimum Net Worth (INR) |
|---------|---|--|---------------|-------------|---|-------------------------|
| 1 | Custer No.15 (Part-A), Barapulla Flyover, FTC-INA to DND | 05 Unipoles (Single Side of 18 Sqm. each) | 6,98,980/- | 7,54,898/- | 83,87,760/- | 20,96,940/- |
| 2 | Custer No.15 (Part-B), Barapulla Flyover, FTC-Sarai Kale Khan to INA | 05 Unipoles (Single Side of 18 Sqm. each) | 6,98,981/- | 7,54,899/- | 83,87,772/- | 20,96,943/- |
| 3 | Cluster No. 8, MB Road (FTC-Badarpur To Mehrauli & Mehrauli To Badarpur) Central Zone | 05 Unipole Sites (4 Single + 1 Double Side Unipole Sites) | 3,40,341/- | 3,67,568/- | 40,84,092/- | 10,21,023/- |
| 4 | Cluster No.7, Mahipalpur bye Pass Road Connecting NH-8 to Mahipalpur Mehrauli Road to Mahipalpur Red Light to Ryan Public | 1. Unipole-04 Unipole Size - 03 of 18 Sqm. and 01 Unipole of 30 Sqm. | 11,71,822/- | 12,65,568/- | 1,40,61,864/- | 35,15,466/- |

| | | | | | | |
|----|---|---|------------|------------|-------------|-------------|
| | School Red Light (Both Sides of Road), Najafgarh Zone. | 2. Flag-signs. ➤ Number of Flag-Signs : 10 ➤ Size of Flag Signs - 3 Sqm. each with back to back display | | | | |
| 5 | Hybrid Cluster No.04, SDMC | 04 Unipoles (30 Sqm. & 18 Sqm.) Single side | 5,41,844/- | 5,85,192/- | 65,02,128/- | 16,25,532/- |
| 6 | Hybrid Cluster No.05, SDMC | 02 Unipoles + 01 PT (Unipole 30 Sqm. & 18 Sqm. Single sides) | 4,32,113/- | 4,66,682/- | 51,85,356/- | 12,96,339/- |
| 7 | Cluster No.5, Unipole Cluster starting from Dwarka Road to DabriMorh, FTC-Dwarka to Janakpuri, West Zone. | 04 Nos. of Unipole sites with 18 square meters area each (single face) | 2,91,793/- | 3,15,136/- | 35,01,516/- | 8,75,379/- |
| 8 | Cluster No.6 (Part-B), Ring Road, Delhi Gate to red light crossing of Raja Ram Kohli Marg and road going to Geeta Colony, Central Zone. | 4 (Four) Single Side Display (18 Sqm each) | 3,31,300/- | 3,57,804/- | 39,75,600/- | 9,93,900/- |
| 9 | Unipole Cluster No.6 (Part-C), Raja Ram Kohli Marg FTC Samta Sthal Red Light to Geeta Colony, CNZ. | 4 (Four) Single Side Display (18 Sqm each) | 3,31,300/- | 3,57,804/- | 39,75,600/- | 9,93,900/- |
| 10 | Unipole Cluster No.6 (Part-D), Ring Road FTC Delhi Gate to ITO, CNZ. | 2(Two) Single Side Display (18 Sqm each) | 1,65,651/- | 1,78,903/- | 19,87,812/- | 4,96,953/- |
| 11 | Cluster No.7 (Part-D), Ring Road to Khel Gaon (National Highway -9) (Both Sides of Road Stretch),CNZ | 3(Three) Single Side Display (18 Sqm each). | 2,85,751/- | 3,08,611/- | 34,29,012/- | 8,57,253/- |
| 12 | Cluster No. 19 Sri Maa Anandmai Marg, starting from 75 mtrs away from Outer Ring Road and | Two Single Side Unipole Sites of size 18 sq. mtr./194 sq.ft and 10 number | 2,22,598/- | 2,40,406/- | 26,71,176/- | 6,67,794/- |

| | | | | | | |
|----|--|---|-------------|-------------|---------------|-------------|
| | ending 75 mtrs. Before MB Road Red Light, CNZ | of Single Side Flag Signs of size 2 mtr. X 1.5 mtr. | | | | |
| 13 | Cluster No.1, Bhairo Marg Red Light to Khanpur Depot. Red Light, Central Zone | <ul style="list-style-type: none"> ➤ 09 Unipoles of 18 sq. meters each (06 Double sided & 03 Single sided). ➤ 15 Flag Signs (Double sided) of 3 sq. meters each i.e. 2 meters x 1.5 meters. | 30,07,456/- | 32,48,052/- | 3,60,89,472/- | 7,51,864/- |
| 14 | Cluster No. 10, Dwarka More to Opposite Delhi Jal Board Dispensary (Najafgarh Zone) | 05 Unipoles (Single side each) 18 Sqm each | 4,31,711/- | 4,66,248/- | 51,80,532/- | 12,95,133/- |
| 15 | Cluster No. 11, Sai Baba Mandir to Lal Bahadur Shastri Teaching Institute/ Kair Village Road. (Najafgarh Zone) | 04 Unipoles (Single side each) 18 Sqm each | 3,45,369/- | 3,72,999/- | 41,44,428/- | 10,36,107/- |
| 16 | Cluster No. 6 DND To Rajghat FTC- DND To Rajghat, Central Zone | 06 Unipoles (Single Side- 30 Sqm each) | 7,86,809/- | 8,49,854/- | 94,41,708/- | 23,60,427/- |
| 17 | Cluster No. 6 (Part-E) to Laxmi Nagar and Vikas Marg (FTC-ITO to Laxmi Nagar to ITC) Central Zone | 02 Unipoles (Single Side- 30 Sqm each) | 2,62,269/- | 2,83,251/- | 31,47,228/- | 7,86,807/- |
| 18 | Unipole Cluster No. 6, NH-8 to Dwarka via Sector-23, Underpass Road and Road From Sector No.9 to Sector No.19 etc. | Unipoles : 12 (02 Double Display & 10 Single Side Display) | 13,69,539/- | 14,79,102/- | 1,64,34,468/- | 41,08,617/- |
| 19 | Unipole Cluster No.4, From Palam, Flyover to Dwarka More Najafgarh Road | 09 Unipole sites (02 Double display Unipole and 07 Single side display Unipole) | 19,43,805/- | 20,99,309/- | 2,33,25,660/- | 58,31,415/- |
| 20 | August Kranti Marg (Both Sides), South Zone | 15 Flag Signs of size 3 Square Meters each i.e. | 1,95,875/- | 2,11,545/- | 23,50,500/- | 5,87,625/- |

| | | total 45 Sq. Meters. | | | | |
|----|---|--|--|-------------|---------------|-------------|
| 21 | CLUSTER - 2, FTC Munirka to Vasant Kunj and Baba Ganganath Marg from red light of Aruna Asaf Ali Marg to red light to Nelson Mandela Road and 100m after the Unipole site No. NMR-17, Opp. PWD Election Pole No.34, Nelson Mandela Road, FTC- Vasant Kunj to Munirka Upto 100m before Unipole site No. NMR-16, Opp. PWD electric pole no. 40, near bus stand, Nelson Mandela Marg, FTC -Vasant Kunj to Munirka. | Unipoles : 06 (Single side) Flag Sign 05 : Size 5'x3' each with single side display | 14,56,418/- | 15,72,931/- | 1,74,77,016/- | 43,69,254/- |
| 22 | Cluster No.4 (Part-C-a), after property No.A-1 (Design Cube), South Extn. Part-I to property No.E-14, Defence Colony, Central Zone. | Unipole : 02 (01 double side display and 01 single side display) and 05 flag signs of size 3 square meters each) | Rs.9,24,333/- (Rs.8,61,871/- + Rs.62,462/-) | 9,98,280/- | 1,10,91,996/- | 27,72,999/- |
| 23 | Cluster No.4 (Part-C-b), after property No.E-11 (Defence Colony, Ring Road to DND Gantry, Central Zone. | Unipole : 02 (01 Single side display and 01 single side display) and 05 flag signs of size 3 square meters each) | Rs.7,36,750/- (Rs.6,74,288/- + Rs.62,462/-) | 7,95,690/- | 88,41,000/- | 22,10,250/- |
| 24 | Cluster Name : DTC Cluster under jurisdiction of SDMC. | 06 Unipole sites (each with single display of 18 square meters) | Rs.7,73,187/- | 8,35,042/- | 92,78,244/- | 23,19,561/- |
| 25 | Cluster No.10, Delhi Gate to Ring Road Light & Back i.e. Both side (Jawahar Lal Nehru Marg) and to Matka Peer Red Light and Bhairo Mandir, Central Zone | 08 Unipole sites (07 single side & 01 double side) | Rs.16,71,664/- | 18,05,397/- | 2,00,59,968/- | 50,14,992/- |

| | | | | | | |
|-----|---|--|----------------|-------------|---------------|---------------|
| 26. | Cluster No. 6, South Zone, Savitri Cinema to Village Vasant Nagar Turn, Outer Ring Road | 10 Unipole sites (each with single display of 18 square meters) | Rs.39,65,420/- | 42,82,654/- | 4,75,85,040/- | 1,18,96,260/- |
| 27. | Hybrid cluster No.6, West Zone | 05 Unipole sites (01 Single side display and 04 double side display) (18 square meters each) | Rs.5,98,095/- | 6,45,943/- | 71,77,140/- | 17,94,285/- |
| 28. | Hybrid Cluster No.7 | 03 Unipole sites (01 Single side display and 02 double side display) (18 square meters each) | Rs.10,00,849/- | 10,80,916/- | 1,20,10,188/- | 30,02,547/- |
| 29. | Individual Unipole site NMR-17, Opp. PWD electric pole No.34, Nelson Mandela Road, FTC-Vasant Kunj to Munirka, South Zone | Single Side (18 square meters) | Rs.3,59,491/- | 3,88,250/- | 43,13,892/- | 10,78,473/- |

Important Notes :-

1. The Allottee of Barapulla Flyover, Clusters (Central Zone) will install the unipole sites strictly as per OAP 2017 on earmarked sites. Further, the allottee of this cluster shall not be allowed to shift the unipole sites other than the earmarked sites within the first 60 days without the prior approval of department. Also the allottee of this cluster shall not be allowed to shift the unipole site awarded on particular road stretch to other road stretch of these clusters. Any violation in this regard shall attract a penalty under the provisions of contract, terms and conditions of E-Tender document, registration guidelines and other rules and regulations applicable.
2. The Allottee of Cluster No. 7, MahipalPur by pass Road Connecting NH-8 to Mehrauli MahipalPur Road (Najafgarh Zone), the starting point for this cluster shall be 30 metres from NH-8 and Mehrauli MahipalPur Road. Any violation in this regard, shall attract a penalty of twice of the value of average MLF of a unipole within the cluster, prevailing at that point of time, on per violation/irregularity/per week basis.
3. The allottee of IndividualUnipoleSites within Hybrid Clusters :- The allottee of Hybrid clusters shall not be allowed to shiftthe unipolesites without approval of Department. Any violation to the same, shall attract a penalty of twice of the value of MLF of that unipole prevailing at that point of time, on per violation/irregularity/per week basis. Further, no shifting shall be allowed within the Hybrid clusters without the prior approval of department throughout the contract period.

Note:-1. If the bidder is applying for all the clusters, then the minimum annual average turnover of the bidder during the last three financial year must be equal to or more than the total Average Annual Financial Turnover of such Sites/Clusters and the average minimum net worth as on 31.03.2019 must be more than the total amount

as specified against such sites/clusters. In case, bidder is applying for more than one clusters, then minimum annual average financial turnover shall be summation of minimum annual average financial turnover for applied clusters.

Note:-2. The Department shall consider the bids of bidders for Cluster/Clusters having different MRP up to his financial capacity and upto his minimum net worth in the order of preference as mentioned by the bidder in **Annexure 7** and once the bidders financial capacity exhaust, the Department shall not consider the remaining cluster/s, if applied by the bidder beyond his Minimum Average Annual financial turnover and net worth as on 31.03.2019.

The financial turnover of the bidder has to be from any legal business activity. The turnover of the bidder shall be ascertained from the following documents which the bidder is required to submit along with his bid:

- (i) Profit & Loss account statement of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY **2016-17** onwards)
 - (ii) Audited Balance sheet of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY **2016-17** onwards)
 - (iii) Complete copy of income Tax Returns, showing the bank account number of the bidder for the preceding three financial years; (FY **2016-17** onwards)
 - (iv) Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months.
- d. Any bidder or Director/Partner/proprietor of any firm who have been /is associated in any manner with a Firm/Company/Organization, who has not cleared past dues, if any, of SDMC/ erstwhile MCD and has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body shall not be eligible to participate in the E-Tender and such participation will be rejected, summarily.

The bidder need to submit an Affidavit in this regard clearly mentioning that all the directors/partners or proprietor are /is/ were /was not associated to any firm/company/organization in any manner who have not cleared past dues of SDMC/Erstwhile MCD or also not associated in past and present to the firm/company/organization in any manner who has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body.

4. Documents to be submitted with E-Tender form:

Part-I, Technical Bid:

The Technical bid application should be super-scribing '**Part I -Technical Bid**' - "**E-Tender for allotment of advertisement rights of designated cluster/s in South Zone/Central Zone/Najafgarh Zone/West Zone under the jurisdiction of SDMC**". The Bidder shall be required to upload/submit the following certificates/undertakings and documents in the technical bid:-

- a) Complete E-Tender document, each page duly signed by the authorized signatory.
- b) Bid Application in Format given at '**Annexure-2**'.
- c) Power of Attorney in the name of the Authorized Signatory in Format given at '**Annexure-3**'.
- d) The E-Tender documents may be downloaded through SDMC's website www.mcdonline.gov.in, and payment of requisite E-Tender Fee of Rs.5,000/- (Rupees Five Thousands Only) per Cluster/Site applied for participation in the E-Tender, 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.
- e) The participating bidder(s) shall submit an undertaking with regard to "No Dues" on their letter head.

- f) Basic information of bidder as per **'Annexure-4'**.
- g) Requisite Earnest Money of each Cluster/s 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.
- h) Document in accordance with the eligibility criteria mentioned at Para No. 3 shall be the part of technical bid.
- i) The bidder/s shall mention his order of preference of clusters in **Annexure '7'** which shall be considered for order of opening of his financial bid/s for cluster/s/sites.
- j) Terms and conditions as per **'Annexure-8'** duly signed and under the seal of Sole Proprietorship firm, Partnership firm, Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company.
- k) Accepted specifications of Unipole as per **'Annexure-9'**.
- l) The bidder should also submit the duly filled and signed Performa of eligibility criteria as per the annexed Performa at **Annexure-'11'**.
- m) The bidder should submit an affidavit on non judicial stamp paper of Rs. 100/- duly notarized as per the clause 3 sub clause (f) of E-Tender document as per the Performa annexed at **Annexure-'12'**.
- n) The bidder should submit an index duly signed by the authorized signatory showing all the documents attached in the technical bid with their page numbers as per Performa annexed at **Annexure-'12'**.
- o) During opening of the Technical Bid, the Bids found to be not accompanied with E-Tender Fee and requisite EMD Cost as specified above under clause-3, shall be summarily rejected.

Note:- It is important to mention here that, the department shall not consider the cost of Unipole of any unique design submitted by the bidder and H-1 bidder(successful bidder for each cluster)shall be strictly decided on the basis of the highest quoted amount irrespective of cost of the unique design of Unipole.

Part-II, Financial Bid:

Bidder shall be required to upload the following certificates/undertakings and documents in the financial bid:

- a. For each Cluster, separate Financial Quote is required in the Format given at **'ANNEXURE-10'**.
- b. Financial bid for every Cluster shall be in format, as provided on website & shall be uploaded on website for each Cluster.
- c. Any contractor who has been/is associated in any manner with a Firm/Company/Organization, who has not cleared past dues, if any, of SDMC or has been black-listed by either erstwhile MCD or SDMC/NDMC/EDMC, shall not be eligible to participate in the E-Tender and such participation will be rejected, summarily.

Note 1:- In case the bid /bids are made for selected site/sites out of the cluster and not for the designated cluster/clusters of Central Zone/South Zone/West Zone/Najafgarh Zone, as mentioned in the E-Tender document, the same shall be summarily rejected (i.e. applicable only for clusters).

Note 2:-The tentative bidders are advised to submit the quoted rates for each cluster separately through E-Tender after technical evaluation. In case, the bidder quotes rates in a single format for more than one cluster/clusters/site/sites, the Department shall consider the bids of bidders for Cluster/Clusters having different MRP upto his financial capacity and upto his minimum net worth in the order of preference as mentioned by the

bidder in **Annexure 7** and once the bidders financial capacity exhaust, the Department shall not consider the remaining cluster/s, if applied by the bidder beyond his Minimum Average Annual financial turnover and average net worth.

5. Pre-Bid Meeting

- 1) SDMC shall hold a pre-bid meeting with the prospective bidders on date & time and at Address of the Venue mentioned in the NIT.
- 2) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach at the address mentioned in the NIT by post, or e-mail on or before Date & time specified in the NIT.

6. Response to Pre-Bid Queries and Issue of Corrigendum

- 1) At any time prior to the last date for receipt of bids, SDMC may, for any reason, whether on its own volition or in response to a clarification requested by a prospective Bidder, modify the E-Tender document by way of corrigendum.
- 2) Prospective bidders are advised to regularly visit SDMC website as corrigendum/amendments/clarification/reply to pre-bid query (if any), will be notified on the official website and no separate advertisement/communication in any other form will be made for this purpose.
- 3) Any such corrigendum shall be deemed to be incorporated into this E-Tender document.
- 4) In order to afford prospective Bidders reasonable time in which to take the corrigendum into account in preparing their bids, SDMC may, at its discretion, extend the last date for the receipt of bids.
- 5) For any query from applicant, SDMC reserves the right not to offer clarification on any issue raised in a query. No extension of any dead line will be granted on this account that SDMC has not provided clarifications.

7. Bid Submission Instructions:

- a) The bidders may follow the instructions as per the website www.E-Tenderwizard.com/South DMC
- b) The duly filled bid documents should be submitted on or before the due date and time. In case the due date is declared a holiday then due date will be next working day on same time.
- c) E-Tender form should be clearly filled up giving full name and address of the party and in English Language only. All correspondences and other documents ~~pertaining to the~~ contract, which are exchanged between the parties, shall be written in English.
- d) The bid document, including the documents/certificates/ undertakings etc. (all pages) must be signed and paged/page numbered by the authorized signatory of the bidder.
- e) The Bidder is expected to carefully examine all the instructions, guidelines, terms and conditions and formats of the E-Tender in his own interest. Failure to furnish all the necessary information as required or submission of a bid not substantially responsive to all the requirements of the E-Tender shall be at Bidder's own risk and may be liable for rejection.

8. Rejection of Bids:

SDMC reserves the right to reject any/all bids without assigning any reason thereof and without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision. The SDMC may at its sole discretion and at any time during the evaluation of Proposal, disqualify any Bidder on any of the following grounds:

- (i) If he has made misleading or false representations in the E-Tender document submitted by him.
- (ii) If he has any pending dues with erstwhile MCD or SDMC.
- (iii) Any bidder who has been blacklisted by MCD or SDMC/NDMC/EDMC or any Govt. organization/Ministry/PSUs/Autonomous body due to any reason.
- (iv) Any bidder who is found to have any interest in the disqualified/blacklisted agency /person/company for which the decision of the SDMC shall be final and binding on all the parties.
- (v) Tries to influence the E-Tender process through direct contact with any official involved in the E-Tender process or through manipulative news reports against any competing bidder / complaints against competing bidders from known or unknown sources.
- (vi) Absence or omission of any document as required as per the E-Tender documents, the concerned bidder shall be declared as not eligible and in that eventuality their financial bid shall not be considered.
- (vii) Fails to provide clarifications with supporting documents related there to within reasonable time, when sought by SDMC while technical scrutiny.
- (viii) Any delay in receipt of E-Tender documents through registered post/Speed post / courier shall render the E-Tender invalid. Telegraphic/fax/e-mail E-Tender etc. shall be summarily rejected. Decision of SDMC in this regard shall be final and binding upon.
- (ix) Information relating to the examination, clarification and comparison of the Proposals shall not be disclosed to any bidder or any other persons not officially concerned with such process until the selection process is over. If any of bidder found indulged in such activity, then the bid of such bidder shall be summarily rejected and other legal actions shall be taken as per law.
- (x) The Technical Bid proposal should not include any financial bid information. A Technical Bid proposal containing any financial bid information shall be summarily rejected.
- (xi) Any superfluous document(s) not related to the mandatory criteria in company profile shall not be taken into account and no weight-age shall be given and shall result in summary rejection of bids. All participating bidders are clearly instructed to attach documents which are relevant to the scope of work / mandatory criteria as specified in the E-Tender document and not any other document.
- (xii) Any bidder found indulging in malicious campaign or disinformation campaign or personal character assassination/vilification against any official of the SDMC or any other bidders either directly or through third parties, at any time after publication of the NIT, shall be liable for rejection of bids and other legal actions as per law. Such bidders may also be blacklisted by the Municipal Corporation.
- (xiii) Any interlineations, erasures, over-writing, additions, etc. will disqualify the E-Tender. Only cutting(s) will be allowed, subject to such cutting(s) are duly signed by the authorized signatory.

9. Opening of E-Tender :

- a. E-Tender shall be opened at the date and time specified in the **Data Sheet**/website www.E-Tenderwizard.com/SOUTHDMCEE-TENDER. 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**.
- b. **E-Tender processing charges** : One time E-Tender processing charges @ 0.95% of the awarded value of one month for one time only, as per the final bid shall payable by the successful bidder(s) (H-1 bidder) of the respective cluster (s) within the 3 days after allotment of cluster/s.

10. 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 Para 3 (Eligibility criteria) & Clause-4 above. All the technically qualified bidders shall be intimated by the Advertisement department/SDMC for opening of financial bid.

b. Qualification for E-Tendering :

- (i) While participation in the E-Tender, a particular bidder shall be allowed to participate the Clusters with aggregate of quoted MLF equal to or less than his "Financial Capacity", meaning thereby that once the sum total of his quoted MLF for the Cluster(s) exceeds his "Financial Capability", he will not be eligible/allowed to participate in E-Tender of remaining Cluster(s)/Site(s).
- (ii) The selection will be on the basis of the highest monthly License fee (H-1) quoted by the bidder for the advertisement cluster/clusters for designated sites as mentioned in the **Annexure '1'** under the jurisdiction of SDMC.

11. Acceptance of E-Tender /Bid:

- a. The validity of the offer given by the bidder shall be for 180 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 cluster (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 cluster. The decision of SDMC in this regard shall be binding and final on the all the bidders.

12. 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:

- (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.

13. Offer letter:

The bid submitted by the H-1 bidder of each cluster 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 cluster/s. 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 of security deposit/performance guarantee, 3 months advance MLF). Undertaking by way of affidavit on a stamp paper of Rs 100/- duly notarized to the effect as per 'Annexure-5' and the firm must get registered in the appropriate category in the advertisement department, SDMC (in case, the firm is not already registered in SDMC in appropriate class) as specified in offer letter, within **Ten working days** of issue of the offer letter. Only in exceptional circumstances, the department may consider the request of the advertiser/H-1 bidder for increase in number of days for completion of all the requisite formalities subject to approval by Commissioner SDMC.

In case of non fulfillment of formalities of offer letter given to H-1 bidder within the prescribed time, EMD shall be forfeited and the firm may be debarred from participating in upcoming E-Tender(s) of Advertisement Department, SDMC for two consecutive tenders. However, the decision of Commissioner, SDMC or any other officer authorised by him in this regard shall be final and binding.

14. Agreement:

After successful completion of all the requisite formalities as mentioned in the offer letter, the 'H-1 bidder' (successful bidder of each cluster/s), shall be liable to enter into an agreement with SDMC prior to issuance of allotment letter and within next **two working days** i.e. 12th working days after issue of offer letter, failing which the earnest money, Advance MLF, Security deposited shall be forfeited and offer so issued by the SDMC can be cancelled at the prerogative of SDMC. Further the 'H-1 bidder' (successful bidder of each cluster) shall liable to be blacklisted & in such an event the registration shall also be cancelled. The agreement is to be executed on a non-judicial stamp paper of Rs. 100/- duly attested by Notary which is to be purchased and provided by the bidder. Agreement format shall be provided by the department along with offer letter and the agreement shall be subject to the provisions contained in the NIT/E-Tender documents and Act/Rules/Regulations /Bye-laws, as in force from time to time. The decision of the competent authority in SDMC shall be final and binding on any issue arising out of the Agreement. Any supplementary agreement may be entered on need or circumstantial basis as per the requirements of SDMC and as per the requirement of E-Tender Conditions. The decision to this effect to be taken by the Commissioner, SDMC shall be final and binding. The bid documents (bid application, technical bid, financial bid, if any) submitted by the bidder, reply to pre-bid query, if any, addendum, etc. shall form part of the agreement.

The Stamp Duty, if levied by Govt. on such contracts, the same shall be required to be registered at nominated registrar's office and amount of Stamp Duty is to be paid/borne by the Contractor.

15. Allotment letter:

The SDMC shall issue an allotment letter to the successful bidder of each cluster/s cluster separately after execution of agreement by the successful bidder of each cluster with the SDMC. Even if all the clusters are awarded to one successful H1 bidder then also there would be separate allotment letters for each cluster/s.

16. Earnest Money Deposit / Security Deposit / Bank Guarantee/ Advance Bi-Monthly License Fee/Performance Guarantee

(i) Earnest Money Deposit:

The bidder shall have to deposit Earnest money deposit as mentioned in the clause No. 3 (c) 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 cluster/clusters, the EMD (Earnest Money Deposit) for each cluster/clusters shall be of amount as mentioned in **Clause-3**, 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 deemed 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 ten 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 E-Tender has been published.
- (e) If he has made misleading or false representations in the E-Tender document submitted by him in the E-Tender.

(ii) Security Deposit:

A Bank Draft/Pay Order/Bankers Cheque/Bank Guarantee in favour of Commissioner, SDMC by a Scheduled/ Nationalized bank for an amount equivalent to the **2 (Two) times of the Monthly License Fee (MLF)** of the advertisement Site/cluster/clusters, has to be deposited within twelve working days after issue of offer letter to successful highest bidder for each cluster/site separately. However, in the event of deposition of security deposit by way of Bank Guarantee the period of the same shall be for the entire contract period plus 3 months i.e. for 39 months. The EMD may be ~~adjustable in the~~ Security deposit or in advance license fee.

The security deposit submitted through Bank Guarantee will be refunded only after successful completion of contract or on acceptance of surrender. However, in case the security deposit is submitted through **BG**/demand draft/pay order/bankers cheque, the same shall be refundable or adjustable as per the request of advertiser against the dues liability of the other cluster/sites of the same advertiser, within SDMC or will be refunded to the allottee after successful completion of contract period subject to deductions/forfeiture/**adjustment** which may be applicable on account of non-performance, as the case may be. The decision of the competent authority, in this regard, shall be final and binding upon all.

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

(iii) **Advance Bi-Monthly MLF Payment:**

Initially Two Month advance license fees (**MLF as quoted by the H-1 bidder for each cluster (successful bidder)**) shall be payable by the H-1 bidder (successful bidder of each cluster/s) within **Ten 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 cluster separately. The contractor shall deposit license fees of two months in advance through demand draft/pay order for the succeeding bi-months, in the last day of the preceding bi-months. i.e. after depositing advance MLF for the first bi-months (for eg. If date of start of MLF shall be 10 Jan to 09 March, then the advertiser shall be liable to deposit advance MLF for the next bi-months (March-April) latest by 09 March. In case the last day of the quarter being a holiday, the working day preceding the holiday(s) shall be treated as last day for deposition of the license fees.

17. Interest on delay payment:

In case of failure on part of contractor to deposit the two months advance license fee in time i.e. in the last day of the preceding bi-months (due date), interest @ 24 % per annum will be levied from the due date of deposit for complete bi-months. In case of delay for even one day, the interest shall be payable for complete month i.e. @ 2% per month. In case license fee is not paid **within seven days** after the due date, South DMC will be at liberty to take further action including proceeding for cancellation of contract/Black listing of firm/recovery of dues under the prevalent laws & DMC-Act and for forfeiture of security deposit, etc after issuance of Show Cause Notice.

18. Responsibility of the bidder/applicant before offering bid.

- (i) The bidder shall inspect the advertisement cluster/clusters of the zones as per **Annexure "1"** of E-Tender document and may obtain necessary clarification, if any, regarding the same to his full satisfaction before offering the bid of the same. The bidder shall acquaint himself of all the local conditions and the advertisement potential of the cluster/clusters of the zone before offering the bid of the same.
- (ii) The bidder should bid the amount by considering entire potential of each cluster/clusters and South DMC will not be responsible for any decline in the potential of revenue of cluster of sites 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, except the circumstances as mentioned in clause 30 of **Annexure '8'** of E-Tender document and **Clause 2** of main E-Tender document. The fees remission shall be restricted to the average MLF of the cluster/clusters/site of the cluster of that particular cluster keeping in view the single side display or double side display. In case of remission sought for Flag-Signs allotted with the Cluster(s) due to reasons specified in the relevant clause, then the remission will be restricted to the proportionate MLF of the respective site(s). No remission will be allowed due to hindrance by any person, group etc. The genuineness of the remissions shall be examined by the department on case to case basis. Remission if any after examining the genuineness of the case by the department can be granted after taking specific approval from the Commissioner SDMC on case to case basis.

- (iii) The remission can also be allowed by the competent authority in some other exceptional circumstances involving natural calamity beyond the control of any person, keeping the cluster or part thereof without display of advertisement as per approval/ order of the competent authority, South DMC or when majority of the cluster area is required by some government agency for public purpose. South DMC may consider the request on case to case basis on facts and circumstances subject to verification/ confirmation by the concerned department. The decision of the competent authority i.e., Commissioner, SDMC in this regard shall be final and binding.
- (iv) Each bidder must conduct survey of the advertisement cluster/clusters for designated site 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**.

19. Incubation Period :

The Incubation period permitted shall be of **30 days from** the date of issue of allotment letter (excluding the date of issue of Allotment letter) for the clusters of Unipole sites 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. The bi-monthly license fee shall be payable by the contractor from the day next to the date of expiry of the incubation period or from the actual date of display of advertisement whichever is earlier. 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 device(s) through which the 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 cluster/clusters. However, in exceptional circumstances beyond the control of department and contractor, the incubation period may be extended after examining the genuineness of the case and after taking approval of the Commissioner SDMC. The decision of the Commissioner SDMC shall be final and binding in this regard.

20. Duties and responsibilities of the Advertiser/ Contractor

- (a) **Non-Transfer of advertising rights:** No subletting of the advertisement cluster/clusters or any site is permissible. The contractor shall manage these advertisement cluster/clusters 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 along with forfeiture of Security deposit, performance guarantee and blacklisting of firm.
- (b) **Maintenance of site:** The Unipole within the Cluster/Individual Unipole and Flag-Signs, shall be structurally sound and maintained in properly secured condition. The advertisement site (Unipole/Flag-Signs) 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, including surrender by the advertiser, the structure of the pole/device shall become the property of South

DMC. The advertiser shall hand over all the unipole structures to the department in good condition.

- (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/cluster in Site Details and Annexure-1 of E-Tender Document.

The length and width for advertisement 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 allotment.

- (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) The contractor shall submit the quarterly report of Self-declaration as per '**Annexure-6**'.
- (g) **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 bye-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.
- (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 :
- Cluster Name
 - South DMC Logo
 - Code number
 - Name of the advertiser
 - Single side display/double side display
 - Size of display
 - Number of display
 - Latitude and longitude
 - Allotment letter date and no.


Asstt. Commissioner
Advertisement Department
SDMC

- (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 in cluster/clusters/Flag-Sign. 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 cluster/site properly.
- (k) **Precautions:** The advertiser shall display the advertisement after installing devices (i.e. Unipole) at the designated locations as mentioned cluster wise 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.

21. Breach of Agreement :

South DMC shall have the right to terminate/determine the license ~~and forfeit~~ the security deposit(s) etc., if the contractor commits breach of any of the terms and conditions of this agreement. 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 along with license fee for the intervening period and penalty with interest etc. for the intervening period & provided that the request for restoration (of contract) is made within 10 days of the rescission of contract by the previous contractor or before the floating date of the E-Tender of the same advertising sites as awarded to the previous contractor whichever is earlier.

22. Blacklisting and cancellation of Registration :

The contractor, if any time, found engaged in any kind of malpractice(s) including default in payment of dues and violating any terms and condition of E-Tender document and

agreement shall be liable to be blacklisted and his security amount/ earnest money/ deposit shall be forfeited and registration of advertiser shall be cancelled.

23. 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 cluster/clusters/Flag-Sign or part thereof being required by the Government/ Corporation, South DMC retains the right to cancel the license agreement of advertisement contracts by giving one months' 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.

24. Surrender

- (i) In the case of surrender of the advertisement contract of the cluster/s/s, the contractor shall have to give at least 90 days' notice, but not before the lapse of 03 months of the start of the contract, so as to enable the South DMC to examine the notice and to take decision and to make alternative arrangement for running of advertisement cluster/clusters for safeguarding municipal revenue.
- (ii) In the case of surrender of the contract, security deposit shall not be adjusted against the license fee of remaining months. All deposits (i.e. Demand Draft, Bank Guarantee, Bankers Cheque etc.), if any made till the date of determination will be adjusted in favour of the Licensor (South DMC) against the outstanding dues. The security deposit will be refunded only after acceptance of surrender by SDMC and clearance of all outstanding dues of the contract.
- (iii) **Forfeiture of Security Deposits:** In case of termination/ cancellation of the contract except for force majeure the security deposits shall be forfeited.
- (iv) The contractor, who has surrendered advertisement contract, shall not be eligible to participate in the E-Tender process/ E-Tender of the same advertisement contract again for two consecutive terms. To this effect an undertaking shall be given by the contractor.
- (v) To safe guard the interest of SDMC, the SDMC shall re-invite the E-Tender of unipole sites in particular cluster as may be offered for surrender by any contractor or SDMC shall consider any alternative arrangements as decided by Commissioner SDMC and accordingly the date of determination shall be the 90 days from the date of receiving of letter by the department for surrender. In such an event the advertiser shall be bound to run the said advertisement cluster/clusters till the expiry of 90 days from the date of receiving of letter for surrender and to handover possession of ~~the advertisement~~ cluster/clusters of devices to South DMC after expiry of 90 days. Any violation in this regard shall invite penal action including forfeiture of Security Deposit, EMD etc. and the blacklisting of the advertiser/firm. In the event of determination of the license/contract due to acceptance of surrender of the contract, the South-DMC may request to the licensee/ contractor to run and maintain advertisement cluster/clusters till the period South-DMC requires.
- (vi) That the surrender notice shall not be valid unless up to date dues including notice period are paid up on the date of submission of such surrender notice. However, commissioner SDMC may take decision as deemed fit to safe guard Municipal revenue at that phase.
- (vii) That in the case the contractor wants to withdraw the surrender notice, he/she may do so by giving a request in writing provided the request has been received before the E-Tender of the said advertisement cluster/clusters and upto date dues including interest, if any, towards the same are deposited.

25. SERVICE LEVEL AGREEMENT:

That the contractor shall abide by terms & conditions of his agreement and all rules and regulations, orders, instructions that South DMC may from time to time make or adopt or issue for the care, protection and administration of advertisement and if violation in this regard is noticed on the part of contractor the penalties leviable as noted below will be imposed:

For Unipole Sites/Clusters

| S. No. | Minor Violations | Penalty |
|--------|--|---|
| 1. | Non display of mandatory information - Name of the advertiser, Code number, South DMC etc. Advertisement device found obstructing of free movement of pedestrian and vehicular traffic. Unipole if not found erected as per prescribed location. | Rs.5000/- per violation / per irregularity/ fortnightly. |
| 2. | In case Advertisement found displayed on Neon signs/LED/LCD/Electronic display/without prior approval. | Rs.25,000/- per violation / irregularity/ fortnightly from the date of issuance such notice and upto removal of the such violation. (Except for contracts where permission for such displays are granted) |
| 3. | Non filing of quarterly report as per Annexure-6 | Rs.5000/- per violation / per irregularity/ per month from the next date of the end of that quarter. |
| S. No. | Major Violations | Penalty |
| 1. | Encroachment / displaying media other than the designated sites, shifting of unipole away from the designated site in cluster without approval from the Advertisement Department, SDMC. Non submission of structural safety certificate within stipulated time. In case the LED/LCD screen through Unipoles not installed as per prescribed norms under the E-Tender If the advertisement sites of the cluster/clusters/s of the zone or part thereof is sublet. Violation of Bye-laws, OAP, DMC Act, and orders of Court of Law Displaying prohibited media either by him-self or through any of his/ her agent employee. | Rs.50,000/- per violation / per irregularity/per week i.e. From the date of issuance of such notice and upto the removal of the violation. |
| 2. | In case the advertiser exceeds the number of allotted displays. | @ 2 times of the average MLF of the display of that cluster/clusters/s per display per month. |
| 3. | Display of unipoles exceeding the total area of allotted for display on unipole in the cluster. | @ 2 times of the average MLF of one similar device of that |

| | | |
|--|--|---|
| | | cluster/per display per month. |
| 4. | Unauthorized display of advertisement through illegal Unipole not the part of agreement within the allotted cluster. | @ 2 times of the average MLF of one similar device of that cluster/per display per month starting from the date of allotment till the removal of unauthorized display of advertisement. |
| Any other violation will attract a penalty of Rs.5000/- per violation. | | |

Guidelines for Operation & Maintenance of Toilet Block at Qutub Minar (PT/7/Ward/06/SDMC/SZ/103) :

- The allottee shall be responsible for operation and maintenance of Toilet Blocks from 6 AM to 10 PM.
- The allottee shall depute suitable male & female staff for operation and maintenance of the Toilet Block/Toilet Blocks.
- The allottee shall ensure the proper hygiene in the Toilet Block and its surroundings.
- The allottee shall provide uniform to each staff of the Toilet Block.
- The allottee shall obtain the electricity meter from the concerned organization at its own cost and also pay electricity consumption charges to the concerned organization.
- The allottee shall ensure proper water availability within the Toilet Block for daily uses.
- The allottee shall ensure availability of soap, tissue papers etc. with the Toilet Block.
- The allottee shall ensure proper lighting within the Toilet Block.

For Toilet Block

| S. | Violations | Penalty |
|----|--|---|
| 1. | Non Display of Mandatory information i.e. Name of Advertising Firm, Duration of Contract, SDMC Logo, Allotment Letter No. etc. | Rs.1000/- per violation per/per week. |
| 2. | Violation of norms as given in OAP 2017 or the Policy in force at that time. | Rs.2000/- per violation/irregularities/ per week. |
| 3. | Display of Advertisement Beyond the permitted size on the device. | Double the amount of MLF (Non-discounted) on pro-rata basis for the entire period of violation. |
| 4. | Display of Advertisement through LED/Neon Signs on the permitted Advertisement Panel without the prior approval of Department. | Double the amount of MLF (Non-discounted) on pro-rata basis for the entire period of violation. |
| 5. | Toilet Block/Subway found locked without prior intimation to the department. (Any violation of clause no.22 of annexure-9) | Rs.20,000/- per violation for initial 15 days. If the irregularity is not removed within one month then the contract shall be liable for cancellation and security deposit or other deposit shall be liable to be forfeited by the department. In case of non-operational of the Toilet Block the contractor will not advertise the |

| | | |
|-----|--|---|
| | | commercials upto the period of making the Toilet Block operational. |
| 6. | Toilet Block/Subway without proper maintenance or having unhygienic conditions inside or effective free movement of public or dirty inside or without being manned. | Rs.10,500/- per violation per week. |
| 7. | Toilet Block/Subway without availability of Electricity. | Rs.10,000/- per violation per week. Important Note :- In case electricity supply is effected by genuine reasons, the same shall be intimated in the department by the contractor in writing and a notice board outside the Toilet Block has to be installed by the contractor in this regard. The contractor has to correct deficiency within seven days from the date of intimation to the department failing which the penalty applicable will be imposed accordingly. |
| 8. | Damaged Toilet Block or damaged walls, damaged floor of the Toilet Block. | Rs.10,000/- per violation/ per month. |
| 9. | Non submission of quarterly report as per annexure-6'. | Rs.5000/- per quarter |
| 10. | (i) The contractor shall submit a copy of receipts/challans after statutory deduction from the salary of their employees on each month. (ii) An affidavit that "The operation & maintenance of PTs have been strictly complied as per the prescribed Performa" must be furnished every quarter. | (i) Non submission of the receipts/challans shall be liable for a penalty of Rs.5,000/- per month. (ii) Non furnishing of the affidavit shall attract penalty @ Rs.10,000/- per month. |

All activities including day to day inspections will be carried out by any authorized / officer / officials of the Corporation and their decision on fixing penalty shall be final and binding on the contractor.

- (i) The penalty amount will have to be deposited within 5 days of imposition. Beyond the period of 5 days it will attract interest @ 24% per annum.
- (ii) If the advertiser is penalized for committing major violation(s) for more than 3 times, then the contract is liable to be cancelled.
- (iii) Imposition of penalty amount does not take away the right of department to take removal action.

27. Registration with SDMC: - The H-1 bidder/bidders (successful bidder/bidders) selected in the E-Tender process is required to get themselves registered in appropriate category (If not registered earlier) in the panel of SDMC by fulfilling necessary formalities. The H-1 bidder/bidders (successful bidder/bidders) have to fulfil eligibility conditions as laid down in the guidelines for registration as an advertiser in SDMC. The selected H-1 bidder/bidders (successful bidder) in the E-Tender is required to get himself/themselves registered with SDMC as an advertiser by submitting the requisite documents and fulfilment of other necessary formalities **within Ten working days** of issuance of offer letter for the contract. If H-1 bidder (successful bidder) does not provide the necessary documents, fees etc. or does not fulfil the other requisite formalities as given the guidelines for registration as an advertiser in SDMC, his application shall be summarily rejected and EMD amount will be forfeited. Those firms which are already registered with SDMC as a registered advertiser need not to be registered again. However, if an advertiser is registered under 'B' or 'C' category and E-Tendering limit falls under 'A' category then the firm has to upgrade themselves to 'A' category by fulfilling the requirement of registration under 'A' category.

Note* :- The bidder must be eligible for registration on the date of opening of E-Tender.

The details of payment to be made category wise is given in the table below:-

| Category | E-Tendering Limit | Registration fee (non refundable) one time, in rupees | Security Deposit (Refundable) | Annual Turnover | Bank Guarantee from Nationalized Schedule Bank | Renewal Fee (Non Refundable & Annual) |
|----------|-----------------------------------|--|-------------------------------|--|--|---------------------------------------|
| 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| A | No Limit | 50,000/- | 1,00,000/- | Rs. One Crore and Above | 15 lakhs | 25,000/- |
| B. | Not More than Rs. 10 lakhs as MRP | 25,000/- | 50,000/- | Rs. 40 lakhs and above but less than Rs. 1 Crore | 06 lakhs | 12,500/- |
| C | Not More than Rs. 5 lakhs as MRP | 10,000/- | 25,000/- | Less than Rs. 40 lakh | Rs. 2 lakh | 5,000/- |

*The MRP (Minimum Reserve Price) shall mean the minimum Monthly License Fee (MLF) prescribed for a E-Tender and the bidder shall quote the rates not less than such MRP.

**Annual turnover means the amount reflected in latest audited Profit & Loss A/c./Balance Sheet (as reflected in the ITR for the relevant period).

NOTE :- The amounts shown in the Table are subject to revision by the Competent Authority.

Newly formed entities/Start-ups (proprietorship/partnership firms/Pvt. Ltd and Public Ltd. companies) who do not fulfill the requisite criteria as regards financial status indicated in Table -I above but seeking to do business with SDMC may also apply for registration provided, they are required to submit Bank Guarantee and Security Deposit to the tune of double the stipulated amount. Also, for the first 3 (three) years, they are required to submit a certificate declaring therein that they have not defaulted w. r. t. any of the contracts awarded to them either by SDMC or any other government entity, in terms of payment of license fee or in terms of violations.

It is mandatory for H-1 bidder of each cluster/clusters to get himself registered with SDMC as a registered advertiser by fulfilling the eligibility conditions as laid down in the guidelines for registration as an advertiser in SDMC. Bidders/applicants are advised to check the guidelines/procedure of registration as an advertiser in SDMC before participation in the E-Tender process. Bidder/applicant/participant applications for E-Tender bid, if found ineligible or not fulfilling the requisite eligibility conditions as laid down in the guidelines for registration as an advertiser in SDMC at any stage shall be summarily rejected. The detail information regarding registration as an advertiser in SDMC is also available on official website of SDMC, by accessing the website www.mcdonline.gov.in - SDMC - ADVERTISEMENT - FORMS & ANNEXURES.

28. Force Majeure :

The bidder shall not be responsible for failure or delay in performing their obligations under pressure(s) due to force majeure, which shall include but not be limited to war (invasion, armed conflict or act of foreign enemy, blockade, revolution, riots, insurrection, civil commotion, act of terrorism, or sabotage), Act of God, epidemic, lightning, earthquake, cyclone, whirlwind, flood, tempest, storm, drought, any other situation not envisaged at the time of formulation of this project/ E-Tender . If the circumstances leading to force majeure occur, the affected party shall give notice thereof to the other party. The notice shall include full particulars of the nature of the Force Majeure event, the effect is likely to have on the Affected Party's performance of its obligations and the measures which the Affected Party is taking, or proposes to take, to alleviate the impact of the Force Majeure Event and restore the performance of its obligations. The obligations of the Affected Party shall be suspended to the extent they are affected by the Force Majeure and as decided by the Commissioner, SDMC.

29. Interpretation:

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

30. DISPUTES:

All disputes shall be under the jurisdiction of Delhi Courts only.


Asstt. Commissioner
Advertisement Department
SDMC

E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES UNDER THE JURISDICTION OF SDMC.

1. Cluster No.15 (Part-A) Barapulla Flyover, FTC- INA to DND [Central Zone]

| Sl. No. | Unipole Uq.ID | Location/ Nomenclature of unipole site | Single side display/Double side display | Latitude Longitude |
|---|---------------|---|---|-----------------------------|
| 1. | BPF-01 | Unipole site at 'After Kashmir Haat Shops, INA and Near third electric pole from starting of Barapulla Flyover, three meters away from Flyover road edge', FTC INA to DND | Single side display having size of 18 sq.mtr. | N-28°34.398 E-077°12.367 |
| 2. | BPF-02 | Unipole site at 'In front of Mahalekha Niyantarak Bhawan, three meters away from Flyover road edge', FTC INA to DND | Single side display having size of 18 sq.mtr. | N-28°34.400 E-077°12.732 |
| 3. | BPF-03 | Unipole site at 'Adjoining footover bridge, Opp. Lodhi Colony Flats & Dhobi Ghat, three meters away from Flyover road edge', FTC INA to DND | Single side display having size of 18 sq.mtr. | N-28°34.791 E-077°13.616 |
| 4. | BPF-04 | Unipole site at 'Opp. MahanagarDoorsuchna Bhawan, in kutchha portion, three meters away from Flyover road edge', FTC INA to DND | Single side display having size of 18 sq.mtr. | |
| 5. | BPF-05 | Unipole site at 'Ganga Vihar Sarai Kale Khan, Opp. PWD Flyover Pillar No.L2 P2, in kutchha portion, three meters away from Flyover road edge', FTC INA to DND | Single side display having size of 18 sq.mtr. | N-28°35.093 E-077°16.036 |
| MRP Rs.6,98,980/- (Rs. Six Lac Ninety Eight Thousand Nine Hundred Eighty Only) | | | | |

Jamrath
Asstt. Commissioner
Advertisement Department
SDMC

**2. Cluster No.15 (Part-B) Barapulla Flyover, FTC Sarai Kale Khan to INA
(Central Zone)**

| Sl. No. | Unipole Uq.ID | Location/ Nomenclature of unipole site | Single side display/Double side display | Latitude Longitude |
|---|---------------|---|---|-----------------------------|
| 1. | BPF-06 | Unipole site at 'Opp. MahanagarDoorsuchna Bhawan, in kutchha portion, road going towards Jungpura Metro Station, three meters away from Flyover road edge', FTC-Sarai Kale Khan to INA. | Single side display having size of 18 sq.mtr. | N-28°35.016 E-077°14.345 |
| 2. | BRF-07 | Unipole site at 'Adjoining wall of DTC Bus Depot, before BhishamPitamha Flyover', FTC-Sarai Kale Khan to INA | Single side display having size of 18 sq.mtr. | N-28°34.768 E-077°13.823 |
| 3. | BPF-08 | Unipole site at 'Opp. Tyag Raj Stadium, three meters away from Flyover road edge', FTC-Sarai Kale Khan to INA | Single side display having size of 18 sq.mtr. | N-28°34.592 E-077°13.183 |
| 4. | BPF-09 | Unipole site at 'Opp. Satarkta Bhawan, three meters away from Flyover road edge', FTC-Sarai Kale Khan to INA | Single side display having size of 18 sq.mtr. | N-28°34.414 E-077°12.915 |
| 5. | BPF-10 | Unipole site at 'Before end point of Barapulla Flyover towards INA, Near INA Metro Station,' FTC-Sarai Kale Khan to INA | Single side display having size of 18 sq.mtr. | N-28°34.378 E-077°12.644 |
| MRP Rs.6,98,981/- (Rs. Six Lac Ninety Eight Thousand Nine Hundred Eighty One Only) | | | | |


Asstt. Commissioner
Advertisement Department
SDMC

3. Cluster No. 6, DND To Rajghat FTC- DND To Rajghat, Central Zone

| Sl. No. | Unique ID | Nomenclature | Longitude | Latitude | Single display/ Double display |
|---------|-----------|--|--------------|--------------|-----------------------------------|
| 1. | RR/CNZ-38 | Before Barahpulla flyover of the corner road towards Siddharth extension Pocket B& C, After Footpath(Ring road) | 77° 15.848'E | 28° 34.960'N | Single side |
| 2. | RR/CNZ-39 | Opposite tree no. 904, just before the CNG filling station, Near to Pedestrian light pole, After footpath (In kachcha portion) | 77° 15.529'E | 28° 35.919'N | Single side |
| 3. | RR/CNZ-40 | Opposite Indian oil petrol pump ,Near to pedestrian light pole, third electrical pole from exist point of the CNG station, After footpath (In kachcha portion) | 77° 15.577'E | 28° 35.144'N | Single side |
| 4. | RR/CNZ-41 | After three meters from carriage way in front of tree No. 1543 in kachcha portion | 77° 15.388'E | 28° 35.694'N | Single side |
| 5. | RR/CNZ-42 | In between street light pole no. 403 & 404, before, Indarparstha park bus stop, After Footpath | 77° 15.299'E | 28° 35.975'N | Single side |
| 6. | RR/CNZ-45 | After Railway road bridge bus stop, after footpath in kachcha portion and in front of tree No. 1814. | 77° 15.093'E | 28° 36.613'N | Single side |

Note :- The advertisement firm shall be at liberty to increase area of each Unipole site upto 30 Sqm. as per OAP 2017.

Rs.7,86,809/- (Rs. Seven Lac Eighty Six Thousand Eight Hundred Nine Only)

4. Cluster No. 6 (Part-E) to Laxmi Nagar and Vikas Marg (FTC-ITO to Laxmi Nagar to ITC) Central Zone

| Sl. No. | Unique ID | Nomenclature | Longitude | Latitude | Single display/ Double display |
|---------|-----------|--|--------------|--------------|-----------------------------------|
| 6. | VM/CNZ-43 | After crossing ring road flyover before Delhi sachivalay turn just after road turning to ring road (circular road), in Kachcha portion, After Footpath. (FTC-ITO TO LAXMI NAGAR AND LAXMI NAGR TO ITO) | 77° 14.892'E | 28° 37.693'N | Single side |
| 7. | VM/CNZ-44 | Opposite Delhi sachivalay bus stop, after railway line, 3 mtrs. From carriageway in open land. (FTC-ITO TO LAXMI NAGAR AND LAXMI NAGR TO ITO) | 77° 15.188'E | 28° 37.700'N | Single side |

Note :- The advertisement firm shall be at liberty to increase area of each Unipole site upto 30 Sqm. as per OAP 2017.

Rs.2,62,269/- (Rs. Two Lac Sixty Two Thousand Two Hundred Sixty Nine Only)


Asstt. Commissioner
Advertisement Department
SDMC

| 5. Cluster No. 8, Mb Road (FTC-Badarpur To Mehrauli & Mehrauli To Badarpur) Central Zone | | | | | |
|---|-------------|---|--------------|--------------|-----------------------------------|
| Sl. No. | Unique ID | Nomenclature | Longitude | Latitude | Single display/ Double display |
| 1. | MBR/CN Z-55 | Near Dhalao no. 157/198/CNZ Prahladpur village (FTC-Badarpur to Mehrauli) | 77° 17.746'E | 28° 29.927'N | Double side |
| 2. | MBR/CN Z-56 | Opposite tree no. 942, After MB road Bus stop. (FTC-Badarpur to Mehrauli) | 77° 16.529'E | 28° 30.353'N | single side |
| 3. | MBR/CN Z-57 | Opposite PWD Light poll no F.P 8/27, in kachcha portion Tuglkabad MB Road. (FTC-Badarpur to Mehrauli) | 77° 16.036'E | 28° 30.507'N | single side |
| 4. | MBR/CN Z-58 | Opposite tree no-1655, and in front of boundary wall after gate of DDA Park Tuglkabad, After Footpath, (in kachcha portion), FTC-Mehrauli to Badarpur | 77° 16.012'E | 28° 30.532'N | Single side |
| 5. | MBR/CN Z-59 | Opposite Kaya Maya bus stop after Footpath, in kachcha portion. FTC-Mehrauli to Badarpur | 77° 16.153'E | 28° 30.495'N | Single side |
| Rs.3,40,341/- (Rs. Three Lac Forty Thousand Three Hundred Forty One Only) | | | | | |

Jamrath
Asstt. Commissioner
Advertisement Department
SDMC

6. Cluster No.7, Mahipalpur Bypass Road Connecting NH-8 to Mahipalpur Mehrauli Road to Mahipalpur Red Light to Ryan Public School Red Light (Both Sides of Road), Najafgarh Zone.

| S.No. | Unipole Unique ID | Location of the sites | Latitude / Longitude | Single/Double Display |
|---|-------------------|---|-------------------------------------|-----------------------|
| 1. | MPBR-1 | Appx. 3 mtr. From the road edge in kachcha portion NH-8, Vasant Kunj Road on Road Curve FTC Vasant Kunj | N- 28°33'08.61' E- 077°08'01.87' | Single Display |
| 2. | MPBR-2 | Near Arjun Camp entry Opp. Hotel Avalon Place FTC Vasant Kunj | N- 28°33'03.30' E- 077°08'01.84' | Single Display |
| 3. | MPBR-3 | Opp. Kisan Flower Market FTC Vasant Kunj | N- 28°32'44.03' E- 077°08'02.29' | Single Display |
| 4. | MPBR-4 | After footpath in kachcha portion in front of Hotel la Comfort Appx. 40 mtr from the down point of fly over) FTC NH-8 | N- 28°32'34.02' E- 077°07'57.82' | Single Display |
| Rs.11,71,822/- (Rs. Eleven Lac Seventy One Thousand Eight Hundred Twenty Two Only) | | | | |

| Sl. No. | Cluster | Number Devices and their sizes | MRP (INR) |
|---------|--|---|-----------------------|
| 1. | Cluster No.7, Mahipalpur Bypass Road Connecting NH-8 to Mahipalpur Mehrauli Road to Mahipalpur Red Light to Ryan Public School Red Light (Both Sides of Road), Najafgarh Zone. | 1. Unipole-04 ➤ Unipole Size - 03 of 18 Sqm. and 01 Unipole of 30 Sqm. 2. Flag-signs. ➤ Number of Flag-Signs : 10 ➤ Size of Flag Signs - 3 Sqm. each with back to back display. | Rs.11,71,822/- |

Jamanta
 Asstt. Commissioner
 Advertisement Department
 SDMC

7. Hybrid Cluster No.04, SDMC :

| Sl. No. | Unique ID | Nomenclature | Latitude & Longitude | Single /Double side display |
|--|--------------|---|----------------------------------|---------------------------------|
| 1. | RR/CN Z-48 | Near to pedestrian light pole no. 347, after railway line crossing and near railway road bridge bus stop, in kachcha portion, FTC Rajghat to DND Gate, Central Zone | N.77°15.103' E28° 36.679' | Single side (30 Sqm.) |
| 2. | SMAM/ CNZ-60 | Near Govind Puri Metro Station, after footpath, FTC- MB Road to Kalka ji Temple, Maa Anand Mai Marg, Central Zone | 28°32.475' 077°15.978' | Single Side (18 Sqm. Each face) |
| 3. | NA | Unipole site No.AM-1, Open Land Bhagawan, Mahavir Ahinsha Sthal, Near Ahinsh Sthal Bus Stop, Anuvrat Marg, FTC- Lado Sarai to Chhattarpur (Single Side), South Zone | N- 28°00'000 E- 076°00.000' | Single Display (18 Sqm each) |
| 4. | NA | In parking place in front of Vasant Continental Hotel FTC Munirka to Vasant Vihar | N 28°33 23.51 E 077° 09 49.52 | Single Side (18 Sqm.) |
| MRP Rs.5,41,844/- (Rs. Five Lac Forty One Thousand Eight Hundred Forty Four Only) | | | | |

8. Hybrid Cluster No.05, SDMC :

| Sl. No. | Unique ID | Nomenclature | Latitude & Longitude | Single /Double side display (Area of Unipole/ PT) |
|--|---|--|-------------------------------|---|
| 1. | NA | Near Tree in front of Indian Oil Petrol Pump, Basant Lok Market, Vasant Vihar | N 2833 28.46 E 07709 47.02 | Single Side (18 Sqm.) |
| 2. | RR/CN Z-49 | In front of logistic screening Centre (cluster bus depot) Near to pedestrian light pole no. 370, opp. Indraprastha Park gate, in kachcha Portion | N.77°15.190' E28° 36.399' | Single side (30 Sqm.) |
| 3. | Public Toilet Near Qutub Minar with Operation & Maintenance | | | (Two Displays - 40'9"x6'4"8& 14'9"x6'4") |
| MRP Rs.4,32,113/- (Rs. Four Lac Thirty Two Thousand One Hundred Thirteen Only) | | | | |

9. Cluster No.5, Unipole Cluster starting from Dwarka Road to Dabri Morh, FTC- Dwarka to Janakpuri, West Zone.

| Sl. No. | Nomenclature | Latitude & Longitude | Single /Double side display (Area of Unipole/ PT) |
|--|--|-------------------------------|---|
| 1. | In Front of Property no. B-484, Mahavir Enclave. | N-28-36.310' E-077-04.343' | (Single Side) 18 Sqm |
| 2. | In Front of Property no. RZ-201 A Kalara Tower New Dabri Mahavir Enclave | N-28-36.417' E-077-04.598' | (Single Side) 18 Sqm |
| 3. | Adjacent to Dwarka Puri Bus Stand Mahavir Enclave Part-2. | N-28-36.457' E-077-04.680' | (Single Side) 18 Sqm |
| 4. | In Front of Property no. B-123, Sita Puri Part-2. | N-28-36.524' E-077-04.785' | (Single Side) 18 Sqm |
| Rs.2,91,793/- (Rs. Two Lac Ninety One Thousand Seven Hundred Ninety Three Only) | | | |

10. Unipole Cluster No.6 (Part-B), Ring Road, Delhi Gate to red light crossing of Raja Ram Kohli Marg and road going to Geeta Colony, FTC Delhi Gate to Kashmiri Gate. Both side of road stretch), CNZ:

| Sl. No. | Unique ID No. | Location of Unipole Site | Lat- Long | Display Status |
|---|---------------|---|-----------------------------|--|
| 1. | DGKG/RR-1 | At Kachcha Portion after footpath & Near PWD Electric Pole No.33, Ring Road FTC Delhi Gate to Kashmiri Gate. | N-28°38'820 E-077°14'776 | Single Side Display (18 sq.m or 194 sq.ft) |
| 2. | DGKG/RR-2 | At Kachcha Portion after footpath & Near PWD Electric Pole No.34, Ring Road FTC Delhi Gate to Kashmiri Gate. | N-28°38'864 E-077°14'760 | Single Side Display (18 sq.m or 194 sq.ft) |
| 3. | DGKG/RR-3 | At Kachcha Portion and after footpath & Opposite PWD Electric Pole No.31, Ring Road FTC Kashmiri Gate to ITO. | N-28°38'954 E-077°14'757 | Single Side Display (18 sq.m or 194 sq.ft) |
| 4. | DGKG/RR-4 | At Kachcha Portion and after footpath & Opposite PWD Electric Pole No.19, FTC Kashmiri Gate to ITO | N-28°38'736 E-077°14'829 | Single Side Display (18 sq.m or 194 sq.ft) |
| MRP Rs.3,31,300/- (Rs. Three Lac Thirty One Thousand Three Hundred Only) | | | | |

11. **Unipole Cluster No.6 (Part-C), Raja Ram Kohli Marg FTC Samta Sthal Red Light to Geeta Colony, CNZ.**

| Sl. No. | Unique ID No. | Location of Unipole Site | Lat- Long | Display Status |
|---|---------------|---|-------------------------------|-------------------------------|
| 1. | RRKM-1 | At Kachcha Portion after Cycle Track Opposite PWD Electric Pole No.7 Road Going to Geeta Colony from Ring Road (Red Light of Sam Sthal) (Raja Ram Kohli Marg) | N- 28°39'078 E- 077°14'819 | Single Side Display (18 sq.m) |
| 2. | RRKM-2 | At Kachcha Portion after Cycle Track In Front of PWD Electric Pole No.16 | N- 28°39'083 E- 077°15'020 | Single Side Display (18 sq.m) |
| 3. | RRKM-3 | At Kachcha Portion after Cycle Track opposite Electric Pole No.34 FTC Geeta Colony to Ring Road Red Light. | N- 28°39'074 E- 077°15'416 | Single Side Display (18 sq.m) |
| 4. | RRKM-4 | At Kachcha Portion after Cycle Track opposite Electric Pole No.11, FTC Geeta Colony to Ring Road | N- 28°39'064 E- 077°14'914 | Single Side Display (18 sq.m) |
| MRP Rs.3,31,300/- (Rs. Three Lac Thirty One Thousand Three Hundred Only) | | | | |

12. **Unipole Cluster No.6 (Part-D), Ring Road, Delhi Gate to ITO, CNZ :**

| Sl. No. | Unique ID No. | Location of Unipole Site | Lat- Long | Display Status |
|---|---------------|---|-------------------------------|-------------------------------|
| 1. | DG/RR-01 | At Kachcha Portion after footpath & Near PWD Electric Pole No.PL4 Ring Road FTC Delhi Gate to ITO | N- 28°38'187 E- 077°14'839 | Single Side Display (18 sq.m) |
| 2. | DG/RR-02 | At Kachcha Portion after 3mtrs from Road edge In front of Indira Gandhi Indoor Stadium Gate No.19 & Near I.G Stadium Bus Stop | N- 28°37'972 E- 077°14'833 | Single Side Display (18 sq.m) |
| MRP Rs.1,65,651/- (Rs. One Lac Sixty Five Thousand Six Hundred Fifty One Only) | | | | |

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13. **Cluster No.7 (Part-D), Ring Road to Khel Gaon (National Highway - 9) (Both Sides of Road Stretch),CNZ :**

| Sl. No. | Unique ID No. | Location of Unipole Site | Lat- Long | Display Status |
|--|---------------|---|-----------------------------|---------------------------------|
| 1. | NH9-1 | After 3 mtrs from carriage way & Near National Highway-9, Electric Pole No. 15 | N-28°38'187 E-077°14'839 | Single Side Display (18 sq.m or |
| 2. | NH9-2 | At Kachcha Portion after footpath & Near NH Pole No. NDHR-15 FTC Khel Gaon to Ring Road | N-28°35'959 E-077°15'630 | Single Side Display (18 sq.m |
| 3. | NH9-3 | At Kachcha Portion after footpath between NH Pole No. NHDR-5 FTC Khel Gaon to Ring Road | N-28°35'888 E-077°15'448 | Single Side Display (18 sq.m |
| MRP Rs.2,85,751/- (Rs. Two Lac Eighty Five Thousand Seven Hundred Fifty One Only) | | | | |

14. **Cluster No. 19 Sri Maa Anandmai Marg, starting from 75 mtrs away from Outer Ring Road and ending 75 mtrs. before MB Road Red Light, CNZ :**

| Sl. No. | Location of Unipole Site | Size | Lat-Long |
|---|---|---|-----------------------------|
| 1. | In front of NBCC Centre, Maa Anand Mai Marg FTC Outer Ring Road to M B Road. | 18 sqm/194 sq.ft with 5 (Five) Flag Signs through normal display having size 2x1.5 sqm. | N-28°31'615 E-077°16'390 |
| 2. | In front of Tata Motors Treo after footpath, Maa Anand Mai Marg FTC Outer Ring Road to M B Road. | 18 sqm/194 sq.ft | N-28°32'785 E-077°15'802 |
| 3. | 10 number of Single Side Flag Signs on both sides of Maa Anand Mai Marg within the boundary of cluster. | 2 mtr. x 1.5 mtr. size (Single Side) | NA |
| MRP Rs.2,22,598/- (Rs. Two Lac Twenty Two Thousand Five Hundred Ninety Eight Only) | | | |


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**15. Cluster No.1, Bhairo Marg Red Light to Khanpur Depot.
Red Light, Central Zone**

| Sl. No. | Nomenclature of Cluster | Number of Unipole sites & Flag Signs with size/sides | MRP (INR) |
|---------|---|---|---|
| 1. | Cluster No.1, Bhairo Marg Red Light to Khanpur Depot. Red Light, Central Zone | <ul style="list-style-type: none"> ➤ 09 Unipoles of 18 sq. meters each (06 Double sided & 03 Single sided). ➤ 15 Flag Signs (Double sided) of 3 sq. meters each i.e. 2 meters x 1.5 meters. | Rs.30,07,456/- (Rs.25,34,720/- + Rs.4,72,736/-) |

| Cluster No.1, Bhairo Marg Red Light to Khanpur Depot. Red Light, Central Zone | | | |
|---|--|-----------------------------|----------------|
| Sl. No. | Location of Unipole site | Lat.-Long. | Display Status |
| 1. | Outside Deez Biryani Corner, Defence Colony Flyover Market (Lajpat Nagar) FTC Bhairo Marg Red Light to Khanpur Depot Red Light) | N-28°34'684 E-077°14'333 | Double Side |
| 2. | Near Metro Pillar No.P-11 in front of P.No.B-19 & 20, Lajpat Nagar-I. | N-28°34'360 E-077°14'258 | Double Side |
| 3. | Before metro pillar and PCR-K-31, LN-15 police booth in front of Axis Bank before, Near Lajpat Nagar Metro Station (FTC Bhairon Marg Red Light to Khan Pur Depot Red Light) | N-28°34'318 E-077°14'234 | Double Side |
| 4. | In between electric light pole no.FLP-28 & FLP-29, near subway gate of Andrews Ganj & Sadik Nagar, Near Moolchand Flyover (FTC Bhairon Marg Red Light to Khan Pur Depot Red Light) | N-28°33'801 E-077°13'991 | Single Side |
| 5. | At katcha portion after footpath and near tree no. 32 Opp. Tree No.32, Electricity Pole No.328, and near GK-I Flyover (FTC Bhairon Marg Red Light to Khan Pur Depot Red Light) | N-28°33'590 E-077°13'866 | Single Side |
| 6. | Near Indian Bank, Jangpura Branch adjoining Defence Colony Flyover, Central Zone | N-28°31'691 E-077°09'034 | Double Side |
| 7. | Near Jal Board Office, Nizamuddin Nallah. (FTC Bhairon Marg Red Light to Khan Pur Depot Red Light) | N-28°35'437 E-077°14'410 | Double side |
| 8. | At katcha portion after footpath before chiragh Delhi footover bridge and near electric poll No. RP 216 (FTC Bhairon Marg Red Light to Khan Pur Depot Red Light) | N-28°35'395 E-077°13'941 | Double side |
| 9. | At katcha portion after footpath & near PWD electric pole RP-138 & Pushpa bhawan (FTC Bhairon Marg Red Light to Khan Pur Depot Red Light) | N-28°31'748 E-077°13'927 | Single Side |


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16. Cluster No. 10, Dwarka More to Opposite Delhi Jal Board Dispensary (Najafgarh Zone)

| S.No. | Location of the Sites | Latitude Longitude | / | Single Double Display and Area |
|--|---|----------------------------------|---|-----------------------------------|
| 1. | Near SDMC's Public Toilet, FTC- Dwarka More to Najafgarh Road | N- 28°40'730' E- 077°05.659' | | Single Display (18 Sqm each) |
| 2. | Near Chaudhary Bus Service, Plot No.16, Main Dwarka Road, Dwarka More Patel Garden Extension, New Delhi, FTC- Dwarka More to NSIT College Dwarka. | N- 28°36'764' E- 077°05.298' | | Single Display (18 Sqm each) |
| 3. | Near Nangali Dairy, Nallah, Opposite Police Beat, FTC- Dwarka More to Najafgarh Road | N- 28°37'7211' E- 077°01.385' | | Single Display (18 Sqm each) |
| 4. | Near Niranjani Colony Nangal Dairy Nallah Opposite Metro Pillar NO. 24, FTC- Najafgarh Road to Dwarka More | N- 28°37'246' E- 077°01.206' | | Single Display (18 Sqm each) |
| 5. | Opposite Delhi Jal Board Dispensary, FTC- Dwarka More to Najafgarh Road | N- 28°36'840' E- 077°00.113' | | Single Display (18 Sqm each) |
| MRP Rs.4,31,711/- (Rs. Four Lac Only) | | | | |

17. Cluster No. 11, Sai Baba Mandir to Lal Bahadur Shastri Teaching Institute/ Kair Village Road. (Najafgarh Zone)

| S. No. | Location of the Sites | Latitude Longitude | / | Single Double Display and Area |
|--|--|---------------------------------|---|-----------------------------------|
| 1. | Sai Baba Mandir to Najafgarh Road, Opposite Sai Baba Mandir Bus Stand or MT.ST. Garjiya School. | N- 28°36'808 E- 076°59.948' | | Single Display (18 Sqm each) |
| 2. | Dwarka More to Najafgarh Road Near Reliance smart or Hanuman Mandir. | N- 28°36'473' E- 076°59.420' | | Single Display (18 Sqm each) |
| 3. | Najafgarh to Gurugram Road Near Shri Ami Chand Eye Centre, Dhasa Bus Stand. | N- 28°36'510' E- 076°59.153' | | Single Display (18 Sqm each) |
| 4. | Najafgarh to Kair Village Road, Near Mamta Juice, Opposite Lal Bahadur Shastri Teaching Institute. | N- 28°36'665' E- 076°58.493' | | Single Display (18 Sqm each) |
| MRP Rs.3,45,369/- (Rs. Three Lac Forty Five Thousand Three Hundred Sixty Nine Only) | | | | |

18. Unipole Cluster No.4, From Palam, Flyover to Dwarka More Najafgarh Road.

| S. No | Unique ID | Location of the site | Lat.-Long. | Display Status |
|---|-----------|---|---------------------------------|----------------|
| 1. | NGZ C4/1 | Near Balmiki Mandir, Palam Manglapuri Road (On Mandir | N-28°32'1668 E-077°05'3708 | Single Side |
| 2. | NGZ C4/2 | Outside Footpath, Opposite Bharat Petroleum, Petrol Pump. | N-28°34'4220 E-077°03'2209 | Single Side |
| 3. | NGZ C4/3 | Outside Footpath, opp. Petrol Pump. At the corner of the road diverging towards Sector -7 | N-28°35'38.01 E-077°04'31.16 | Single Side |
| 4. | NGZ C4/4 | Near Railway line at T Point, near Urinal Flyover towards Palam Railway Station | N-28°35'037 E-077°05'470 | Double Side |
| 5. | NGZ C4/5 | Near Railway line at T Point, near Urinal Flyover towards Palam Airport | N-28°35'037 E-077°05'470 | Double Side |
| 6. | NGZ C4/6 | Adjacent to Palam Flyover near Jain Public School, Palam | N-28°35'264 E-077°05'038 | Single Side |
| 7. | NGZ C4/7 | Near Pillar No 52, Under Palam Flyover Road | N-28°35'152 E-077°05'330 | Single Side |
| 8. | NGZ C4/8 | Outside Footpath Sector - Dwarka, after Mother Dairy Booth after Maharaj Aggarsen DTC bus stand (in front of Booster Pump Room) | N-28°32'48.86 E-077°03'31.04 | Single Side |
| 9. | NGZ C4/9 | Opp. Balmiki Mandir, Palam Road (on Manglapuri side) | N-28°32'42.14 E-077°03'41.05 | Single Side |
| Rs.19,43,805/- (Rs. Nineteen Lac Forty Three Thousand Eight Hundred Five Only) | | | | |

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**19. Unipole Cluster No. 6, NH-8 to Dwarka via Sector-23,
Underpass Road and Road From Sector No.9 to Sector No.19
etc.**

| S.No. | Unique ID | Locations of Sites | Lat.-Long. | Display Status |
|-------|-----------|--|---------------------------------|----------------|
| 1. | NGZ C6/1 | Outside footpath in Kutcha portion adjacent to road diverting towards Sec-10 Metro Station Nr Welcome Hotel (5 star), Sector-10 FTC Sector 14-9 | N-28°34'42.20 E-077°03'22.09 | Single Side |
| 2. | NGZ C6/2 | In Front of Karnatka bank Sector-5, Mkt. Dwarka Branch. | N-28°32'06.90 E-077°02'42.10 | Single Side |
| 3. | NGZ C6/3 | Over Underpass Sec-23, Reading (Road) leading T-point adjacent to Underpass FTC NH-8 to Dwarka. | N-28°32'44.61 E-077°03'34.92 | Single Side |
| 4. | NGZ C6/4 | Opposite Metro Station Sector 12 adjacent to City Centre Mall (in Kutcha portion) along road leading towards, Venketeshwara International School | N-28°35'31.03 E-077°02'30.09 | Single Side |
| 5. | NGZ C6/5 | Over Underpass Sec-23, Reading (Road) leading Airport side, FTC Dwarka to NH-8, | N-28°32'48.86 E-077°03'31.04 | Single Side |
| 6. | NGZ C6/6 | Over Underpass Sec.23, Reading leading T-point before Bharat Petroleum Depot Gate, FTC NH-8, to Dwarka | N-28°32'42.14 E-077°03'41.05 | Single Side |
| 7. | NGZ C6/7 | 100 mtr. before Vivanta (By Taj) outside footpath, opposite DDA SFS Flats Sector-22 (FTC Sec 9-21) | N-28°33'35.92 E-077°03'49.04 | Double Side |
| 8. | NGZ C6/8 | Site No. 12, Underpass Sec-23, Road leading to T-point FTC NH-8, | N-28°38'30.20 E-077°13'39.45 | Double Side |
| 9. | NGZ C6/9 | With in Parking Space opposite Soul City Mall, Gate No.2, Sector-13, Dwarka. | N-28°35.4729 E-077°02.1317 | Single |
| 10. | NGZ C6/10 | Before MCD Dhallow 75 mtr. Opp. Malik Plaza Sector-12 Market, DDA R-219 C-40/DWK Electric Poll, Dwarka. | N-28°35.477 E-077°02.736 | Single |
| 11. | NGZ C6/11 | Opp. DDA R-209 C-77/DWK Electric Poll Cremation Ground Sector-19, Cross to | N-28°34.933 E-077°02.445 | Single |

| | | | | |
|--|--------------|--|-----------------------------|--------|
| | | Nallha, Dwarka. | | |
| 12. | NGZ C6/12 | Opp. HKSK 694/PWD-15, Electric Poll, Link Road NH-8 to Dwarka. | N-28°32.094 E-077°06.495 | Single |
| Rs.13,69,539/- (Rs. Thirteen Lac Sixty Nine Thousand Five Hundred Thirty Nine Only) | | | | |

20. CLUSTER - 2, South Zone.

| CLUSTER - 2, FTC Munirka to Vasant Kunj and Baba Ganganath Marg from red light of Aruna Asaf Ali Marg to red light to Nelson Mandela Road and 100m after the Unipole site No. NMR-17, Opp. PWD Election Pole No.34, Nelson Mandela Road, FTC-Vasant Kunj to Munirka Upto 100m before Unipole site No. NMR-16, Opp. PWD electric pole no. 40, near bus stand, Nelson Mandela Marg, FTC -Vasant Kunj to Munirka. | | | | |
|---|------------------------------|---|----------------------------|--|
| Sl. No. | Unique Unipole Number | Allotted location of Site | Single/ Double Side | Latitude & Longitude |
| 1. | NMR-8 | Adjoining the Boundary Wall FTC Opp. PWD Electric Pole No.50, FTC Munirka to Vasant Kunj, Nelson Mandela Road | Single Side | N-28°33.040' E-077°09.871' |
| 2. | NMR-9 | Adjoining the Boundary Wall FTC Opp. PWD Electric Pole No.57 & 58, FTC Munirka to Vasant Kunj, Nelson Mandela Road | Single Side | N-28°33.974' E-077°09.821' |
| 3. | NMR-10 | Opp. DLF Emporio Mall, Nelson Mandela Road, FTC Munirka to Vasant Kunj | Single Side | N-28°33.567' E-077°09.516' |
| 4. | NMR-12 | Adjoining the boundary wall, Nelson Mandela Road, FTC Munirka to Vasant Kunj | Single Side | N-28°32.693' E-077°09.612' |
| 5. | NMR-13 | Between Electric Pole No.39-44, Opp. Electric Pole No.47, Nelson Mandela Road, FTC Munirka to Vasant Kunj | Single Side | N-28°33.089' E-077°09.904' |
| 6. | NMR-19 | After footpath and Opposite Tree No. 510 & 511 (Tree are situated on the Central Verse of the road) Additional Site in Cluster No-2 | Single Side | N-28°32.952' E-077°09.776' |
| 7. | 5 Flag Signs | Size 5'x3' each with single side display. | | |
| MRP Rs.14,56,418/- (Rs. Fourteen Lac Fifty Six Thousand Four Hundred Eighteen Only.) | | | | |


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21. August Kranti Marg (Both Side), South Zone

| Flag-Sign Cluster | Display size | MRP (INR) |
|---|---|---|
| August Kranti Marg (Both Sides), South Zone | 15 Flag Signs of size 3 Square Meters each i.e. total 45 Sq. Meters (As per OAP-2017) | 1,95,875/- (Rs. One Lac Ninety Five Thousand Eight Hundred Seventy Five Only. |

22. Cluster No. 6, South Zone, Savitri Cinema to Village Vasant Nagar Turn, Outer Ring Road :

| Cluster No. 6, South Zone, Savitri Cinema to Village Vasant Nagar Turn, Outer Ring Road | | | | |
|---|-----------|---|--------------------------------|----------------------------------|
| Sr. No. | Unique ID | Nomenclature/rectified nomenclature/location of unipole site | Longitude/latitude | Single display or double display |
| 1 | ORR-1 | At kutchia portion 3 M away from road edges in landscaped portion adjoining flyover, at turning point to Savitri Cinema | N-28°32'917' E- 077°11'282' | Single display |
| 2 | ORR-3 | Near Nala, Swami Nagar, Near Hort. Office of DDA, FTC Savitri Cinema Flyover to Vasant Gaon | N-28°32'501' E- 077°13'716' | Single display |
| 3 | ORR-4 | Near Electric Pole No.A-202, Saomi Nagar, FTC Savitri Cinema Flyover to Vasant Gaon, Outer Ring Road | N-28°32'520' E- 077°13'582' | Single display |
| 4 | ORR-2 | Nr. Entrance Masjid Mod at dead end of Service lane bus stand Masjid Moth | N28°32'36.38 E077°14'08.34 | Single display |
| 5 | ORR-6 | In front of Bharat Petroleum Pump, Swami Service Station, Outer Ring Road, FTC Savitri Cinema to Vasant Gaon, | N-28°32'544' E- 077°13'268' | Single display |
| 6 | 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 | N-28°32'616' E- 077°12'340' | Single display |
| 7 | ORR-5 | Opp. Pillar No.27, Near Indian Petrol Pump, Soami Nagar, Outer Ring Road, FTC Savitri Cinema Flyover to Vasant Gaon. | N-28°32'541' E- 077°13'319' | Single display |

| | | | | |
|---|--------|---|-------------------------------|----------------|
| 8 | ORR-8 | After FOB near Jia Sarai Bus Stand, Nr boundary wall of Udaigiri House 3 m away from road edge | N28°32'54.31 E077°11'19.07 | Single display |
| 9 | ORR-9 | Opposite Al-kausar adjacent to nalla after footpath | N28°33'54.11 E077°10'00.05 | Single display |
| 10 | ORR-11 | Near Niryat Bhawan after turn to village Vasant Nagar & Vasant Apartment Near Pillar at Kutcha Portion after footpath at dead end | N28°34'31.62 E077°09'26.09 | Single display |
| MRP Rs.39,65,420/- (Rs. Thirty Nine Lac Sixty Five Thousand Four Hundred Twenty Only) | | | | |

23. Hybrid cluster No.6, West Zone

| Sl. No. | Nomenclature of Unipole site | Longitude/latitude | Single display or double display |
|--|---|--|----------------------------------|
| 1. | W-2, Opp. Property no.A-12, Rajouri Garden(After footpath) FTC Moti Nagar to Tilak Nagar (Double Side) | Longitude 28°35,445'-N Latitude 077°14.408,-E | Double Side |
| 2. | W-19, Opp. Metro Pillar No. 634 FTC Uttam Nagar (Double Side) | Longitude 28°36,6479'-N Latitude 077°05.6136,-E | Double Side |
| 3. | W-20, 3 Meters away from road edge, adjoining foot over bridge, near Maharashi Dayanand Park, FTC Uttam Nagar to Rajouri Garden (Single Side) | Longitude 28°37,24.30'-N Latitude 077°04.05.40'-E | Single Side |
| 4. | W-33, Near Gate No. 2, of Tilak Nagar Metro Station, FTC Uttam Nagar to Rajouri Garden (Double Side) | Longitude 28°38'235'-N Latitude 077°05'807'-E | Double Side |
| 5. | W-36, Near Bus Stand, Mahavir Enclave-II/III, FTC Dwarka to Dabri More (Double Side) | Longitude 28°36'12.60'-N Latitude 77°04'16'59'-E | Double Side |
| MRP Rs.5,98,095/- (Rs. Five Lakh Ninety Eight Thousand Ninety Five Only) | | | |

24. Cluster No.4 (Part-C-a) After Property No.A-1 (Design Cube), South Extn. Part-I to Property No. E-14 Defence Colony, Central Zone.

| Nomenclature of Cluster | Number of sites proposed | MRP (INR) |
|-------------------------|--------------------------|-----------|
|-------------------------|--------------------------|-----------|

| | | |
|---|--|--|
| Cluster No.4 (Part-C-a), after property No.A-1 (Design Cube), South Extn. Part-I to property No.E-14, Defence Colony, Central Zone. | Unipole : 02 (01 double side display and 01 single side display) and 05 flag signs of size 3 square meters each) | Rs.9,24,333/- (Rs.8,61,871/- + Rs.62,462/-) |
|---|--|--|

| Cluster No.4 (Part-C-a) details : | | | | |
|--|--------------|--|----------------------------------|-------------------------------|
| Sl. No. | Unique ID | Nomenclature of the Unipole site/LED's in Market | Latitude & Longitude of the site | Single Display/Double Display |
| 1. | CNZ-UC-4Ca/1 | In between boundary line of Akash tower B & building of Study by Janak (SBJ), After footpath, FTC- AIIMS to DND Gantry, Central Zone. | N-28°34.129' E-077°13.433' | Double Display |
| 2. | CNZ-UC-4Ca/2 | In front of corner of entry gate of E-Block Defence Colony, Adjoining to electric pole after footpath, FTC- AIIMS to DND Gantry, Central Zone. | N-28°34.037' E-077°13.651' | Single Display |
| 3. | N/A | 5 Flag Signs of size 3 sq meter each | N/A | Single Side each |

25. Cluster No.4 (Part-C-b), after property No.E-11 (Defence Colony, Ring Road to DND Gantry, Central Zone.

| | | |
|---|--|---|
| Cluster No.4 (Part-C-b), after property No.E-11 (Defence Colony, Ring Road to DND Gantry, Central Zone. | Unipole : 02 (01 Single side display and 01 single side display) and 05 flag signs of size 3 square meters each) | Rs.7,36,750/- (Rs. Seven Lac Thirty Six Thousand Seven Hundred Fifty Only) (Rs.6,74,288/- + Rs.62,462/-) |
|---|--|---|

| Cluster No.4 (Part-C-b), details : | | | | |
|---|--------------|---|----------------------------------|-------------------------------|
| Sl. No. | Unique ID | Nomenclature of the Unipole site/LED's in Market | Latitude & Longitude of the site | Single Display/Double Display |
| 1. | CNZ-UC-4Cb/1 | In front of Boundary wall between Plot no. -70 & 71, harisons furnishings, after footpath FTC- AIIMS to DND Gantry, Central Zone. | N-28° 33.923' E-77° 14.620' | Single Display |
| 2. | CNZ-UC-4Cb/2 | After footpath, Near Tree No. 398 & Opposite PWD Store, Nehru Nagar. | N-28° 34'14.56" E-77° 15'18" | Single Display |
| 3. | N/A | 5 Flag Signs of 3 sq meter each | N/A | Single Side each |

26. Cluster No.10, Central Zone

| Nomenclature of cluster | No. of unipole site with displays | MRP (INR) |
|---|--|---|
| Cluster No.10, Delhi Gate to Ring Road Light & Back i.e. Both side (Jawahar Lal Nehru Marg) and to Matka Peer Red Light and Bhairo Mandir, Central Zone | 08 Unipole sites (07 single side & 01 double side) | Rs.16,71,664/- (Rs. Sixteen Lac Seventy One Thousand Six Hundred Sixty Four Only) |

| Details of Unipoles within Cluster No.10, Delhi Gate to Ring Road Light & Back i.e. Both side (Jawahar Lal Nehru Marg) and to Matka Peer Red Light and Bhairo Mandir, Central Zone | | | | |
|--|-------------|--|----------------------------------|----------------|
| Sl. No. | Uni. ID | Location of unipole site as per allotment/firm | Lat. Long | Display Status |
| 1. | CNZ-UC-10/1 | At Kachcha Portion after footpath, before 75 meter of red light near Tree No. 1692 and BSES Transformer No.081. FTC-ITO to Matka Peer Red Light. | N-28°36'57.82 E-077°13'49.42 | Single Side |
| 2. | 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 | N-28°36'46.04 E-077°14'34.99 | Single Side |
| 3. | CNZ-UC-10/3 | At Kachcha Portion after footpath Bhairo Road, adjoining Pragati Maidan Bus Stop FTC Matka Peer Red Light to Ring Road | N-28°36'45.79 E-077°14'41.58 | Single Side |
| 4. | 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 | N-28°36'45.59 E-077°14'44.27 | Single Side |
| 5. | CNZ-UC-10/5 | At katcha portion after footpath near Gate No.1, Pragati Maidan. FTC Matka Peer Red Light to Ring Road | N-28°36'.45.23 E-077°14'49.04 | Single Side |
| 6. | CNZ-UC-10/6 | At katcha portion opposite Gate No.1, Pragati Maidan Kachcha portion. Front side facing traffic coming from Ring road to Matka Peer Red Light. | N-28°36'44.25 E-077°14'49.09 | Double Side |
| 7. | CNZ-UC-10/7 | At katcha portion before Bharon Mandir Near Tree No. 28 & Bhairon Mandir Parking. FTC Ring Road to | N-28°36'.41.71 E-077°14'47.17 | Single Side |

| | | | | |
|----|-------------|---|------------------------------|-------------|
| | | Matka Peer Red Light | | |
| 8. | 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. | N-28°36'40.48 E-077°14'43.43 | Single Side |

27. DTC Cluster under Jurisdiction of SDMC

| Cluster Name : DTC Cluster under jurisdiction of SDMC. | | | | |
|---|--|-----------------------------|---|-------------|
| S.No. | Location of Unipole with Latitude & Longitude | DTC Depot/Terminal Location | Tentative MRP as given by Als Concerned | Display |
| 1. | Sri Niwas Puri, Captain Gaur Marg, Central Zone. Lat- N 28°33'40.4172" Long-E-77°15'36.84168" | Sri Niwas Puri Depot | Rs. 1,28,163/- | Single Side |
| 2. | Maa Anandmai Marg, Tuglakabad Depot, Central Zone. Lat- N 28°30'39.38292" Long-E-77°16'52.2238" | Tehkhand | Rs. 1,17,321/- | Single Side |
| 3. | NH-44, RPS Complex Rajghat, Central Zone. Lat- N 28°38'25.38924" Long-E-77°15'26.5878" | Raj Ghat-I | Rs. 1,38,036/- | Single Side |
| 4. | RPS Complex Rajghat, Central Zone. Lat- N 28°38'25.68588" Long-E-77°15'13.284" | Raj Ghat-II | Rs. 1,38,036/- | Single Side |
| 5. | Near Keshavpur Vegetable Market, Keshavpur Depot, West Zone. Lat- N 28°39'13.368" Long-E-77°5'519.248" | Keshavpur | Rs. 1,08,235/- | Single Side |
| 6. | Near Uttam Nagar East Metro Station, West Zone. Lat- N 28°37'30.522" Long-E-77°3'57.402" | Uttam Nagar | Rs. 1,43,396/- | Single Side |
| MRP (INR) Rs.7,73,187/- (Rs. Seven Lac Seventy Three Thousand One Hundred Eighty Seven Only) | | | | |

Note : "The shifting of any unipole site under the DTC cluster can only be made with the prior consent of the Advertisement department".

28. Hybrid Cluster No.7

| Sl. No. | Cluster Number & Name : Hybrid Cluster No.7 | Number of Sites/details display | of of |
|--|--|---------------------------------|---------|
| 1. | AM-2, Unipole site at Opp. Electronic Pole No.30, Anuvert Marg, M.G. Road FTC Lado Sarai to Chhattar Pur, South Zone. Longitude :28°31.183'-N Latitude : 077°11.376'-E | Individual (Single side) | unipole |
| 2. | 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. (Double Side) Longitude :28°33.784'-N Latitude : 077°13.951'-E | Individual (Double side) | unipole |
| 3. | Unipole site: Adjoining wall of park, Near Indian Oil Petrol Pump, Vasant Vihar, FTC Vasant Vihar to Nelson Mandela Road, South Zone Lat-Long- N-28°33.27.20' E-077°09.48.22' | Individual (Double side) | unipole |
| MRP (INR) of Cluster Rs.10,00,849/- (Rs. Ten Lac Eight Hundred Forty Nine Only) | | | |

29. Individual Unipole site in South Zone

| NOMENCLATURE OF SITE | DISPLAY | Latitude and Longitudinal Position | |
|---|--------------------------------|------------------------------------|---------------|
| Individual Unipole site NMR-17, Opp. PWD electric pole No.34, Nelson Mandela Road, FTC-Vasant Kunj to Munirka, South Zone | Single Side (18 square meters) | Lat : N-28°32.768 E-077°09.612' | Rs.3,59,491/- |

IMPORTANT NOTE REGARDING ALL UNIPOLE CLUSTERS :-

1. The Maximum number of displays within the cluster shall not exceed the allotted number of displays. The Allottee of the respective Clusters of Unipole sites shall be allowed to shift the Unipole structures from the earmarked locations within the limit of respective cluster as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days from the date of allotment (excluding the date of issue of allotment letter). After installation of Unipole sites within the respective cluster, the allottee shall have to submit requisite affidavit (declaring the installation of Unipole sites as per Outdoor Advertisement Policy 2017 or Outdoor Advertisement Policy prevailing at that time) along-with photographs of Unipole sites. [This Clause is not applicable for Cluster No.15 (Part-'A'), Barapulla Flyover, FTC- INA to DND and Cluster No.15 (Part-B) FTC Sarai Kale Khan to INA (Central Zone)].

2. The dimension for each unipole structure shall be as per Clause no. 7.1 - specific conditions Category 1 of OAP 2017 i.e. 18 sq.mtr or 30 sq.mtr as per the dimensions given for unipole sites/clusters in clause Site Details and Annexure-1.
3. 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 allotment.
4. The Allottee of Cluster No.15 (Part-'A'), Barapulla Flyover, FTC- INA to DND and Cluster No.15 (Part-B) FTC Sarai Kale Khan to INA (Central Zone) will install the unipole sites strictly as per OAP 2017 on earmarked sites. Further, the allottee of this cluster shall not be allowed to shift the unipole sites other than the earmarked sites within the first 60 days without the prior approval of department. Also the allottee of this cluster shall not be allowed to shift the unipole site awarded on particular road stretch to other road stretch. Any violation in this regard shall attract a penalty under the provisions of contract, terms and conditions of E-Tender document, registration guidelines and other rules and regulations applicable.
5. The Allottee of Cluster No. 7, MahipalPur by pass Road Connecting NH-8 to Mehrauli Mahipal Pur Road (Najafgarh Zone), the starting point for this cluster shall be 30 metres from NH-8 and Mehrauli Mahipalpur Road. Any violation in this regard, shall attract a penalty of twice of the value of average MLF of a unipole within the cluster, prevailing at that point of time, on per violation/irregularity/per week basis.
6. The allottee of Individual Unipole Sites within Hybrid Clusters :- The allottee of Hybrid clusters shall not be allowed to shift the unipole sites without approval of Department. Any violation to the same shall attract a penalty of twice of the value of MLF of that unipole prevailing at that point of time, on per violation/irregularity/per week basis. The alteration of any unipole site under the Hybrid Cluster may be allowed within 100 meters of allotted site with prior approval of department. Further, clause 2(C) (I) shall also be applicable in the case of Hybrid cluster.


Asstt. Commissioner
Advertisement Department
SDMC

"BID APPLICATION FORMAT: ON COMPANY LETTERHEAD"

Date: _____

To,

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

SUB: E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES 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.5,000/- (Copy Enclosed).
6. I/We _____ applied for Cluster 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 site is being made on "as is where is" basis and accept

Jamath
Asst. Commissioner
Advertisement Department
SDMC

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)**


Assit. Commissioner
Advertisement Department
SDMC

ANNEXURE-'3'
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.


Asstt. Commissioner
Advertisement Department
SDMC

SUB: E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES 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: _____


Asstt. Commissioner
Advertisement Department
SDMC

FORMAT FOR AFFIDAVIT (To be submitted by H-1 bidders (successful bidder)**(To be executed on a non-judicial stamp paper of Rs.100/- and duly attested by Notary Public)**

I, _____ s/o _____ resident of _____ do hereby solemnly affirm and declare as under:-

1. That neither I nor any proprietor/partner/director of M/s _____ has been directly or indirectly associated in any manner with any other such Company/Agency/Firm which has any dues payable to SDMC/erstwhile MCD. That if at any stage it is found that any dues are outstanding I shall be liable to clear the same within stipulated time.
2. That I/ we am/ are registered advertiser with SDMC/ shall register with SDMC as an advertiser.
3. That the applicant firm/company has never been penalized/ blacklisted by the SDMC/ erstwhile MCD in the past.
4. That the applicant firm/company shall abide by the terms and conditions of NIT/Guidelines for registration of advertiser in SDMC 'framed/approved' by the SDMC in this regard of advertisers, from time to time and shall make no representation whatsoever in this regard.
5. That the applicant firm/company shall pay all the taxes/fees and other dues to the SDMC.
6. That I/we certify that no dues are pending against me/us or any of my/our associated companies / firms / dependent family members related to any advertisement site in SDMC/ erstwhile MCD and in case of any adverse findings at any stage the allotment of advertisement site(s) shall stand automatically cancelled without any notice.
7. That the said bid is not a Benami bid on behalf of any blacklisted / barred person / firm/ company / associated firms or companies or family members of such persons. If at any stage this comes to the notice of SDMC the offer letter shall be cancelled and all security deposit shall stand forfeited.
8. That I/we shall abide by all rules, regulations, and instructions, issued by SDMC from time to time.
9. That the email id..... is our valid email ID for all communications to SDMC and all correspondence sent by SDMC to this email ID shall be considered to have been received by us.
10. That once we are selected through the bid process, we shall provide a Current Bank A/c from which all payments shall be made to SDMC be it license fees or any security deposit. That in case of any default in payments we are liable for action under NI Act.
11. That my/our PAN Number is
12. That I/we shall furnish a performance guarantee/security deposit in form of Demand Draft/Pay order/Bankers Cheque/Bankers Guarantee of the amount that SDMC directs us to submit.
13. That the ID Proof / Photo of the person signing the document is attached with this affidavit and duly attested.
14. That I/we have inspected the said sites under offer and are ready to take the site on 'as is where is basis' and have acquainted us with all the local conditions and advertisement site conditions at the said site.

15. That I/we shall not hold SDMC responsible for decline in the potential of revenue from the said site due to any reason whatsoever and shall not claim any reduction/remission in monthly license fees payable to SDMC under any condition.
16. That payment of monthly license fees for the said advertisement cluster/clusters does not create any lien on the said cluster/clusters for us. That we have been assigned the place for advertisement purpose only and it does not create any tenancy rights for us. That I/we understand that the land at the said cluster/clusters shall always be the property of SDMC/Government authorities and I/we shall not claim any right / title / interest or any nature of easement in relation to or respect thereof.
17. That we give the free and unhindered right to SDMC to forfeit the Performance Guarantee/Security Deposits/other deposits in case any declaration given by us in the E-Tender is found to be incorrect or misleading.
18. That I/we understand that in case our contract is cancelled (by SDMC) at any stage before the scheduled period, SDMC has the right to grant rights to operate the advertisement site temporarily to any other existing contractor, at the same M.L.F. as H-1, till the finalization of fresh E-Tender which shall be done at the earliest possible instance,. That the decision of SDMC in this regard shall be final and binding on all participating bidders.
19. That I/we shall put all illuminations/signage/display boards as directed by SDMC at the time of issue of work order. That the same shall be complied within prescribed time from the date of issue of allotment letter. That a penalty as prescribed by SDMC shall be levied on me/us for noncompliance.
20. That we shall pay license fee rates as approved by SDMC from time to time.
21. That I/we shall acquire an insurance policy for the said site and renew the same on annual basis for the period of the contract. That the said insurance policy should specifically cover any liability arising out of fire / damage / any legal matter arising out of display of advertisement. That I/we shall completely indemnify SDMC on any liability arising on this count.
22. That I/we shall comply with directions of Delhi Police in respect of safety and security of public at large.
23. That I/we understand that in case any damage is done to any property/government assets etc due to our site, I/we shall get the same repaired at our own cost.
24. That I/we shall handover the possession of the said site for a limited period as desired by SDMC for any purpose at any time.
25. That I/we undertake that in case of surrender of advertisement cluster(s) /clusters/termination of contract of the cluster(s), I/we shall be debarred to participate in the future E-Tender process for same cluster(s) at least two consequent years.
26. That I/we shall extend full cooperation for any civil work by SDMC or any Government agency related to water / sewer / telecom / repair etc. at the said site.
27. That I/we shall hand over the possession of the said cluster(s) peacefully to SDMC at the time of completion of the said contract or at the time of termination of the contract by SDMC.
28. That I/we shall intimate SDMC in case the address of the establishment changes within 7 days of such change taking place.

29. That I/we understand that officials of advertisement department of SDMC have the right to inspect the said site at any time and I / we shall extend full cooperation in this regard.
30. That I/we shall manage the said cluster(s)/clusters our self and shall not outsource the work to any third party.
31. That I/we shall abide by the advertisement policy as approved by SDMC from time to time.
32. That in case of cancellation/expiry of contract or surrender of cluster(s) /clusters before expiry of contract I/we have to continue operations till the alternative arrangement are done and the decision of the competent authority shall be binding upon me/my firm.
33. That I/we shall undertake to fulfil all statutory tax compliances as may be in vogue from time to time.
34. That I also undertake that all the facts and documents submitted by me are genuine. In case any of the documents and/or information furnished is found to be false or is objected to by any of the persons concerned, the SDMC will be at liberty to cancel the registration, forfeit the security deposit and advance MLF, if any, along with cancellation of the contract and blacklisting of the firm.

**Deponent
(Name & Sign.)**

VERIFICATION :

Verified at Delhi on this _____ day of _____, 2021 that the contents of the above affidavit are true to the best of my knowledge and belief. No part of it is false and nothing has been concealed therein.

**Deponent
(Name & Sign)**


Asstt. Commissioner
Advertisement Department
SDMC

[FORMAT FOR SELF DECLARATION REPORT (TO BE SUBMITTED QUATERLY)]

I, the registered advertiser _____ bearing registration number _____ operating the contract of site/cluster _____ @ monthly license fees of Rs _____ hereby submit following declarations:

1. I have displayed my advertisements in compliance of the Outdoor Advertisement Policy, 2017 approved by Hon'ble Supreme Court of India.
2. I have not deviated my Unipoles from my original place of allotment.
3. I have also complied with the DMC Act, Advertisement Byelaws and terms and condition of NIT.
4. My registration and Bank Guarantee submitted is not pending for want of renewal.
5. I have in total _____ advertisement sites/clusters operational with SDMC and have cleared my outstanding liability towards all.
6. The detail of the advertisements displayed in the last month is as under:
 - a) _____
 - b) _____

Name and Signature


Asstt. Commissioner
Advertisement Department
SDMC

SUB: E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES UNDER THE JURISDICTION OF SDMC.

The Order of Preference and Details of EMD for respective cluster/s/applied for

| SN | Name & Number of the Respective Cluster/s applied for | Amount of Earnest Money Deposit for each cluster/s | Detail of Payment |
|----|---|---|---|
| | The order of preference for cluster/clusters applied | As mentioned in Clause No. 3 of E-Tender document for respective cluster/s of selected zone/zones | Demand Draft, Bankers Cheque or Pay order no, Date and Name of Bank |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |

Example:- The order of preference may be written in following format :-

Cluster/S No. & Name of Cluster/ _____ (Name of the Zone).

Name & Signature of Authorized Signatory with Seal: Date: _____


Asstt. Commissioner
Advertisement Department
SDMC

**SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE ADDL. DEPUTY COMMISSIONER
(ADVTT.)**

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

SUB: E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES UNDER THE JURISDICTION OF SDMC.

GENERAL TERMS & CONDITIONS

| Claus e no. | Terms | Description |
|----------------|---|---|
| 1 | Title | After installation of Unipoles by the H-1 bidders of each cluster (s) (successful bidder of each cluster/s), SDMC shall be the absolute owner of the Unipole(s). |
| 2 | Mandatory obligation of Advertiser | <p>The contract shall be governed by the guidelines contained in the Outdoor Advertisement Policy, 2017 approved by Hon'ble Supreme Court of India or prevailing outdoor Advertisement policy, provisions of DMC Act (amended to date), by laws, terms and conditions of NIT, Agreement, guidelines of registration/renewal, any other law for the time being in force and any other order, direction or guideline as may be issued by the Hon'ble court or Commissioner, SDMC from time to time.</p> <p>The intending bidder shall inspect the description of the cluster/clusters of all sites, before submitting E-Tender and may obtain clarification, if any, before submission of the E-Tender. No objection/grievance/dispute in this behalf shall be entertained, subsequent to submission of the E-Tender. Also no remission in license fees/ground rent or advertisement tax will be given, in this regard.</p> <p>The advertiser shall be bound to get his registration renewed every year till the completion of contract with SDMC.</p> <p>In the event of surrender/completion/termination of contract etc. the advertiser shall be bound to handover the possession of the Unipoles to the department.</p> |
| 3 | Description of work | <p>The successful bidder/bidders/contractor of each Unipole cluster, s, shall install, repair, maintain and operate the unipole (s) at designated sites mentioned in Annexure '1', as per specifications contained in Annexure '9'.</p> <p>The structure of the unipoles shall be installed, up-graded, repaired by providing the required masonry work, providing/replacing all the necessary electrical fittings/fixtures, as may be required from time to time and the same shall be maintained and operated at all the times during the contract period, in perfect condition, as per the prescribed/approved design and specifications, by the advertiser.</p> <p>The contractor shall provide and maintain the entire installation of civil structures, electrical fittings and fixtures, at his own cost.</p> |

[Signature]
Asstt. Commissioner
Advertisement Department
SDMC

| | | |
|---|----------------------------------|---|
| | | <p>The contractor shall obtain electricity connection from the respective Discoms for illuminated display at the allotted site in his own name or install solar energy system, for which SDMC 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.</p> <p>In order to promote use of non-conventional source of energy, the contractor / advertiser is encouraged to use solar panel / system for illumination of advertisements. However, no remission in license fee / Tax shall be admissible, on this account.</p> <p>Non-maintenance of structure and non-installations up-to technically sound levels by the contractor may result into termination of the contract and taking over possession of the unipoles (with installations) by the department.</p> <p>In case of any mishap due to the structure/ Unipole, the advertiser shall be sole responsible and all the expenses shall be borne by the contractor regarding compensation to the effected person/ property owner/ vehicle owner, re-installation of Unipole and the SDMC shall not entertain any claim in this regard including fees remission etc.</p> |
| 4 | Display of advertisement at site | <p>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 i.e. 18 sq.mtr or 30 sq. mtr. shall be installed strictly in compliance of OAP 2017.</p> <p>The length and width for advertising display can be interchanged/ altered 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 allotment.</p> <p>The advertiser shall display SDMC Logo, Site number, Name of the advertiser, Site license number & validity period of the contract, Single side display/double side display, Latitude and longitude and Allotment letter date and number on a board of measuring size '2 feet X 1.5 feet' on front side. SDMC reserves the right to add or delete the contents on the information panel during the currency of the agreement and it shall be binding on the advertiser to abide. In case any site is found without an information board it shall be treated as an unauthorized site and penal action including removal of the site/cancellation of contract shall be taken.</p> |
| 5 | Possession of allotted site | <p>The possession of allotted Unipole sites shall be taken by the H-1 bidder himself on "as is where is basis" through the allotment</p> |

| | | |
|---|---|--|
| | | <p>letter after signing the agreement by the H-1 bidder (successful bidder of cluster) with the SDMC (i.e. only in case of existing unipoles. The H1 bidder of cluster/shall construct structures for advertisement only on the earmarked sites/ position under the clusters as per annexure -1, However, the Allottee of the respective Clusters of Unipole sites shall be allowed to erect/install the Unipole site structures on the locations within the limit of respective cluster as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days from the allotment (excluding the date of issue of allotment letter). After installation of Unipole sites within the respective cluster, the allottee shall have to submit an intimation with latitude and longitude of Unipole sites, requisite affidavit (declaring the installation of Unipole sites as per Outdoor Advertisement Policy 2017 or Outdoor Advertisement Policy prevailing at that time) alongwith photographs of Unipole sites within the 60 days time period starting from the date of allotment of contract.</p> <p>After expiry of initial 60 days, if the firm/allottee requests to the department for shifting of the Unipole site/s as per the conditions mentioned in this Clause No. 2 below, the allottee will be allowed to install the Unipole after due permission by the Department. However, decision of the Competent Authority in this regard shall be final and binding on the allottee. For ss, the installation/erection shall be carried out by the allottee only on the earmarked sites (As per locations mentioned in respective clusters in Annexure '1'). No request for extension of incubation period shall be entertained in this regard. The H-1 bidder will install Unipole sites awarded in the given cluster as per the OAP 2017 or Outdoor Advertisement Policy prevailing at that time, DMC Act and bye laws made there under.</p> <p>This clause is not applicable for Cluster No. 7 (Part-A) and Hybrid Clusters.</p> |
| 6 | Liaison with agency authorized by SDMC for e-advtt. solution | In future SDMC may implement for better management of advertisement sites an e-advertisement solution incorporating RFID in all the advertisement sites of SDMC. In this regard the Advertiser will be bound to implement and incorporate the RFID based e-advertisement solution on his site being displayed under the jurisdiction of SDMC. |
| 7 | Period of Concession | The contract period shall be for a period of three years and further extendable for another two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC and 10% enhancement in awarded MLF from 3 rd year and also 10% increase on awarded MLF every year during the extended period, if extended by the Commissioner SDMC. After expiry of the contract period, either on account of completion of the concession period or pre-termination of the contract on any account whatsoever, the contractor shall hand over possession of the unipole(s) with complete structures, fittings and fixtures to the Commissioner, SDMC or any other person authorized by him. At the time of handing over of possession to the SDMC, it shall be ensured that the unipoles(s) is/are in proper condition and that |


 Asstt. Commissioner
 Advertisement Department
 SDMC

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| | | no damage is caused by removing the fixtures and fittings, except the advertisement boards. |
| 8 | Allotment | The SDMC shall issue an allotment letter to the successful bidder/s of each cluster separately after execution of agreement by the successful bidder with the SDMC. Even if all the clusters are awarded to one successful H1 bidder then also there would be separate allotment letters i.e. one for each cluster. |
| 9 | Bi-Monthly License Fee | The successful E-Tenderer/contractor shall be liable to pay bi-monthly license fee in the form of bank draft / pay order at the rates offered by him and in the manner approved by the department and as mentioned in the E-Tender document. Bi-Monthly License fee shall be payable by the contractor till handing over of vacant and peaceful possession of the Unipoles after complying with necessary terms & conditions of contract. The Bi-Monthly License Fee shall be payable by the contractor from the day next to the date of expiry of the respective incubation period or actual date of display of advertisement whichever is earlier. |
| 10 | Deposit of License Fee and Taxes applicable | <p>Initially the Two Months Advance License fees (Two times the MLF as quoted for the cluster/clusters by the advertiser /bidder) shall be payable by the contractor within 12 working days from the issuance of offer letter and the 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. Thereafter the advertising contractor shall deposit license fees of two months in advance through demand draft/pay order with a condition to deposit advance MLF for the succeeding bi-months, in the last month of the preceding bi-months. i.e. after depositing advance MLF for the first bi-months (for eg. Jan-Feb) the advertiser shall be liable to deposit advance MLF for the next bi-months (March-April) latest by the end of February. In case the last day of the month being a holiday, the working day preceding the holiday(s) shall be treated as last day for deposition of the license fees. The interest on account of late depositing of MLF shall be calculated for 'full/complete' month even if the delay is for one day.</p> <p>If the advertiser fails to get his registration renewed on time he shall be liable to pay twice the amount of MLF for the period during which he performs contract without getting his registration renewed.</p> <p>If contract of site is taken by another advertiser, after re-Tender , applicable tax for the whole year becomes payable by the new contractor. If any advertisement on the advertisement site is found to be displayed without payment of MLF or tax applicable, the same shall be liable to be removed by the SDMC at the risk and cost of the advertiser. All correspondence and payments should be made in the Office of CO, Advertisement Department, SDMC, 25th Floor, Civic Centre, Minto Road, New Delhi-110002, against proper receipt.</p> |

Jamrath
Asstt. Commissioner
Advertisement Department
SDMC

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| 11. | Other Taxes etc. | The liability of all applicable taxes, cess and fee or which may be made applicable due to change in Law or whatever reason shall vest with the advertiser. |
| 12 | Non-payment of License Fee: | <p>In case of failure on part of contractor to deposit the two months advance license fee in time i.e. in the last day of the preceding bi-months (due date), interest @ 24 % per annum will be levied from the due date of deposit for complete month. In case of delay for even one day, the interest shall be payable for complete entire month. In case license fee is not paid within seven days after the due date, South DMC will be at liberty to take further action including proceeding for cancellation of contract/Black listing of firm/recovery of dues and for forfeiture of security deposit, EMD etc.</p> <p>The Commissioner, SDMC or any other officer authorized by him in this regard, may also get the advertisement display/ Unipole structure(s) removed and advertiser shall not be entitled to any rebate or compensation in this regard. In such an event the authorities will also have the sole discretion to allot the advertisement site/contract to any other advertiser after recalling the E-Tender .</p> <p>However, 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), subject to deposition of a composition fees of 5% the total bid amount as restoration charges along with license fee for the intervening period and penalty with interest etc. for the intervening period provided that the request for restoration (of contract) is made within 10 days of the rescission of contract by the previous contractor or before the floating date of the E-Tender of the same advertising sites as awarded to the previous contractor whichever is earlier.</p> <p>The decision of the Commissioner or any other officer authorized by him, after rescission/termination of the contract, in regard to release or not to release advertisement display/Unipole structure(s) and to charge composition fee/removal charges/storage charges or any other amount as may be prescribed for the purpose, shall be final and binding upon all. Any dues in this regard will be recoverable as arrears of tax.</p> |
| 13. | Maintenance of Accounts | <p>The contractor shall maintain proper books of accounts of the advertisements displayed from time to time submit details of the same at the time of making payment of Advertisement Tax and produce the relevant books of accounts, as and when specifically required by the Advertisement Department of the SDMC.</p> <p>The advertiser will also be liable to submit Self declaration / Quarterly Status Report (detailed in Annexure-6') of the advertisements displayed duly signed, to the office of CO (Advtt.), SDMC and simultaneously upload the same on the portal of SDMC.</p> <p>Non filing of Quarterly Status report shall be treated as</p> |

Jamrath
Asstt. Commissioner
Advertisement Department
SDMC

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| | | Violation and shall invite penal proceedings, as applicable for such violation. |
| 14. | Security deposit and performance guarantee | <p>A Bank Draft/Pay Order/Bankers Cheque/Bank Guarantee in favour of Commissioner, SDMC by a Scheduled/ Nationalized bank for an amount equivalent to the 2 (Two) times of the Monthly License Fee (MLF) of the advertisement Site/cluster/clusters, has to be deposited within ten working days after issue of offer letter to successful highest bidder for each cluster/site separately. However, in the event of deposition of security deposit by way of Bank Guarantee the period of the same shall be for the entire contract period plus 3 months i.e. for 39 months. The EMD may be adjustable in the Security deposit or in advance license fee.</p> <p>The security deposit submitted through Bank Guarantee will be refunded only after successful completion of contract or on acceptance of surrender. However, in case the security deposit is submitted through demand draft/pay order/bankers cheque, the same shall be refundable or adjustable as per the request of advertiser against the dues liability of the other cluster/sites of the same advertiser, within SDMC or will be refunded to the allottee after successful completion of contract period subject to deductions/forfeiture which may be applicable on account of non-performance, as the case may be. The decision of the competent authority, in this regard, shall be final and binding upon all.</p> <p>The security deposit/EMD/ any deposit including MLF deposited by the contractor/Licensee will not carry any interest in any case or circumstances whatsoever.</p> |
| 15. | Extension of contract. | The contract of each cluster will be awarded to the successful H-1 bidder, initially for 3 years only, extendable for 2 years, subject to satisfactory performance of contract. However, the contractor may apply for the extension of contract, 3 months prior to completion of three year contract period. Any application made during the last 3 months of contract, will not be entertained by the department. The application for extension of contract does not entitles any right of extension of contract, the commissioner SDMC or any authorized officer by him shall be at liberty to grant or reject request for extension of contract. |
| 16. | Structure to become the property of SDMC | In case of first/new Unipole the installation of structure shall be responsibility of the advertiser, however, in the event of determination of contract the structure of Unipole shall always be property of SDMC. |
| 17. | Ownership of installations during concession period | During the concession period, the ownership of the installations, fittings and fixtures, as may be provided by the contractor (excluding the structure of the unipoles) shall rest with the contractor for recovery of its investments and reasonable profit, at its targeted rate of return through advertisement for the sponsored clients on the display boards provided on the unipoles. |


 Asstt. Commissioner
 Advertisement Department
 SDMC

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| 18. | Responsibility of the contractor | <p>Any theft, damage, breakage of the structures, electrical fittings / fixtures, erected/ provided by the contractor, shall be the responsibility of the contractor and the repairs / replacement shall be done by the contractor, during the concession period, at its own cost. The SDMC shall not be responsible for damage or theft of the frames, structures fixed at the site by the advertiser or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party on the advertisement site. It shall be primary responsibility of the allottee to safeguard and protect their site(s).</p> <p>The advertiser shall always be responsible for any injury or damage caused to or suffered by any person or property arising out of or relating to the display of the advertisement and the consequential claim or claims shall be borne by the advertiser who will also indemnify and safeguard the SDMC in respect of any such claim or claims.</p> <p>The advertiser shall display the advertisement site at the selected sites in a proper manner taking all precautions against electrocution and SDMC shall not be responsible for any negligence, injury or casualty resulting from the installation, removal or upkeep of the advertisement site.</p> <p>The advertiser before installing any advertisement Unipole shall submit a copy of the matter of advertisement to be displayed, to the Commercial Officer, Advertisement Department, SDMC and no advertisement shall be allowed if it is indecent/obscene or otherwise offensive to good taste or against public sentiments or likely to disrupt public peace in contravention of the bye-laws, 1996, as amended up-to-date. The decision of the Commissioner, SDMC or any other officer authorized by him this respect shall be final and binding upon all.</p> |
| 19. | Loss to SDMC | <p>The advertiser shall be bound to indemnify and reimburse the SDMC 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.</p> |
| 20. | Modifications/ guidelines | <p>The allotment of work is subject to modifications in the specifications and compliance of guidelines, as may be prescribed, from time to time.</p> <p>The Commissioner or any other officer authorized by him may at his at sole discretion in its near vicinity introduce or allow any other media of advertisement even during the period of contract.</p> |
| 21. | Removal/ Shifting of Site | <p>The Commissioner or any other officer authorized by him shall have the right to have the advertisement site removed (in larger public interest) without assigning any reason however, in such an event the contractor/advertiser shall be allotted an alternate site on the same cluster of equivalent MRP after obtaining permission of Commissioner, SDMC or any authorized officer as nominated by Commissioner, SDMC or the contractor shall be entitled for remission in MLF with due approval of competent authority. In</p> |


 Asstt. Commissioner
 Advertisement Department
 SDMC

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| | | <p>such circumstances, the department shall consider full fee remission for that particular cluster or number of sites as per proportionate value of MLF calculated for such each site/sites considering single side display or double side display. For arriving at the value of MLF of each site, the consolidated MLF in proportion should be calculated. However, SDMC reserves the right to not allot any alternate site to the advertiser/contractor and in such an event the contract shall stand cancelled and no remission on account of the same shall be applicable. The decision of competent authority shall be final and binding upon all.</p> <p>The Allottee of the respective Clusters of Unipole sites shall be allowed to erect/install the Unipole site structures on the locations within the limit of respective cluster as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days from the allotment (excluding the date of issue of allotment letter).</p> <p>After installation of Unipole sites within the respective cluster the allottee shall have to submit intimation, requisite affidavit (declaring the installation of Unipole sites as per Outdoor Advertisement Policy 2017 or Outdoor Advertisement Policy prevailing at that time) along with photographs of Unipole sites within the period of 60 days from the date of allotment of contract. In case the Unipole sites are found erected in contravention of the terms and conditions of contract, Outdoor Advertisement Policy enforce at that time, DMC Act and Bye Laws made there under, actions for imposition of Penalty (as mentioned in E-Tender Document) along with other consequential actions will be initiated against the advertiser by the Department.</p> <p>This Clause is not applicable for Cluster No.15 (Part-A)& Cluster No.15 (Part-B) and Hybrid Clusters.</p> |
| 22. | Penal Action | <p>All the penal provisions of DMC Act, Bye-laws framed there under, orders/directions of the Courts of law, Instructions for Registration/Renewal shall be applicable upon the advertiser during the performance of contract period. The Competent Authority shall have the right to debar the Advertiser, suspend business with him for any period or cancel his registration and/or black-list him, after issue of show cause notice. The decision of the Competent Authority shall be final and binding to all.</p> <p>In case of violations of any of the terms and conditions of the contract, the contract shall be deemed to have been cancelled/terminated and the SDMC shall be at liberty to resume possession of Cluster(s) without any notice to the contractor for breach of the terms and conditions of allotment and the contractor shall have no right to remove any fixture/fittings/other items provided by him in the cluster(s).</p> |
| 23. | Termination of contract | <p>The SDMC reserves the right to terminate the contract for breach of any of the terms & conditions of allotment, after providing due opportunity of hearing, to the contractor.</p> |

Jamath
 Asstt. Commissioner
 Advertisement Department
 SDMC

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| 24. | Breach of Agreement, terms & conditions and restoration of contract | The SDMC shall have the right to terminate the contract/license and forfeit security amount if the Contractor commits breach of any of the terms and conditions of the E-Tender /guidelines/agreement, provisions contained in the DMC Act or the Bye-laws framed there under, directions contained in Outdoor Advertisement Policy, 2017 or in case any fee, charge, tax or any other amount is not paid or for any other reason, the allotment shall be deemed as terminated/cancelled/revoked. The Commissioner or any other officer authorized by him shall get the advertisement site removed without any compensation whatsoever, besides forfeiting the security deposit(s) and recovering the losses caused to SDMC. The advertisement site may be allotted to any other advertiser at the risk and cost of the defaulting advertiser, who may also be black-listed. The decision of competent authority shall be final and binding upon all. |
| 25. | Non Transfer of advtt. rights | The advertiser/agency in whose name the display right is allotted shall not transfer the same to any other advertiser/advertising agency without prior approval of the Commissioner, SDMC or any other officer authorized by him in this behalf, in writing. |
| 26. | Blacklisting & cancellation of registration | The contractor, if any time, found engaged in any kind of malpractices including default in payment of license fee regularly shall be liable to be blacklisted & in such an event his security amount/Performance guarantee/advance MLF and other deposits will be forfeited and registration shall also be cancelled. |
| 27. | Guarantee | The contractor shall have to guarantee against closure of the project, due to his fault or due to bankruptcy or for any other reasons not on the part of the department and in such an event, no compensation shall be payable to the contractor and the department shall be entitled to take over charge of the project in whatever stage it is, without any payment being made to the advertiser, in this regard, whatsoever. |
| 28. | Damages | Any damage to the foot-path, tiles, Kerb-stones, centre verge or any other ancillary structures, during installation/erection/up-gradation / repair / maintenance / operation of the unipoles, including supporting structures, shall be the sole responsibility of the contractor, which shall be made good by the contractor, as per existing specifications, at its own cost. |
| 29. | Precautions | <p>The contractor shall take all precautions to avoid any accidents during installation/erection/ up-gradation / repair / maintenance / operation of the unipoles and electrical fixtures. If any accident occurs during installation/erection/ up-gradation / repair / maintenance / operation of the unipoles and electrical fixtures, the Contractor shall be directly responsible for the damages or any other consequences, whatsoever and SDMC shall be kept free of liabilities.</p> <p>Proper arrangement shall be made by the Contractor to avoid any hindrance to the traffic during installation/erection/up-gradation, repair, maintenance and operation of the unipoles.</p> |

Jamath
Asstt. Commissioner
Advertisement Department
SDMC

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| | | Diversion of traffic, if required, shall be arranged by the contractor as per traffic police requirements at his own cost. |
| 30. | Remission | <p>The remission shall be allowed in exceptional circumstances as mentioned in clause 2 of E-Tender document and also in the case involving natural calamity/national/state causes which may occur beyond control of any person. SDMC may consider the request on case to case basis on facts and circumstances subject to verification/confirmation by the concerned department. This shall be in extraordinary circumstances. The decision of Commissioner SDMC in this regard shall be final and binding upon all. The fees remission in these circumstances except as mentioned in clause 2 shall be on the basis of prevailing MLF of the Site/Sites of Cluster/clusters. No remission will be allowed due to hindrance by any person, group etc.</p> <p>Unipoles shall be E-Tendered as a two side (back to back) display or single side display and no remission on account of any reason/ground will be entertained, due to inability to display on both sides of unipoles at the sites designated for both side displays in Annexure -1 of E-Tender document. The bidder shall inspect the description of the Sites, before submitting his bid and accordingly submit their bids. No objection/grievance/dispute in this behalf shall be entertained, subsequent to submission of the E-Tender and after allotment of contract. Also no remission in license fees will be given, in this regard.</p> <p>The genuineness of the remissions shall be examined by the department on case to case basis. Remission if any after examining the genuineness of the case by the department can be granted after taking specific approval from the Commissioner SDMC on case to case basis.</p> |
| 31. | Eligibility for additional Site/Sites in Cluster/Clusters | <p>Successful Allottee/Allottees of respective cluster/clusters containing Unipole sites in Central, Najafgarh Zone & South Zone under the jurisdiction of SDMC, are eligible to make an application for additional site/sites in their awarded cluster/s strictly as per OAP 2017 in the first 2 years of contract period. The additional site/s in a particular cluster is limited upto 25% of total awarded sites within that particular cluster. The MLF of additional site shall be 25% more than the average awarded rate/MLF of unipole site in the respective cluster. The Commissioner SDMC may accept or reject such proposals. The decision of commissioner shall be final and binding to all. In case the Commissioner SDMC allots the additional site/s to the contractor, the contractor shall complete all the formalities including deposit of Security Deposit equivalent to one month MLF of additional site/s, two months MLF advance for additional site/s. A supplementary agreement shall be executed in between contractor and SDMC in this regard. Remaining terms and condition shall be the same as mention in E-Tender document.</p> |


 Asstt. Commissioner
 Advertisement Department
 SDMC

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| 32. | Condition for sites designated as single side display to be considered as doubly side display on the request of contractor | <p>In case the successful H-1 bidder/contractor is interested on both side of display of advertisement on the sites of unipole proposed for single side display in the E-Tender document as mentioned in Annexure I, then the advertiser may be allowed by the department after getting approval from the commissioner SDMC for both side display after receiving 50% extra two months advance proportionate MLF of that particular site within the cluster. The advertiser shall deposit 50% extra two months advance MLF for all the sites for which the advertiser shall interested for display on both side of advertisement. The Contractor/successful bidder shall also deposit the security deposit equivalent to 50% extra two month advance MLF for all the sites for which the Contractor/successful bidder shall interested for display on both side of advertisement. A supplementary agreement shall be executed in between the Contractor/successful bidder and the department (SDMC) in this regard.</p> <p>However, in case the Allottee is interested for back display (i.e. RHS) for a short period on temporary basis then he/she may apply for period of not below the two months in one go with advance license fee. The back display (RHS) only will be started after approval of competent authority (Wherever, not given in agreement). Further, if the extension of the temporary period is desired then the extension will be applied for a minimum period of two months with the same condition of advance license fee. During the temporary permission the Allottee will not require to enter in any supplementary agreement and the main agreement will be applicable.</p> |
| 33. | Compliance of specifications | The work of installation of Unipoles shall be executed, as per CPWD norms and BIS standards / MCD/SDMC specifications / circulars. |
| 34. | Service Tax & other taxes | Service Tax & other taxes, if applicable or enforced during the contract period shall be payable by the contractor/ successful bidder directly to the concerned authorities, at the rates, as may be applicable, from time to time. |
| 35. | Competent Authority | For the purpose of this contract, Commissioner, SDMC, or any other officer, authorized by him, shall be the competent authority and his / her decision shall be final and binding on all the parties to the contract. |
| 36. | Jurisdiction of courts | All the matters arising out of the contract shall be within the jurisdiction of the Delhi Courts only. |

DECLARATION

I/We declare that I/We have read and understood the above terms and conditions for the allotment of advertisement rights through cluster/clusters under the

Jamrath
Asstt. Commissioner
Advertisement Department
SDMC

jurisdiction of SDMC and in token of acceptance of the same, have signed on each page. I/We undertake to abide by the said all terms and conditions. I/We are major on the date of making this declaration. I/We further undertake that I/we are bound to clear the outstanding dues, if any, during the contract period.

-sd-

Signature of the Officer authorized on
Behalf of Commissioner (SDMC)

Signature of the advertiser/firm with seal


J. Amarathunga
Asst. Commissioner
Advertisement Department
SDMC

SUB: E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES 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 Clusters of 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) Byc-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 Allottee will submit structural safety/Stability certificate after installation of Unipole Structure.

Signature of the advertiser/firm with seal


Asstt. Commissioner
Advertisement Department
SDMC

**FORMAT FOR FINANCIAL BID
(ON COMPANY LETTERHEAD)**

ANNEXURE - '10'

NOTE: PL UPLOAD SEPARATE FINANCIAL BID FOR EACH CLUSTER/INDIVIDUAL SITE AS PER THE FORMAT PROVIDED ON WEBSITE.

To,

The Commercial Officer,
Advertisement Department, South-DMC,
New Delhi-110002

**SUBJECT: FINANCIAL BID -OPEN E-TENDER FOR ALLOTMENT OF
ADVERTISEMENT RIGHTS UNDER THE JURISDICTION OF SDMC**

Dear Sir,

With reference to the invitation to Bid in NIT No. Dated for the above-mentioned E-Tender. This is to state that I/we have inspected the Cluster site/sites.....being bid by me/us and we are aware of the physical position of site/sites and we hereby offer our rates as per the scope of work mentioned in the bid documents. We understand that the Competent Authority is not bound to accept the highest offer and reserves the right to reject any or all offers without assigning any reason. The financial rates are detailed as under:

| LOCATION/NAME OF CLUSTER | MONTHLY LICENSE FEE QUOTED in RS (In Figures) | MONTHLY LICENSE FEE QUOTED in Rs. (in words) |
|-----------------------------|--|--|
| | | |

We understand that SDMC shall not accept those Bids, which are not in conformity to the prescribed terms and conditions.

Any tax in the aforesaid project such as service tax, GST/TCS etc. if applicable at present or on account of any future law/direction of the Govt of India/State Government/Statutory Authority shall be payable by us beyond the monthly license fee being quoted by us.

Thanking you,

Signature & Name of Authorized Signatory with Seal:

Date: _____


Asstt. Commissioner
Advertisement Department
SDMC

SUB: E-E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED UNIPOLE SITES UNDER THE JURISDICTION OF SDMC.

PERFORMA FOR ELIGIBILITY CRITERIA

NAME OF BIDDER:-

| S.No | ELIGIBILITY CRITERIA | DOCUMENTS ATTACHED AT PAGE No. |
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| a. | The bidder should not have made any losses in the last three financial years. Their net worth should be minimum 25% of the Annual MRP of cluster/s applied for as mentioned in the E-Tender document. | |
| | Net Worth as on 31.03.2019 _____ | |
| b. | The financial turnover of the bidder has to be from any legal business activity. The turnover of the bidder shall be ascertained from the following documents which the bidder is required to submit along with his bid: | |
| | i. Profit & Loss account statement of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2016-17 onwards). | |
| | ii. Audited Balance sheet of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant (FY 2016-17 onwards). | |
| | iii. Income Tax Returns of the bidder for the preceding three financial years (FY 2016-17 onwards). | |
| | iv. Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months. | |
| | Turnover of the FY 2016-2017 Rs. _____ | |
| | Turnover of the FY 2017-2018 Rs. _____ | |
| | Turnover of the FY 2018-2019 Rs. _____ | |
| | Net Profit of the FY 2016-2017 Rs. _____ | |
| | Net Profit of the FY 2017-2018 Rs. _____ | |
| | Net Profit of the FY 2018-2019 Rs. _____ | |

Signature of the advertiser/firm with seal


Asstt. Commissioner
Advertisement Department
SDMC

Affidavit

I/We undertake that all the directors/partners or proprietor are /is/ were /was not associated to any firm/company/organization in any manner who have not cleared past dues of SDMC/Erstwhile MCD or also not associated in past and present to the firm/company/organization in any manner who has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body.

That I/We, also undertake that all the facts and documents submitted by me/us are genuine. In case any of the documents and/or information furnished is found to be false or is objected to by any of the persons concerned, the SDMC will be at liberty to cancel the registration, forfeiture of EMD, Security Deposit and Advance MLF along with cancellation of the contract and blacklisting of the firm.

Deponent
(Name & Sign)

VERIFICATION :

Verified at Delhi on this _____ day of _____, 2021 that the contents of the above affidavit are true to the best of my knowledge and belief. No part of it is false and nothing has been concealed therein.

Deponent
(Name & Sign)


Assit. Commissioner
Advertisement Department
SDMC

**SUB: E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS FOR
DISPLAY OF ADVERTISEMETN THROUGH CLUSTERS OF DESIGNATED
UNIPOLE SITES, IN SOUTH/CENTRAL/NAJAFGARH/WEST ZONE UNDER THE
JURISDICTION OF SDMC.**

'INDEX'

| Sl. No. | Detail of documents annexed | Page No. |
|---------|-----------------------------|----------|
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Signature of the advertiser/firm with seal


Asstt. Commissioner
Advertisement Department
SDMC