



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor),
Jawaharlal Nehru Marg, New Delhi-110002.

Ph. No. 011-2322-7508

OPEN E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH CLUSTERS OF LED SCREENS/DIGITAL MEDIA AT VARIOUS LOCATIONS UNDER THE JURISDICTION OF SDMC.

E-TENDER NOTICE

No: CO/Advtt/E-Tender-02/2020-21/SDMC/NIT/D-09

Dated : 12/05/2020

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters of LED Screens/Digital media at various locations 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 three 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 of LED Screen/Digital media under jurisdiction of SDMC as per his financial capabilities as mentioned in clause 1 & 3 of E-Tender document.** The Advertisement cluster/s of LED Screens/Digital media/Non LED Media for display of advertisement shall be awarded to the successful H-'1' bidder/bidders at the locations as mentioned in **Annexure "1"** of the E-Tender document.

The eligible bidder may submit their bid containing total 51 pages, the E-Tender documents duly signed on each page along with requisite Earnest Money Deposit and requisite E-Tender fee for each cluster/clusters and other documents as mentioned in the E-Tender document.

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 (Advt.)

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

SCHEDULE/DATA SHEET FOR E-TENDER FOR OPEN E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH CLUSTERS OF LED SCREENS/DIGITAL MEDIA AT VARIOUS LOCATIONS UNDER THE JURISDICTION OF SDMC" 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-mail: coadutt.sdmc@gmail.com and 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 website www.tenderwizard.com/SOUTHDMCetender
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 Manner	As per details/manner given in Clause 3 (Eligibility Criteria)


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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 document is eligible to submit bid for allotment of Advertisement rights through LED Screen/Advertisement Devices 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 of LED Screen/Digital media 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 Clusters with Monthly MRP (**Minimum Reserve Price**), **EMD**, **Average Annual Financial Turnover** and **Minimum Net worth** are specified in **Clause No.3 (e) & Annexure '1'**.

Important Note:-

- a. All the bidders are advised to visit all the locations of LED Screens/Digital media and make assessments of revenue potential of these clusters before bidding. No claim shall be entertained after bid submission regarding feasibility of LED Screens/Digital media Sites in terms of commercial worth/market demand for the same. The details of LED Screens/Digital media Devices are mentioned in **Annexure "1"**.
- b. The Allottee of the respective Cluster shall be allowed to install LED Screen/Digital media strictly as per OAP 2017 within the boundaries of allotted cluster in the first 30 days from the date of issuance of allotment letter. The firm shall be required to submit the photographs of the installed media within the first 30 days.

The Allottee shall be allowed to shift the location of LED Screens/Digital media, in case of new development/improvement of road/area or any other development work carried out by any government agency/market association/any other agency at the allotted location of LED Screen/Digital media. The shifting of LED Screen/Digital media shall be allowed within the boundaries of respective cluster after taking the prior approval of department. It shall be the responsibility of Allottee to shift/erect/install the LED Screen/Digital media at his own cost and risk, throughout the contract period, no remission in this regard shall be allowed at any point of time. However, in extreme conditions which are not under the normal control of allottee/contractor/advertising firm, in such cases, the fees remission shall be considered on case to case basis by the department. The decision of the Commissioner, SDMC shall be final and binding in this regard.

- c. Following are the necessary conditions to be followed at the time of change of site due to above mentioned reasons:
- 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 shall be final and binding in this regard.
 - ii. During the first 30 days of contract period (including incubation period), the Allottee of the respective cluster shall be at liberty to install/erect the LED Screen/Digital media at any location/point from their commercial feasibility point of view within the boundaries of allotted cluster, as per OAP 2017 or Policy in force at that time. However, the Allottee shall not be allowed to change the location of LED Screen from the earmarked location unless occurrence of the circumstances as mentioned in sub clause (b) of clause no. 2 Site Details above, subject to prior permission of the department.
 - iii. 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 and Public Safety throughout the contract period. Any liability arising out from the same shall be the sole responsibility of allottee/contractor.
 - iv. 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.
- d. Guidelines for installation of LED Screen/Digital Media throughout the contract period :-
- i. LED Screen/Digital Media shall be installed only where the required viewing time does not result in a safety problem for the particular environment.
 - ii. LED Screen/Digital Media shall not be facing and shall not be visible from any major roads meant for vehicular traffic.
 - iii. The environment is free from driver decision points and there is no competition with official traffic signs.
- e. The standard size for display of advertisement through one LED Screen shall be maximum of 18 sq. meter. Other specifications of sizes which are also allowed are mentioned in Annexure-1 of E-Tender Document.
- f. The department shall not be responsible, in case the advertiser fails to install/erect, the LED Screens/Digital media in the respective cluster within the prescribed period and no relaxation in the MLF shall be granted in this regard.
- g. There will be 5 % increase in the prevailing MLF at the start of 3rd year, 8 % in 4th year, 10% in 5th year and 15% in 6th year of contract period.
- h. The Allottee/Advertising Firm shall incur all expenses related to construction of foundation, installation, erection, fabrication, electrical installation of the LED Screens/Digital media and structural design of these sites and shifting of site etc.
- i. The LED Screen/Digital media shall be allowed within the boundaries of allotted Cluster only.
- j. The Allottee/Advertising firm may utilize the boundaries wall, park wall and parking space etc., if available for display of advertisement subject to fulfilment of guidelines contained in OAP 2017.
- k. The advertising firm shall submit a structural stability certificate with respect to LED Screens/Digital media within **60 days** from the date of issuance of allotment letter mentioning that the structure/devices installed by them are structurally sound and safe & adhere to the guidelines mentioned in OAP 2017. In case of any mishap/accident to any person/public/property at any time throughout the contract period due to LED Screens/Digital media installed by the Allottee/ Advertisement Firm, it shall be the sole

responsibility of the Allottee to compensate claim/damage arising out of any such mishap/accident to any person/public/property. SDMC shall not be responsible in such an event or circumstances.

- l. After expiry of the contract period, either on account of completion of the contract period or pre-termination of the contract including surrender applied on any account, whatsoever, the allottee shall have the right over the LED Screens/Digital media including the appurtenances, structures, fittings and fixtures.
- m. The LED Screen/Display can either be moving or static as per the OAP 2017. The display must be without sound. However the LED display installed at Multilevel Car Parking Towers in Green Park shall only be static without sound.
- n. The allottee of the cluster/site shall display social/public message, free of any charge to SDMC, through LED/Digital media for two minutes at an interval of one hour during the time period from 10:00 AM to 10:00 PM per day as per the instructions regarding social/public message issued from the Advertisement Department. However, no remission will be given on this account.

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/s 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:


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Cluster Wise Minimum Annual Average financial turnover of clusters of LED Screens/Digital media under the jurisdiction of SDMC are mentioned below:-

TABLE-1 :- CLUSTERS

S.No.	Name of Cluster	Description of Media with no. & size	MRP (INR)	EMD (INR)	Avg. Fin. Turnover (In Rs.)	Net Worth (In Rs.)
1.	Within the Market area of Tilak Nagar, West Zone	18 sq.mtr. area through LED Screen /Digital Media having minimum size 3 sq.mtr and maximum 18 sq.mtr.	2,53,508/-	2,73,788/-	30,42,090/-	7,60,523/-
2.	LED Screen/Digital media at inner road of the Parking area between Salcon Anrum Building of DLF Tower-B at Jasola District Centre, CNZ.	LED advertisement display area of 18 sqm/194 sq.ft with 5 (Five) Flag Signs through normal display having size 2 mtr x1.5 mtr. The LED Screen/ Digital Media shall have a minimum size of 3 sq. mtr. and maximum size 18 sq. mtr	3,15,552/-	3,40,796/-	37,86,624/-	9,46,656/-
3.	LED Screen/Digital media inside Gol Chakker of Kalkaji Market and area around within the market	Four Flag Signs of LED Screen/Digital Media of 3 sq. mtr. each as per OAP-2017.	1,04,510/-	1,12,870/-	12,54,114/-	3,13,529/-
4.	Display of advertisement through/Flag Signs LED/Digital device at SDMC parking/ outside parking area at Siri Fort Auditorium	Flag Signs /LED Screen/ Digital Media display area of 418 sq ft out of which there shall be compulsory display area of 160 sq ft through LED/ Digital Media. The minimum LED display shall be 32.28 Sq. ft. (3 Sqm)	2,34,014/-	2,52,735/-	28,08,162/-	7,02,041/-

		and maximum shall be 160 Sq. Ft.				
5.	Display of advertisement through/Flag Signs LED/Digital device In Aurbindo Market, Aurbindo Marg	Flag Signs /LED Screen/Digital Media display area of 258 sq ft out of which there shall be compulsory display area of 97 sq. ft. through LED/Digital Media. The minimum size shall be 32.28 Sq. Ft. (3 Sqm.) and maximum 97 Sq. ft.	1,43,669/-	1,55,162/-	17,24,022/-	4,31,006/-
6.	Display of advertisement through LED/Digital device at Malviya Nagar Market	LED/digital display devices area 18 sqm, the minimum area shall be 3 sqm and maximum area shall be 18 sqm.	1,57,024/-	1,69,585/-	18,84,283/-	4,71,071/-
7.	Display of advertisement through/Flag Signs LED/Digital device at Hauz Khas Market, at turn towards Dalip Singh Marg, Aurbindo Marg	Flag Signs /LED Screen/Digital Media display area of 129 sq ft out of which there shall be compulsory display area of 65 sq. ft. through LED/Digital Media. The minimum size shall be 32.28 Sq. Ft. (3 Sqm.) and maximum 65 Sq. ft.	78,512/-	84,793/-	9,42,142/-	2,35,535/-
8.	Sec-04, Market Dwarka	18 Square meters area of LED/Digital Media. The LED Screen/Digital Media shall have a minimum size of 3 sq. mtr. and maximum size 18 sq. mtr.	3,03,717/-	3,28,014/-	36,44,603/-	9,11,151/-
9.	Sec-07, Market Dwarka	18 Square meters area of LED/Digital Media. The LED	3,03,717/-	3,28,014/-	36,44,603/-	9,11,151/-

		Screen/Digital Media shall have a minimum size of 3 sq. mtr. and maximum size 18 sq. mtr.				
10.	Sec-10, Market, Dwarka	18 Square meters area of LED/Digital Media. The LED Screen/Digital Media shall have a minimum size of 3 sq. mtr. and maximum size 18 sq. mtr.	3,03,717/-	3,28,014/-	36,44,603/-	9,11,151/-
11.	Sec-11, Market Dwarka.	18 Square meters area of LED/Digital Media. The LED Screen/Digital Media shall have a minimum size of 3 sq. mtr. and maximum size 18 sq. mtr.	3,03,717/-	3,28,014/-	36,44,603/-	9,11,151/-
12.	Sec-12, Market Dwarka	18 Square meters area of LED/Digital Media. The LED Screen/Digital Media shall have a minimum size of 3 sq. mtr. and maximum size 18 sq. mtr.	3,03,717/-	3,28,014/-	36,44,603/-	9,11,151/-

Important Notes

1. If the bidder is applying for all the clusters of LED Screen/Digital media, then the minimum annual average financial turnover of the bidder during the last three financial year and minimum net worth as on 31.03.2019, must be equal to or more than the total of Average Annual Financial Turnover and net worth of all such Clusters.
2. The Department shall consider the bids for Cluster/Clusters having different MRP up to his financial capacity and up to his minimum net worth in the order of preference as mentioned by the bidder in **Annexure-7** and once the bidders financial capacity is exhausted, 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:-

