



## 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. 011-2322-7511

No. CO (Advtt.)/SDMC/Tender-07/D-917/2017/D-1032 Date : 13/09/2017

### ADDENDUM/CORRIGENDUM

**Sub:- Reply of Pre-bid queries received in respect of NIT No.CO/Tender-07/Advtt./SDMC/2017/NIT/D-917 dated 30.08.2017.**

This is in reference with the pre-bid queries/suggestion received from the following three firms :-

1. M/s Outdoor Communications Pvt. Ltd.
2. M/s Media Shop.
3. M/s Hindustan Publicity Pvt. Ltd.

The Department after consideration of the pre-bid queries/suggestion received from the afore-mentioned firms has made the below mentioned amendments in this NIT :-

1. **The Sub Clause (viii) of Clause No.2 under heading Site Details shall now be read as :-** The Allottee shall be responsible for installation of new Street Furniture items in the respective Cluster within the incubation period. No remission shall be granted in case the Allottee fails to install new Street Furniture items. However, in case the Allottee fails to install the new Street Furniture items due to interference/hindrance by any other Government body, the South DMC may consider the request of Allottee for remission on case to case basis on facts and circumstances subject to verification/confirmation by the concerned department. In that event the remission in proportionate of awarded MLF of that particular cluster shall be allowed. However, in the exceptional circumstances involving natural calamity beyond the control of any person, keeping the cluster or part thereof without display of advertisement or when majority of the cluster area is required by some government agency for public purpose, as per approval/ order of the competent authority, South DMC, the Competent Authority shall consider the remission in proportionate of the awarded MLF of that particular Cluster. No remission will be allowed due to hindrance by any person, group etc. The decision of the Commissioner, SDMC or any other officer nominated by him, in this regard shall be final and binding.
2. **The Sub clause (e) of Clause No.3 under heading Eligibility Criteria and Annexure-1 of the Tender document is amended as under :-**

**Cluster No.1 (Part-'A') :- From starting point of SDMC limits (Opp. India Habitat Centre) to Nizamuddin Gol Chakkar and Nizamuddin Gol Chakkar to end limits of the SDMC i.e. India Habitat Centre, Red light Dayal Singh College to NBCC place building/upto foot over bridge 25 meters approximate before red light Nehru Stadium and after foot over bridge/opp. NBCC place building to red light Dayal Singh College and stretch of Lala Lajpat Rai Marg (Both side) i.e. from Andrews Ganj Central School to 25 meter before Outer Ring Road red light and back to the Andrews Ganj. Central School in Central Zone under the Jurisdiction of SDMC.**

Commercial Officer  
Advertisement Department / SDMC  
22nd Floor, Civic Centre, Minto Road,  
New Delhi-110002

S. No.	Street Furniture Item	Existing unites of Street Furniture	Street Furniture units to be installed	Size of one unit (Sq. Ft.)	Total Display Area	MRP (INR)
1.	Police Booths	3	0	160	480	14,38,500/-
2.	Vending Kiosks	0	3	166	498	
3.	Public Toilets	6	0	240	1440	
4.	Dust Bins	36	0	27	972	
5.	Advertisement Panels	3	0	190	570	
6.	Benches	18	0	9	162	
7.	Free Standing Panels	28	0	27	756	
Total					4878	14,38,500/-

**Total display area of 4878 sq. ft.**

**Cluster No.1 (Part-B) :-** After foot over bridge & red light Nehru Stadium to Kotla/Defence Colony red light and Kotla/Defense Colony red light to upto foot over bridge/red light Nehru Stadium and from Nehru Stadium red light to V-Avenue road (Meher Chand Market) and from V-Avenue road to up to foot over bridge of opp. NBCC place building, Road going towards Nehru Stadium Metro Station up to the red light of Nehru Stadium, in Central Zone, under the jurisdiction of SDMC.

S. No.	Street Furniture Item	Existing Street Furniture units	Street Furniture units to be installed	Size of one (Sq. Ft.)	Total Display Area (Sq.ft.)	MRP (INR)
1.	Police Booths	1	0	160	160	Rs. 7,51,350/-
2.	Vending Kiosks	3	1	166	664	
3.	Public Toilets	3	0	240	720	
4.	Dust Bins	9	0	27	243	
5.	Advertisement Panels	1	2	190	570	
6.	Benches	0	0	NA	NA	
7.	Free Standing Panels	8	1	27	243	
<b>Total</b>					<b>2600</b>	<b>Rs. 7,51,350/-</b>

**Total display area of 2600 sq. ft.**

**Cluster No. 2, South Zone :-** R.K.Puram Sector 1 Chowk to R.K. Puram Sector 8 Red Light, Venkateshwar Marg, Church Road, Swami Vivekanand Marg, Toilet Block at Dear Park Road, Toilet Block at near Kamal Cinema R.K. Puram, Ber Sarai Market to Katwaria Sarai Market to NCERT Campus Entry Gate on the same stretch, Surrounding of Qutub Institutional Area, Mandir Marg (5 Metres away from Press Enclave Road) to PVR Anupam and T-point of Saket road connecting M.B Raod (Not Allowed on Press

Enclave Road and M.B.Road), Hauz Khas Village Road (Not Allowed on Aurobindo Marg), Rao Tula Ram Marg 5 Meters away from Outer Ring Road and Ring Road (Not Allowed on Ring Road and Outer Ring Road), Pankaj Jwal Marg(Not allowed on Press Enclave Road), South Zone, under the jurisdiction of SDMC :-

S.No	Street Furniture Item	Existing Street Furniture units	Street Furniture units to be installed	Size of one (Sq. Ft.)	Total Display Area	MRP (INR)
1.	Vending Kiosk	0	05	166	830	12,75,050/-
2.	Public Toilets	5	01	240	1440	
3.	Dust Bins	6	09	27	405	
4.	Advertisement Panels	5	03	190	1520	
5.	Free Standing Panels	7	08	27	405	
<b>Total</b>					<b>4600</b>	<b>12,75,050/-</b>

Total display area of 4600 sq. ft.

Details of Cluster wise MRP, EMD, Net worth and Minimum Annual average financial turnover:-

S.No	Name of Cluster	MRP (INR)	EMD (INR)	Net Worth (INR)	Minimum Annual Average Financial Turnover (INR)
1.	Cluster No.1 (Part-'A'), Central Zone	14,38,500/-	25,00,000/-	43,15,500/-	1,72,62,000/-
2.	Cluster No.1 (Part-'B'), Central Zone	7,51,350/-	13,00,000/-	22,54,050/-	90,16,200/-
3.	Cluster No. 2, South Zone	12,75,050/-	22,00,000/-	38,25,150/-	1,53,00,600/-

Note:-1. In case, a bidder is applying for both the cluster then minimum annual average financial turnover required shall be summation of minimum annual average financial turnover for Cluster No. 1 (Part-'A') and Cluster No. 2 (Part-'B'), then the minimum annual average turnover of the bidder during the last three financial year must be Rs.2,62,78,200/-or more and the average minimum net worth during the last three financial years must be Rs.65,69,550/-or more. i.e. if bidder has applied for all the Clusters then his minimum annual average financial turnover shall be **Rs.4,15,78,800/-** or above and the average minimum net worth during the last three financial years must be summation of average minimum net worth of applied clusters.

Note:-3. The Allottee shall erect/install the Street Furniture Item as per the Measurement/Dimension for area of Installation/Construction of Street Furniture as already mentioned in the Tender Document. However, the dimension for construction/installation of new Public Toilet on "**Pankaj Jwal Marg**" in Cluster No.2 South Zone is specified as below :-

S.No	Street Furniture Item	Length (in mtr.)	Width (in mtr.)	Maximum Height (in mtr.)
1.	Public Toilet (New Toilets), Cluster No. 2, South Zone	4 Meter which can be increased up to 6 Meter as per the availability of Space.	2.5 Meter which can be increased upto 3.5 Meter as per availability of Space.	3.5 Meter

Note :-4. The Allottee shall be allowed to utilize the advertisement display area of existing Police Booths, Dustbins, Benches, Advertisement Panels and Free Standing Units into any other Street Furniture Advertising Instruments such as MUPI (maximum advertisement display area 150 sq. ft. for both sides), or Advertisement Panels (maximum advertisement display area 190 sq. ft for both sides) or any other street furniture advertisement instrument. However, in such cases, the maintenance of existing structures of Police Booths, Dustbins and benches at the existing location shall be sole responsibility of Allottee for the entire contract period. **The Advertisement Space of Public Toilet and Vending Kiosks is fixed and cannot be utilized through any other Street Furniture Advertisement Instruments. However it is allowed to convert "Vending Kiosks" into "Product Display Platforms"**

The Allottee of Cluster is permitted to change the location of existing Advertisement Panels and Free Standing Panels to any other locations at his own cost and expenses within the limit of respective cluster only. The change of location of Advertisement Panels and Free Standing Units can be done by the Allottee throughout the contract period. In case an Allottee wants to change the location of Advertisement Panels and Free Standing Panels during the contract period, in such an event no remission will be granted to the Allottee for failure in installation of Advertisement Panels or Free Standing Units at a new location within the Cluster.

**(a) Further, the Allottee shall not violate the below mentioned conditions, while utilizing the Advertisement display area of Police Booths, Dustbins, Benches, Advertisement Panel, Free Standing Units or changing the location of Free Standing Units or Advertisement Panel location within the Cluster :-**

- (i) The existing Police Booths, Dustbins, Benches will be maintained by the Allottee whether the same are used for advertisement purpose or not.
- (ii) The Allottee of the respective cluster will not be allowed to display more than 150 Sq. Ft. area (with both side of display) through one Advertisement Instrument (i.e. new mode of Street Furniture advertisement instrument) apart from the seven street furniture

