

**SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE DEPUTY COMMISSIONER (Advtt.)**

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

OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH FLAG SIGNS/MUPI/ADVERTISEMENT INSTRUMENTS/PRODUCT DISPLAY PLATFORM/WELCOME GATE/LED IN MARKET CLUSTERS OF WEST ZONE UNDER THE JURISDICTION OF SDMC".

TENDER NOTICE

No: CO/Advtt/Tender-3/2019-20/SDMC/NIT/D-413

Dated : 11/06/2019

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through Flag Signs/MUPI/advertisement instruments/Product Display Platform/LED in market clusters of West Zone, under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of **Seven Years. The bidder can bid for 1 or more or all clusters of Flag Signs/MUPI/advertisement instruments/Welcome Gate/Product Display Platform/LED in market clusters of West Zone or all as per his financial capabilities as mentioned in clause 1 & 3 of tender document.** The Advertisement cluster/s, shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective Market Clusters of West Zone as mentioned in **Annexure "1"** of the tender document.

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

The tender documents may be downloaded through SDMC's website www.mcdonline.gov.in, and payment of requisite tender Fee of Rs.10,000/- (Rupees Ten Thousand Only), which is non-refundable, for participation in tender, shall be deposited by way of demand draft/pay order payable at Delhi drawn in favour of Commissioner, SDMC along with submission of the bid. This Tender Document contains 51 pages from 1 to 51. The tenders will be received and opened in the office of Commercial Officer (Advtt.) at the above mentioned address, as per following schedule:

Date of issue of Tender	11.06.2019
Pre Bid Meeting	18.06.2019 at 15.00 Hours at 22ND Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of Placement of Tender Box at 25th Floor for submission of bids.	01.07.2019, 11:00 AM onwards
Last Date Of Submission of Tender Documents	02.07.2019, Till 15.00 Hours
Date & Time of opening of Technical bid	02.07.2019, At 15.30 Hours

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 tender fee and EMD shall be summarily rejected.

Commercial Officer (Advtt.)

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

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 Tender document is eligible to submit bid for allotment of Advertisement rights through Flag Signs/MUPI/advertisement instruments/Welcome Gate/Product Display Platform/LED in the market cluster of West Zone, 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 fulfillment of other necessary formalities as per registration guidelines (if not registered already) within twelve 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 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 Tender.

2. Site Details:

Details of all advertisement Clusters with Monthly MRP (**Minimum Reserve Price**) and **EMD** of each market 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 Market Cluster shall be allowed to shift the advertisement structures within the allotted market area as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days from the date of allotment (excluding the date of issue of allotment letter). After installation of Flag Signs/MUPI/Advertisement instrument/Product Display Platform/LED sites within the respective Market Cluster of West Zone, the allottee shall have to submit requisite affidavit (declaring the installation of Flag Signs/MUPI/advertisement instruments/Product Display Platform/LED as per Outdoor Advertisement Policy 2017 or Outdoor Advertisement Policy prevailing at that time) along-with photographs of Flag Signs/MUPI/advertisement instrument sites/Welcome Gate/Product Display Platform/LED.

The following precautions are required to be taken by the advertiser during the period of contract while conversion of allotted advertisement display area into LED within the limit of allotted market cluster :-

