



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

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

**OPEN AUCTION FOR ALLOTMENT OF ADVERTISEMENT RIGHTS
THROUGH TOILET BLOCK/SUBWAY SITES WITH OPERATION &
MAINTENANCE ON MONTHLY LICENSE FEE BASIS UNDER THE
JURISDICTION OF SDMC**

AUCTION NOTICE

No: CO/Advtt/Auction -12/2019-20/SDMC/NIT/D-1363 Dated:06/12/2019

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights with operation & maintenance of Toilet Blocks/Subways 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 up to two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. The Advertisement rights through Toilet Block/Subway sites shall be awarded to the successful H-'1' bidder for display of advertisement at designated locations as mentioned in **Annexure "1"** of auction 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 47 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.

Commercial Officer (Advt)

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

SCHEDULE/ DATA SHEET FOR E-AUCTION FOR REGULAR ALLOTMENT OF ADVERTISEMENT RIGHTS WITH OPERATION & MAINTENANCE THROUGH CLUSTERS OF TOILET BLOCK/SUBWAY SITES FALLING UNDER THE JURISDICTION OF SOUTH DELHI MUNICIPAL CORPORATION ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS.

1.	Reserve Price.	Mentioned under the Clause No.3 (Eligibility Criteria).
2.	Period of availability of application for e-auction/offer documents of SOUTH Delhi Municipal Corporation website	From- 06.12.2019 at 11:00 hrs To - 16.12.2019 up to 16:00 hrs
3.	Earnest Money Deposit.	The bidder shall deposit an EMD fixed for each of the Advertisement Cluster through RTGS/NEFT/e-payment.
4.	Pre-bid Meeting	On 10.12.2019 at 03:00 pm in the office of CO/Advtt., 25th Floor, Civic Centre.
5.	Last date for submission/ uploading of documents online and online submission of EMD.	From- 06.12.2019 at 11:00 hrs To - 16.12.2019 upto 16:00 hrs
6.	Cost of offer document by SDMC.	Rs. 5,000/- per site/cluster for which bid is submitted.
7.	Auction processing charges payable by successful bidder after completion of e-auction within 3 days.	0.95% of awarded value of one month for one time only, as per the final bid through e-auction.
8.	Date of E-auction bidding.	20.12.2019 from 11:00 hrs. to 16:00 hrs.
9.	Increment value (in Rs.)	As per MRP of Advertisement Cluster : i) 10,000 to 5 lac - Increment value Rs. 5000/- ii) 5 lac < above - Increment value Rs. 10000/-
10.	List of documents to be uploaded on e-portal and hard copy of the same to be submitted to CO/Advtt., 25 th Floor, Dr. Shyama Prasad Mukherjee Civic Centre, New Delhi-110002 on 04.11.2019 latest by 15.00 hrs.	The bidder is required to upload/submit the copy of the required documents as per Terms & Conditions (T&C): 1. Documents to be uploaded/submitted as per Clause No.3 (Eligibility Criteria). 2. Documents to be uploaded/submitted as per Clause No.4 (Part-I, Technical Bid) * All documents must be duly signed and attached by bidders. ** The bidders are required to submit original copy of the Affidavits (as applicable) as per the Auction Document as uploaded on the E-Auction website) to CO/Advtt., SDMC, on or before 18.12.2019.

Complete offer document is available on auction website of SOUTH DMC www.wizard.com/SOUTHDMC or www.mcdonline.gov.in and Corrigendum, if any, shall only be available on above websites.

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 rights with operation & maintenance through designated Toilet Block sites 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 Twelve 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 Toilet Block Cluster and individual Toilet Block site including locations as 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) There will be 10% increase on awarded MLF from the 3rd year of the contract and also during the time of extended period i.e. 4th & 5th year, if extended by the Commissioner SDMC.

3. Eligibility Criteria

- a.** Current No dues certificate issued under the signature of CO/AC, Advertisement Department, SDMC.
- 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 Toilet block 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 Total display area as specified in Annexure – 1 of Document for each Toilet Block can be displayed through single display. However, the same shall not violate any guidelines/terms of Outdoor Advertisement Policy, 2017.
- d. The Maximum height of advertisement can be displayed up to the parapet wall Toilet Blocks sites, the same shall not violate any guidelines/terms of Outdoor Advertisement Policy, 2017.
- e. The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

Cluster of Toilet Block/ Individual Toilet Block Sites with operation and maintenance, Cluster wise, MRP, EMD, Minimum Net Worth and Minimum Annual Average financial turnover is mentioned below:-

Sl. No.	NAME OF CLUSTER	No. OF TOILET BLOCKS	MRP (INR)	EMD (INR)	Minimum Average Annual financial turnover(INR)	Minimum Net Worth(INR)
1.	Cluster No.3 (Part-1) existing Toilet Blocks at Stretch "Khanpur Red Light Depot to ITO Crossing and ITO Crossing to Khanpur Depot. Red Light, Central Zone	04	5,57,818/-	6,02,443/-	63,93,816/-	16,73,454/-
2.	Cluster No.4(B), Toilet Block sites at Siri Fort Crossing and Chirag Delhi Crossing South Zone	02	1,87,431/-	2,02,425/-	22,49,172/-	5,62,293/-

1. EXISTING TOILET BLOCKS :

S. No.	Location of Site	Display size/ Total Display Area	MRP	EMD (INR)	Minimum Average Annual financial turnover(INR)	Minimum Net Worth(INR)
1.	DDA Market, Nehru Place, New Delhi, CNZ	Display – 01, (6'.8" x 39')	47,799/-	51,623/-	5,73,588/-	1,43,397/-
2.	Near Sahi	Display – 03, (8'	87,272/	94,254/-	10,47,264/-	2,61,816/-

Hospital, New Delhi, SZ	x 16', 8' x 16' & 8' x 16')	-			
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SUBWAYS UNDER THE JURISDICTION OF SDMC :

S.No.	Cluster Number & Name	Type of Media	MRP (INR)	EMD (INR)	Minimum Average Annual financial turnover (INR)	Minimum Net Worth (INR)
1.	Subway Site at Tatarpur, Najafgarh Road, FTC Tilak Nagar to Raja Garden, New Delhi, West Zone	Subway with operation and maintenance	63,222/-	68,280/-	7,58,664/-	1,89,666/-
2.	Subway Site at Tilak Nagar, Near Police Station, New Delhi, West Zone	Subway with operation and maintenance	1,37,940/-	1,48,975/-	16,55,280/-	4,13,820/-
3.	Subway at D-Block, Defence Colony & Lajpat Nagar-I, Lal Bahadur Shastri Marg, New Delhi (Central Zone)	Subway with operation and maintenance	10,05,030/-	10,85,432/-	1,20,60,360/-	30,15,090/-

Note:-1. A prospective bidder can apply for one or more or all Toilet Block 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)

