



**SOUTH DELHI MUNICIPAL CORPORATION  
ADVERTISEMENT DEPARTMENT**

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

OPEN E-TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH BUILDING/WALL WRAPS AND LED SCREEN ON THE FAÇADE OF MULTILEVEL PUZZLE PARKING, CENTRAL MARKET, LAJPAT NAGAR, CENTRAL ZONE ON MONTHLY LICENSE FEE BASIS UNDER THE JURISDICTION OF SDMC

**E-TENDER NOTICE**

No: CO/Advtt/E-Tender -12/2020-21/SDMC/NIT/D-764 Dated:02/02/2021

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement display through Building/Wall wraps and LED Screen on the façade of at Multilevel Puzzle Parking, Central Market, Lajpat Nagar, Central Zone under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of five years. The Advertisement rights through Site(s) shall be awarded to the successful H-'1' bidder for display of advertisement at designated locations as mentioned in **Annexure "1"** of E-Tender document. The eligibility criteria to participate in the bid are mentioned in clause 1 & 3 of the document. The evaluation criteria of technical and financial bid are mentioned in clause 10 of the document.

The eligible bidder may submit their bid containing total 42 pages, the documents duly signed on each page along with requisite Earnest Money, fee and other documents as mentioned in the 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 fee and EMD shall be summarily rejected.

  
**Asstt. Commissioner (Advt)**  
Asstt. Commissioner  
Advertisement Department  
SDMC

**SCHEDULE/ DATA SHEET FOR E-TENDER.**

<b>Particulars</b>	<b>Details</b>
Project Name	<b>OPEN E-TENDER FOR ALLOTMENT OF ADVERTISEMENT DISPLAY THROUGH BUILDING/WALL WRAPS AND LED SCREEN ON THE FAÇADE OF MULTILEVEL PUZZLE PARKING, CENTRAL MARKET, LAJPAT NAGAR, CENTRAL ZONE UNDER THE JURISDICTION OF SOUTH DELHI MUNICIPAL CORPORATION ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS</b>
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 <a href="http://www.E-Tenderwizard.com/SOUTHDMCEE-TENDER">www.E-Tenderwizard.com/SOUTHDMCEE-TENDER</a> or on SDMC's website <a href="http://www.mcdonline.gov.in">www.mcdonline.gov.in</a>
Cost of E-Tender Document	Rs.5000/- each Site.
Pre-Bid Conference	At 15:00 Hrs on 08/02/2021
Venue of Pre-bid Conference	SDMC Conference room, 23 <sup>rd</sup> floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002
Nodal Officer for Submission of Queries	Commercial Officer (Advertisement Dept.) 25 <sup>th</sup> floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002. Phone: 011-23227511 e-mail <span style="float: right;">ID:</span> <a href="mailto:coadvtt.sdmc@gmail.com">coadvtt.sdmc@gmail.com</a> <a href="mailto:acadvtt.sdmc@gmail.com">acadvtt.sdmc@gmail.com</a>
Corrigendum, if any will be placed on website	<a href="http://www.mcdonline.gov.in">www.mcdonline.gov.in</a> and on <a href="http://www.E-Tenderwizard.com/SOUTHDMCEE-TENDER">www.E-Tenderwizard.com/SOUTHDMCEE-TENDER</a>
Last date and time for Bid Submission	Up to 16:00 Hrs on 23/02/2021 on website <a href="http://www.E-Tenderwizard.com/SOUTHDMCEE-TENDER">www.E-Tenderwizard.com/SOUTHDMCEE-TENDER</a>
Address for submission of Technical Bids	On website <a href="http://www.E-Tenderwizard.com/SOUTHDMCEE-TENDER">www.E-Tenderwizard.com/SOUTHDMCEE-TENDER</a>  A set of requisite technical bid documents to be submitted to Commercial Officer (Advertisement Dept.) on or before upto 6: 00 PM on 23.02.2021 25 <sup>th</sup> floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002.
Address for opening Technical bids	Commercial Officer (Advertisement Dept.) 25 <sup>th</sup> floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002.
Address for opening of financial bids	Commercial Officer (Advertisement Dept.) 25 <sup>th</sup> floor, Dr. SPM Civic Centre, JLN Marg, New Delhi-110002.  Date of opening of financial bid will be notified later on website <a href="http://www.mcdonline.gov.in">www.mcdonline.gov.in</a> and on <a href="http://www.E-Tenderwizard.com/SOUTHDMCEE-TENDER">www.E-Tenderwizard.com/SOUTHDMCEE-TENDER</a>
EMD Amount	As per details/manner given in <b>Clause 3 (Eligibility Criteria)</b>
EMD Manner	

Complete offer document is available on E-Tender website of SOUTH DMC [www.wizard.com/SOUTHDMC](http://www.wizard.com/SOUTHDMC) or [www.mcdonline.gov.in](http://www.mcdonline.gov.in)



**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 and from SDMC as on date and who have not been blacklisted by erstwhile MCD and 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 Document elsewhere is eligible to submit bid for allotment of advertisement display through Building/Wall wraps and LED Screen on the façade of at Multilevel Puzzle Parking, Central Market, Lajpat Nagar, Central Zone as mentioned in **annexure- 'I'** under the jurisdiction of SDMC. **The firm has to get itself registered in the appropriate category with the Advertisement Department SDMC 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 to the firm.**

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

**2. Site Details:**

Detail of advertisement sites including locations are specified in **'Annexure 1'** under the jurisdiction of SDMC.

**Important Note:-**

- A.** All the bidders are advised to visit all these locations and make assessments of revenue potential of these sites before bidding. No claim shall be entertained after bid submission regarding feasibility of site or any other claims. The details of all advertisement sites on 'as is where is' basis as mentioned in **Annexure "1"**.
- (i) Any violation of OAP 2017 or the policy in force at that time shall invite penalty and in case the Department observed repeated offence of violation of OAP 2017, in that case the Department will initiate the process of cancellation of the contract with forfeiture of security deposit/Performance Bank Guarantee including Advance MLF without any prior notice.
- (ii) The contract shall be for five years with 5% increase in MLF from second year and thereafter there shall be 10% increase in MLF for each of the next three years.
- (iii) The allottee may be allowed to convert the advertisement display area at Multilevel Puzzle Type Parking constructed at Lajpat Nagar, Central Zone, the allottee be allowed to display static LED Screen (i.e. 50 square meters) either on front elevation or side elevation, subject to the conditions specified above.
- (iv) The Allottee/Advertising Firm shall incur all expenses related to installation, erection, fabrication, electrical installation of the media and structural design of these sites etc.

### 3. Eligibility Criteria

- a. The participating bidder(s) shall submit an undertaking with regard to "No Dues" on their letter head.
- b. The bidder should not have made any losses in the last three financial years. Their net worth should be minimum 25% of the MRP of all the Site(s) sites under the jurisdiction of SDMC, as mentioned in the document. The last financial year (i.e. 31.03.2019) net worth of the company shall be considered for evaluating of technical bids, which should be duly certified by a Chartered Accountant.
- c. The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

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

Sl. No.	NAME OF ADVERTISEMENT SITE	Advertisement Area (In Square Feet)	MRP (INR)	EMD (INR)	Minimum Average Annual financial turnover (INR)	Minimum Net Worth (INR)
1.	Multilevel Puzzle Type Parking constructed at Lajpat Nagar, Central Zone	3000 Square Feet (the display area is extendable upto 14000 square feet subject to advance payment of applied area at prevailing MLF. For LED display, a maximum area of 50 square meters can be utilised subject to consent of the department and after deposition of advance MLF @ double the prevailing MLF)	7,12,500/-	12,82,500/-	85,50,000/-	21,37,500/-

**Note:-1.** A prospective bidder can apply for one or more or all sites as per his financial capability subject to fulfilment of Criteria of Minimum Average Annual Financial Turnover and Minimum Net Worth (As on 31.03.2019) mentioned against each site above.



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 or 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 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 form:

##### Part-I, Technical Bid:

The Bidder shall be required to upload/submit following certificates/undertakings and documents in the technical bid. The Technical bid shall be kept in separate sealed cover super scribing '**Part I -Technical Bid**' - "**for allotment of advertisement display through Building/Wall wraps and LED Screen on the façade of at Multilevel Puzzle Parking, Central Market, Lajpat Nagar, Central Zone under the jurisdiction of SDMC**". This sealed cover shall contain:-

- a) Complete 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](http://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) The bidder/s shall mention his order of preference of site/sites in **Annexure '7'** which shall be considered for order of opening of his financial bid/s for site/sites.
- h) Requisite Earnest Money of each Cluster/Individual site 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.
- i) Complete document (i.e. from page 1 to 44) 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.
- j) The bidder should also submit the duly filled and signed Performa of eligibility criteria as per the annexed Performa at **Annexure-'9'**.
- k) Affidavit on non-judicial stamp paper of Rs.100/- as per clause 3 sub clause (f), as mentioned at **Annexure-'10'**.
- l) 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'**.

#### **Part-II, Financial Bid:**

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

- a. For each site, separate Financial Quote is required in the Format given at '**ANNEXURE-11**'.
- b. Financial bid for every site shall be in format as provided on website & shall be uploaded on website for each site.
- 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 :-** The tentative bidders are advised to submit the quoted rates for each site separately through E-Tender after technical evaluation. In case, the bidder quotes rates in a single format for more than one site/more than one individual site, the Department shall consider the bids of bidders for individual site(s) 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/individual site/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

  
Asst. Commissioner  
Advertisement Department  
SDMC

