

**TENDER NOTICE**

**MUMBAI METROPOLITAN REGION DEVELOPMENT AUTHORITY**

(A Govt. of Maharashtra Undertaking)

Bandra-Kurla Complex, Bandra (East) Mumbai-400051.

Tel-2659 5929/4111

Website: <http://www.mmrda.maharashtra.gov.in/>

**Leasing of Bulk Advertising Rights to display advertisements on the  
Mono Rail Stations of Wadala Depot - Chembur Monorail Corridor.**

The Mumbai Metropolitan Region Development Authority (MMRDA) invites sealed proposals from the interested agencies for Leasing of Bulk Advertising Rights for display of advertisements on the Monorail Stations of Wadala Depot - Chembur Monorail corridor. (Wadala Depot, Bhakti Park, Mysore Colony, Bharat Petroleum, Fertilizer, VNP/R.C Marg & Chembur Stations) on premium basis for Three (3) years. Blank RFP will be issued in the office of Chief, Transport & Communications Division, 8<sup>th</sup> floor, A Wing, MMRDA office, BKC, Bandra (E), Mumbai - 400 051 **from 04.09.2013 upto 19.09.2013**, between 11:00 hrs to 15:00 hrs on working days (i.e. excluding Saturday, Sunday and Govt. Holidays) on payment of Rs. 10,000/- (Non Refundable) in the form of D.D./P.O. in favour of "MMRD fund" drawn on any Nationalized/ Scheduled Bank payable at Mumbai or Banks promoted by All India Financial Institution viz. ICICI Bank, HDFC Bank, AXIS Bank, IDBI Bank payable at Mumbai and on production of attested copies (along with originals for verification) IT, PAN, VAT Registration and Documents as per eligibility mentioned below:

**Name of work: Leasing of Bulk Advertising Rights for display of advertisements on the Stations of Wadala Depot to Chembur Monorail Corridor.(Including the piers supporting the Stations) by way of Digital Display, Glowsign, vinyl wrapping or any other latest mode of advertisement.etc**

Sr. No.	Corridor	Appro x. Advt. Area (Sq.m)	EMD (Rs. in Lacs)	Performance Security	Period for sale of blank RFP	Date & Time of submission of Proposals	Date & Time of opening of Proposals
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Wadala Depot - Chembur Monorail Station Corridor	8672	20	10 % of annual Premium amount of Third Year	from 04.09.2013 upto 19.09.2013	20.09.2013 Upto 1300 hrs	20.09.2013 at 1530 hrs

**Eligibility:-**

1. The agency must be a company registered under The Companies Act, 1956.
2. The agency should be in the field of Advertising having experience in the field of Advertising on public facilities like FOB, Bus Shelter, Skywalk, Rail/Bus Terminals/Stations, Malls, including illuminated & digital displays, public information displays etc. for a period not less than 3 years in any city in India or abroad.
3. The agency should also produce solvency certificate to the tune of Rs. 2.00 Cr.
4. Agency should have minimum average Annual Turnover of Rs.5.00 Cr. for last 3 years.

**Selection Criteria:-**

- i) The selection will be based on responsive Bidder quoting highest annual premium, subject to Technical qualification and furnishing of earnest Money etc.
- ii) The minimum upfront annual premium is Rs.3.0 Cr. with 15% escalation every year
- iii) The successful Bidder shall pay Performance Security of 10% of the upfront annual premium of the third year

**Important Notes:-**

- A. Pre proposal conference will be held on 10.09.2013 at 15:30 hrs. in Committee Room, 6<sup>th</sup> floor, B Wing, MMRDA office, BKC, Bandra (E), Mumbai – 400 051.
- B. Proposal shall be submitted in the office of Chief, T&C Divn. 8<sup>th</sup> Floor, A-wing, MMRDA Building, Bandra Kurla Complex, Kalanagar, Bandra (East)-400051 on any working day as per column no. 7. The completed bid shall be accompanied by the EMD as mentioned in column no. 4.
- C. RFP shall remain valid for a period of 120 days from the date of opening of bid.
- D. All payments shall be made in the form of Pay Order/ Demand Draft drawn on Nationalized / Scheduled Bank in favour of “MMRD fund” payable at Mumbai.
- E. RFP documents will not be delivered or received by Post/ Courier, but has to be per bearer.
- F. Rights to reject any or all bid (s) without assigning any reason thereof is reserved with MMRDA.
- G. Earnest Money Deposit shall be in the form of Demand Draft/ Pay Order on Nationalized Bank or Bank promoted by All India Financial Institution viz. ICICI Bank, HDFC Bank, AXIS Bank, IDBI Bank located at Mumbai issued in favour of “MMRD fund” payable at Mumbai.

- H. Application supported by EMD, Technical Proposal, and the Financial Proposal shall be placed in separate 3 sealed envelopes marked as (A)EMD, (B)“Technical proposal” and (C)“Financial proposal” respectively. All envelopes should be sealed separately and submitted together along with other documents in another sealed Envelope. (D)The full name and address of the bidder and the name of the Authorized Agent delivering the sealed cover containing the offer shall be written on the bottom left hand corner. Envelope “A” will be opened first to ensure payment of EMD and then Envelope “B”-“Technical proposal” will be opened by the Chief, T&C Divn. or his authorized representative in his office on 20/9/2013 and the time and place for opening of Financial proposal will be communicated if the same is not opened on the same day.
- I. Proposals not accompanied by proper EMD will be considered Non Responsive.
- J. The MMRDA reserves all rights to reject any prospective application without assigning any reason thereof.
- K. If any information furnished by the applicant is found incorrect at a later stage, he shall be liable to be debarred from tendering/taking up future works in MMRDA. MMRDA reserves all rights to verify the particulars furnished by the applicant independently.
- L. Detailed notice is available on our website:  
<http://www.mmrda.maharashtra.gov.in>

No.T/MRTS/MONO/ADVT/2013  
Date: 03.09.2013  
Place: Mumbai

Sd/-  
Chief,  
Transport & Communications Divn.