



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

Dr. Shyama Prasad Mukherjee Civic Centre (25thFloor),
Jawaharlal Nehru Marg, New Delhi - 110002.
Ph. No. 011-2322-7508

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

No: CO/Advtt/E-Tender-01/2020-21/SDMC/NIT/D-08

Dated: 12/05/2020

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 71 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.

Commercial Officer (Advtt)

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

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	03/06/2020 Upto 15:00 Hrs. on website www.tenderwizard.com/SOUTHDMCetender or on SDMC's website www.mcdonline.gov.in
Cost of E-Tender Document	Rs. 5000/- for each Cluster
Pre-Bid Conference	At 15:00 Hrs on 21/05/2020
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-mailID: coadvtt.sdmc@gmail.com acadvtt.sdmc@gmail.com
Corrigendum, if any will be placed on website	www.mcdonline.gov.in and on www.tenderwizard.com/SOUTHDMCetender
Last date and time for Bid Submission	Up to 15:00 Hrs on 03/06/2020 on www.tenderwizard.com/SOUTHDMCetender
Last date for submission of uploaded documents/complete requisite documents	Up to 16:00 Hrs on 03/06/2020
Address for submission of Technical Bids	On www.tenderwizard.com/SOUTHDMCetender website
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.tenderwizard.com/SOUTHDMCetender
EMD Amount	As per details/manner given in Clause 3 (Eligibility Criteria)
EMD Manner	


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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 s (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).

3. Eligibility Criteria

- a.** The bidder should be in Advertisement business at least for one year. The date of determination would be the last date of submission of bid. The work order/copy of agreement for advertisement work either executed or in progress should be submitted along with the bid.
- b.** The current no dues certificate/Performance report issued by the concerned organization who have issued the work order/award letter to the bidder should also be submitted.
- c.** Current No dues certificate issued under the signature of CO/AC, Advertisement Department, SDMC.
- d.** 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**.
- e.** 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	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)	8,17,520/-	8,82,921/-	98,10,236/-	24,52,559/-
2	Custer No.15 (Part-B), Barapulla Flyover, FTC-Sarai Kale Khan to INA	05 Unipoles (Single Side of 18 Sqm. each)	8,17,521/-	8,82,922/-	98,10,247/-	24,52,562/-
3	Cluster No. 9, Ring Road FTC Dhaula Kuan to AIIMS and AIIMS to Dhaula Kuan.	07 Unipole Sites (4 Single + 3 Double Side Unipole Sites)	33,80,795/-	36,51,259/-	4,05,69,545/-	1,01,42,386/-
4	Cluster No: 8; MB Road (FTC-Badarpur To Mehrauli & Mehrauli To Badarpur) Central Zone	05 Unipole Sites (4 Single + 1 Double Side Unipole Sites)	3,98,060/-	4,29,904/-	47,76,714/-	11,94,179/-
5	Cluster No.7, Mahipalpur bye Pass 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	13,70,552/-	14,80,196/-	1,64,46,620/-	41,11,655/-


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6	Hybrid Cluster No.04, SDMC	04 Unipoles (30 Sqm. & 18 Sqm.) Single side	6,33,736/-	6,84,435/-	76,04,832/-	19,01,208/-
7	Hybrid Cluster No.05, SDMC	02 Unipoles + 01 PT (Unipole 30 Sqm. & 18 Sqm. Single sides)	5,05,395/-	5,45,827/-	60,64,743/-	15,16,186/-
8	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)	3,41,278/-	3,68,580/-	40,95,336/-	10,23,834/-
9	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)	3,87,486/-	4,18,485/-	46,49,832/-	11,62,458/-
10	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)	3,87,486/-	4,18,485/-	46,49,832/-	11,62,458/-
11	Unipole Cluster No.6 (Part-D), Ring Road FTC Delhi Gate to ITO, CNZ.	2(Two) Single Side Display (18 Sqm each)	1,93,743/-	2,09,242/-	23,24,916/-	5,81,229/-
12	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).	3,34,211/-	3,60,948/-	40,10,531/-	10,02,633/-
13	Cluster No. 19 Sri Maã Anandmai Marg, starting from 75 mtrs	Two Single Side Unipole Sites of size 18 sq. mtr./ 194 sq.ft and	2,60,349/-	2,81,176/-	31,24,188/-	7,81,041/-

	away from Outer Ring Road and ending 75 mtrs. Before MB Road Red Light, CNZ	10 number of Single Side Flag Signs of size 2 mtr. X 1.5 mtr.				
14	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. 	35,17,492/-	37,98,891/-	4,22,09,902/-	1,05,52,476/-
15	Cluster No. 10, Dwarka More to Opposite Delhi Jal Board Dispensary (Najafgarh Zone)	05 Unipoles (Single side each) 18 Sqm each	5,04,925/-	5,45,319/-	60,59,100/-	15,14,775/-
16	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	4,03,940/-	4,36,255/-	48,47,280/-	12,11,820/-
17	Cluster No. 6 DND To Rajghat FTC; DND To Rajghat, Central Zone	06 Unipoles (Single Side-30 Sqm each)	9,20,244/-	9,93,863/-	1,10,42,928/-	27,60,732/-
18.	Cluster No. 6 (Part-E) to Laxmi Nagar and Vikas Marg (FTC-ITO to Laxmi Nagar to ITO) Central Zone	02 Unipoles (Single Side-30 Sqm each)	3,06,748/-	3,31,287/-	36,80,976/-	9,20,244/-
19.	Maya Puri Industrial Area, starting	20 Nos. of Flag-Signs of size 3 square	2,61,275/-	2,82,177/-	31,35,296/-	7,83,824/-

