



**SOUTH DELHI MUNICIPAL CORPORATION
ADVERTISEMENT DEPARTMENT**

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

**OPEN AUCTION FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH
DESIGNATED CLUSTERS UNDER THE JURISDICTION OF SDMC.**

No: CO/Advtt/Auction-15/2019-20/SDMC/NIT/D-1527

Dated: 27/12/2019

AUCTION NOTICE

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters containing Unipole sites in South, Central, Najafgarh & West Zone and for allotment of advertisement rights 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 to another period of two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. **The bidder can bid for 1 or more or all clusters as per his financial capabilities as mentioned in clause 1 & 3 of auction document.** The Advertisement cluster/s shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through respective Cluster of unipoles at designated site as mentioned in **Annexure "1"** of the auction document.

The eligible bidder may submit their bid containing the auction documents duly signed on each page along with requisite Earnest Money Deposit and requisite auction fee and other documents as mentioned in the auction document. This Auction document contains 63 pages.

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 auction fee and EMD shall be summarily rejected.


Commercial Officer (Advtt)

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

SCHEDULE/ DATA SHEET FOR E-AUCTION FOR REGULAR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH UNIPOLE CLUSTERS/S 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- 27.12.2019 at 11:00 hrs To - 31.12.2019 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 30.12.2019 at 12:00 Noon 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- 27.12.2019 at 11:00 hrs To - 31.12.2019 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.	03.01.2020 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 31.12.2019 upto 6:00 PM.

Complete offer document is available on auction website of SOUTH DMC www.tenderwizard.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 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 Auction documents eligible to submit bid for allotment of Advertisement rights through designated Clusters of Unipole site(s) in South, Central, Najafgarh and West Zones 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 fulfilment 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 auction 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 Auction .

2. Site Details:

Details of all advertisement Clusters with MRP (**Minimum Reserve Price**) and EMD of each 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 Clusters of Unipole sites shall be allowed to shift the Unipole structures from the earmarked locations within the limit of respective cluster as per Outdoor Advertisement Policy, 2017 or Outdoor Advertisement Policy prevailing at that time, within the first 60 days (including incubation period) from the allotment (excluding the date of issue of allotment letter). An intimation with latitude and longitude and location of Unipole sites, Photographs of unipole site & affidavit/declaration, is to be submitted by the Allottee of the respective cluster declaring that all the Unipole sites installed/erected by them are as per the provisions/guidelines contained in OAP 2017 (Point no.5.3 and specific condition for category-I and other relevant points) or Outdoor Advertisement Policy enforced at that time **within 60 days** from the date of allotment of contract (excluding the date of issuance of allotment letter) to the department. In case the Unipole sites within the clusters are found violating any of the provisions of OAP 2017 or Advertisement Policy enforce at that time, by the department, imposition of penalty as laid down in this auction document shall be imposed on the allottee/contractor of the respective cluster along-with other consequential actions. Further, it shall be the sole responsibility of the allottee/contractor to safeguard all the aspects associated with the guidelines of Hon'ble Court, Rules-Regulations, terms and conditions of Auction (Including General T&Cs of Auction). Any case of Public Safety arises during the time throughout the contract period and any liability arise out from the same shall be the sole responsibility of allottee/contractor. After expiry of

initial 60 days (including incubation period), if the firm/allottee requests to the department for shifting of the Unipole site/s as per the conditions mentioned in this Clause No. 2 below, the allottee will be allowed to install the Unipole after due permission by the Department. However, decision of the Competent Authority in this regard shall be final and binding upon all. For ss, the installation/erection shall be carried out by the allottee only on the earmarked sites (As per locations mentioned in **Annexure '1'**). No request for extension of incubation period shall be entertained in this regard. The H-1 bidder will install Unipole sites awarded in the given cluster basis as per the OAP 2017 or Outdoor Advertisement Policy prevailing at that time, DMC Act and bye laws made there under.

Only following reasons may be considered by the Advertisement Department SDMC for change of unipole site/s during the contract period:

- (i) Any underground services/ any other similar hindrance below the ground level duly confirmed by Advertisement Department of SDMC, which obstructs the construction of foundation for installation of Unipoles.
- (ii) Sudden change in status of site and site found in contravention with the OAP 2017 or the policy in force at that time due to new development/ improvement of road parameters such as widening of road, construction/improvement of footpath, construction of rotary, installation of traffic regulatory signs/lights and improvement of other road features etc.
- (iii) In case, the site becomes not feasible due to start of construction activity of road/Metro /railway and or any other reason which seriously affect the prospect of display of advertisement.

C. After 60 days period (including incubation period) the allottee may apply for change of any site due to the reasons mentioned above. While applying for change of site the allottee has to follow the below mentioned necessary conditions :

- (i) The changed location must be strictly as per provisions of OAP 2017 or the policy in force at that time. The advertiser must give an affidavit in this regard. However, the decision of the commissioner SDMC or any other officer authorized in his regard shall be final and binding in this regard.
- (ii) For reasons mentioned above in Para B. (i), (ii) and (iii), the advertiser is allowed to submit request for change in site during entire period of contract. However in no case, the department shall consider any request for fee remission for such altered sites due to above mentioned reasons, except the exceptional circumstances as mentioned in the clause no.30 of annexure-9 under heading Remission. In case the contractor/ successful bidder refuse to accept alternate site and request for fee remission for that particular site/sites, the department shall not allow any fee remission in MLF and the contractor is liable to deposit the same MLF as awarded. However, the fees remission shall be considered only in the exceptional circumstances on case to case basis when alternative site shall not be available on the same cluster. The fees remission shall be restricted to the average MLF of a unipole site of that particular cluster keeping in view the single side display or double side display.
- (iii) Any violation of OAP 2017 or the policy in force at that time shall invite penalties which may include immediate cancellation of the contract with forfeiture of security deposit/Performance Guarantee including Advance MLF.

Note :- The limit for alteration of s (i.e. Unipole site which are not falling in any cluster) shall be within 100 mtrs from the allotted site or as may be decided by the Advertisement Department, the request of alteration of unipole site shall be entertained only in case of reasons mentioned above in point (i) to (iii) of Clause 2 (B). Alteration of any s shall not be considered in the limit of any Cluster, in any manner, whatsoever, the decision of Advertisement Department shall be final and binding on the advertising firm/company/bidder/Allottee of the contract.

- D. The department shall not be responsible, in case the advertiser fails to install/ erect the unipole at designated site(s) within the prescribed period and no relaxation in the MLF shall be granted in these circumstances.
- E. There will be 10% increase on awarded MLF from commencement of 3rd year of contract and also 10% increase on awarded MLF every year during the extended period, if extended by the Commissioner SDMC.
- F. The successful bidder shall incur all expenses related to construction of foundation for Unipole, installation, erection, fabrication, electrical installation of the media and structural design of Unipole and also for shifting of Unipoles etc.
- G. On completion of the contract period or its pre-determination for any reason whatsoever, including surrender by the advertiser, the structure of the pole/device(s) shall become the property of South DMC. The advertiser shall hand over all the Unipole/device structures to the department in good condition.
- H. The Advertising Firm shall be at liberty to change the Fascia Display from single display to double display and vice versa on earmarked Unipole sites within the Cluster but not exceeding the total number of allotted displays within the respective cluster as per the design of unipole as mentioned in **Annexure 9** of Auction Document, by submitting prior written information to the department.
- I. The Allottee(s) of the respective cluster(s) may be allowed to install one single side display unipole (i.e. Left Hand Side display unipole) in lieu of the back side displays having value equivalent to the value of front side display within the cluster. In that circumstances the value of one back side display will be counted equivalent to value of 0.4285 times of front side value. The Allottee has to apply in writing for obtaining one front side display (i.e. Left Hand Side display) in lieu of the back side displays having equivalent value of front side display. The front side display in lieu of the back displays will not be allowed without permission of the Department. In this regard, an illustration is also explained hereunder :

Let the value of a double side display unipole within the cluster is Rs.100/-. Then the value of front side display will be of Rs.70/- (i.e. 70% of double side value). The one back side display value will be 0.4285 of front side value of a Unipole. (i.e. one back side = 0.4285 of front side).

3. Eligibility Criteria

- a. The bidder should be in Advertisement business at least for one year. The date of determination would be the last date of submission of bid. The work order/copy of agreement for advertisement work either executed or in progress should be submitted along with the bid.
- b. The current no dues certificate/Performance report issued by the concerned organization who have issued the work order/award letter to the bidder should also be submitted.
- c. Current No dues certificate issued under the signature of CO/AC, Advertisement Department, SDMC.
- d. The bidder should not have made any losses in the last three financial years. **The net worth of the bidder during last financial year should be minimum 25% of the annual MRP (Minimum Reserve Price) of the cluster/clusters for which the bid is submitted by the bidder.** The minimum net worth and MRP for each cluster are calculated as mentioned below in the tables. The net worth of the company should be duly certified by a Chartered Accountant. The last financial year net worth shall be considered i.e. net worth as on **31.03.2019**.

