



**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. 011-2322-7212

**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 -17/2019-20/SDMC/NIT/D-1531 Dated: 27/12/2019

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- 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.	01.01.2020 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 <sup>th</sup> 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 ( <b>Eligibility Criteria</b> ). 2. Documents to be uploaded/submitted as per Clause No.4 ( <b>Part-I, Technical Bid</b> ).  * 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.

Complete offer document is available on auction website of SOUTH DMC [www.wizard.com/SOUTHDMC](http://www.wizard.com/SOUTHDMC) or [www.mcdonline.gov.in](http://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 3<sup>rd</sup> year of the contract and also during the time of extended period i.e. 4<sup>th</sup> & 5<sup>th</sup> 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	5,29,927/-	5,72,300/-	63,59,125/-	15,89,781/-
2.	Cluster No.4(B), Toilet Block sites at Siri Fort Crossing and Chirag Delhi Crossing South Zone	02	1,78,059/-	1,92,304/-	21,36,713/-	5,34,178/-

**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')	45,409/-	49,000/-	5,44,909/-	1,36,227/-

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

2.	Near Sahi Hospital, New Delhi, SZ	Display - 03, (8' x 16', 8' x 16' & 8' x 16')	82,908/-	89,500/-	9,94,901/-	2,48,725/-
----	-----------------------------------	---	----------	----------	------------	------------

**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	60,061/-	64,866/-	7,20,731/-	1,80,183/-
2.	Subway Site at Tilak Nagar, Near Police Station, New Delhi, West Zone	Subway with operation and maintenance	1,31,043/-	1,41,526/-	15,72,516/-	3,93,129/-

**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)
  - (iii) Complete copy of income Tax Returns, showing the bank account number of the bidder for the preceding three financial years; (FY 2016-17 onwards)
  - (iv) Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months.
- f.** Any bidder or Director/Partner/Proprietor of any firm who have been /is associated in any manner with a Firm/Company/Organization, who has not cleared past dues, if any, of SDMC/ erstwhile MCD or has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body shall not be eligible to participate in the and such participation will be rejected, summarily.

The bidder need to submit an Affidavit in this regard clearly mentioning that all the directors/partners or proprietor are /is/ were /was not associated to any firm/company/organization in any manner who have not cleared past dues of SDMC/Erstwhile MCD or also not associated in past and present to the firm/company/organization in any manner who has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body.

**4. Documents to be submitted with form:**

**Part-I, Technical Bid:**

The Bidder shall be required to submit following certificates/undertakings and documents in the technical bid. The Technical bid shall be kept in separate sealed cover super scribing '**Part I -Technical Bid**' - " **for allotment of advertisement rights through designated new and existing toilet block sites under the jurisdiction of SDMC**". This sealed cover shall contain:-

- a) Complete document, each page duly signed by the authorized signatory.
- b) Bid Application in Format given at '**Annexure-2**'.
- c) Power of Attorney in the name of the Authorized Signatory in Format given at '**Annexure-3**'.
- d) The auction documents may be downloaded through SDMC's website [www.mcdonline.gov.in](http://www.mcdonline.gov.in), and payment of requisite auction Fee of Rs.5,000/- (Rupees Five Thousands Only) per Cluster/Site applied for participation in the auction, shall be deposited through NEFT/RTGS/e-payment as per link provided on the website. The self attested (duly stamped) scanned copy of UTR Number along-with challan of the transaction shall be submitted with the bid document.
- e) No Dues Certificate issued by SDMC under the signature of CO/AC Advertisement, SDMC.
- f) Basic information of bidder as per '**Annexure-4**'.
- g) The bidder/s shall mention his order of preference of site/sites in **Annexure '7'** which shall be considered for order of opening of his financial bid/s for site/sites.
- h) Requisite Earnest Money of each Cluster/Individual site shall be deposited through NEFT/RTGS/e-payment as per link provided on the website. The self attested (duly stamped) scanned copy of UTR Number along-with challan of the transaction shall be submitted with the bid document, as mentioned above.
- i) Complete document (i.e. from page 1 to 45) duly signed and under the seal of Sole Proprietorship firm, Partnership firm, Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company.
- j) The bidder should also submit the duly filled and signed Performa of eligibility criteria as per the annexed Performa at **Annexure-9**'.
- k) Affidavit on non-judicial stamp paper of Rs.100/- as per clause 3 sub clause (f), as mentioned at **Annexure-10**'.
- l) The bidder should submit an index duly signed by the authorized signatory showing all the documents attached in the technical bid with their page numbers as per Performa annexed at **Annexure-11**'.

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

## **Part-II, Financial Bid:**

Bidder(s)/firm(s), who qualify in the technical evaluation process as per the requisite eligibility criteria, shall be allowed to participate in the e-auction process.

**Note 1:-** In case the bid /bids are made for selected site/Sites out of the cluster and not for the designated cluster/clusters of Central Zone/South Zone/West Zone/Najafgarh Zone, as mentioned in the auction document, the same shall be summarily rejected (i.e. applicable only for clusters).

**Note 2:-** The tentative bidders are advised to submit the quoted rates for each cluster/individual site in separately through e-auction after technical evaluation. In case, the bidder quotes rates in a single format for more than one cluster/more than one individual site, the Department shall consider the bids of bidders for Cluster/Clusters/individual site(s) having different MRP upto his financial capacity and upto his minimum net worth in the order of preference as mentioned by the bidder in **Annexure 7** and once the bidders financial capacity exhaust, the Department shall not consider the remaining cluster/s/individual site/s, if applied by the bidder beyond his Minimum Average Annual financial turnover and average net worth

### **5. Pre-Bid Meeting**

- 1) SDMC shall hold a pre-bid meeting with the prospective bidders on date & time and at Address of the Venue mentioned in the NIT.
- 2) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach at the address mentioned in the NIT by post, or e-mail on or before Date & time specified in the NIT.

### **6. Response to Pre-Bid Queries and Issue of Corrigendum**

- 1) At any time prior to the last date for receipt of bids, SDMC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the document by way of corrigendum.
- 2) 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.
- 3) Any such corrigendum shall be deemed to be incorporated into this document.
- 4) In order to afford prospective Bidders reasonable time in which to take the corrigendum into account in preparing their bids, SDMC may, at its discretion, extend the last date for the receipt of bids.
- 5) For any query from applicant, SDMC reserves the right not to offer clarification on any issue raised in a query. No extension of any dead line will be granted on this account that SDMC has not provided clarifications.



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

## 7. Bid Submission Instructions:

- a) The bidders may follow the instructions as per the website [www.wizard.com/South](http://www.wizard.com/South) DMC
- b) The duly filled bid documents should be submitted on or before the due date and time. In case the due date is declared a holiday then due date will be next working day on same time.
- c) form should be clearly filled giving full name and address of the party and in English Language only. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English.
- d) That the bid document, including the documents/certificates/undertakings etc. (all pages) must be signed and paged by the authorized signatory of the bidder.
- e) The Bidder is expected to carefully examine all the instructions, guidelines, terms and conditions and formats of the in his own interest. Failure to furnish all the necessary information as required or submission of a bid not substantially responsive to all the requirements of the shall be at Bidder's own risk and may be liable for rejection.

## 8. Rejection of Bids:

SDMC reserves the right to reject any/all bids without assigning any reason thereof and without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision. The SDMC may at its sole discretion and at any time during the evaluation of Proposal, disqualify any Bidder on any of the following grounds:

- (i) If he has made misleading or false representations in the document submitted by him.
- (ii) If he has any pending dues with erstwhile MCD or SDMC.
- (iii) Any bidder who has been blacklisted by MCD or SDMC/NDMC/EDMC or any Govt. organization/Ministry /PSUs/ Autonomous body due to any reason.
- (iv) Any bidder who is found to have any interest in the disqualified/blacklisted agency /person /company for which the decision of the SDMC shall be final and binding on all the parties.
- (v) Tries to influence the process through direct contact with any official involved in the process or through manipulative news reports against any competing bidder / complaints against competing bidders from known or unknown sources.
- (vi) Absence or omission of any document as required as per the documents, the concerned bidder shall be declared as not eligible and in that eventuality their financial bid shall not be considered.
- (vii) Fails to provide clarifications with supporting documents related there to within reasonable time, when sought by SDMC while technical scrutiny.
- (viii) Any delay in receipt of documents through registered post/Speed post / courier shall render the invalid. Telegraphic / fax/ e-mail etc. shall be summarily rejected. Decision of SDMC in this regard shall be final and binding upon.



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



- (ix) Information relating to the examination, clarification and comparison of the Proposals shall not be disclosed to any bidder or any other persons not officially concerned with such process until the selection process is over. If any of bidder found indulged in such activity, then the bid of such bidder shall be summarily rejected and other legal actions shall be taken as per law.
- (x) The Technical Bid proposal should not include any financial bid information. A Technical Bid proposal containing any financial bid information shall be summarily rejected.
- (xi) Any superfluous document(s) not related to the mandatory criteria in company profile shall not be taken into account and no weight-age shall be given and shall result in summary rejection of bids. All participating bidders are clearly instructed to attach documents which are relevant to the scope of work / mandatory criteria as specified in the document and not any other document.
- (xii) Any bidder found indulging in malicious campaign or disinformation campaign or personal character assassination/vilification against any official of the SDMC or any other bidders either directly or through third parties, at any time after publication of the NIT, shall be liable for rejection of bids and other legal actions as per law. Such bidders may also be blacklisted by the Municipal Corporation.
- (xiii) Any interlineations, erasures, over-writing, additions, etc. will disqualify the . Only cutting(s) will be allowed, subjected to signed by the authorized signatory.

**9. Opening of :**

shall be opened at the date and time specified in the NIT.

**10. Bid Evaluation:**

- a. Auction shall be live at the date and time specified in the Data Sheet. In case Auction opening date is declared HOLIDAY, Auction shall be live and opened on next working day at the same time specified in the Data Sheet.
- b. **Auction processing charges :** One time auction processing charges @ 0.95% of the awarded value of one month for one time only, as per the final bid shall payable by the successful bidder(s) (H-1 bidder) of the respective cluster/Individual site(s) within the 3 days after completion of e-auction.

**b. Qualification for Auctioning :**

- (i) While participation in the E-Auction, a particular bidder shall be allowed to participate the Cluster (s)/Individual site(s) with aggregate of quoted MLF equal to or less than his "Financial Capacity", meaning thereby that once the sum total of his quoted MLF for the Cluster(s)/Individual site(s) exceeds his "Financial Capability", he will not be eligible/allowed to participate in E-Auction of remaining Cluster(s)/Site(s).
- (ii) The selection will be on the basis of the highest monthly License fee (H-1) quoted by the bidder for the advertisement cluster/clusters/individual sites

for designated sites as mentioned in the **Annexure '1'** under the jurisdiction of SDMC.

**11. Acceptance of /Bid:**

- a. The validity of the offer given by the bidder shall be for 180 days from the date of submission of bid and the same cannot be withdrawn by the bidder before the expiry of validity period, otherwise EMD shall be forfeited and the bidder shall be blacklisted for future s for two consecutive years.
- b. The offer/bid made by the bidder shall be subject to acceptance by the competent authority, SDMC or any other officer authorized /designated by the competent authority.
- c. ADVERTISEMENT RIGHT may be given to the highest bidder (at the discretion of the competent authority) only after acceptance of offer letter, completion of all the requisite formalities etc., even if there is valid single bidder. The decision of SDMC in this regard shall be binding and final on the all the party/bidders

**12. Conflict of Interest**

Applicants shall not have a conflict of interest (the "Conflict of Interest") that affects the process. Any Applicant found to have a Conflict of Interest will be disqualified. An Applicant may be considered to have a Conflict of Interest that affects the Process, if:

- (a) Such Applicant (or any constituent thereof) and any other Applicant (or any constituent thereof) have common controlling shareholders or other ownership interest, direct or indirect shareholding in an Applicant or a constituent thereof in the other Applicant(s) (or any of its constituents); or
- (b) A constituent of such Applicant is also a constituent of another Applicant; or
- (c) Such Applicant receives or has received any direct or indirect subsidy from any other Applicant, or has provided any such subsidy to any other Applicant; or
- (d) Such Applicant has the same authorized representative for purposes of this Proposal as any other Applicant; or

**13. Offer letter:**

The bid (including negotiations, if any) submitted by the H-1 bidder shall be subject to acceptance by the Commissioner, SDMC or any other officer/authority authorized under DMC Act and accordingly the department shall issue offer letter to the H-1 bidder. The offer once accepted, shall be final and binding upon the firm. The agency shall be liable to complete all the requisite formalities (including but not limited to deposition of security deposit/performance guarantee, advance MLF, as mentioned in Annexure -'7', Undertaking by way of affidavit on a stamp paper of Rs 100/- duly notarized to the effect as per '**Annexure-5**' and the firm must get registered in the advertisement department, SDMC in case, the firm is not already registered in SDMC) as specified in offer letter, within **Twelve working days** of issue of the offer letter. Only in exceptional circumstances, the department may consider the request of the advertiser for increase in no. of days for completion of all the requisite formalities subject to approval by Commissioner SDMC.

In case of non fulfillment of formalities of offer letter given to H-1 bidder within the prescribed time, EMD shall be forfeited and the firm may be debarred from participating in upcoming s of Advertisement Department, SDMC for two consecutive years. However, the decision of Commissioner, SDMC or any other officer authorised by him in this regard shall be final and binding.

**14. Agreement:**

After successful completion of all the requisite formalities as mentioned in the offer letter, the 'H-1 bidder' (successful bidder), shall be liable to enter into an agreement with SDMC prior to issuance of allotment letter and within next **two working days** i.e. within nine working days after issue of offer letter, failing which the earnest money, Advance MLF, Security deposited shall be forfeited and offer so issued by the SDMC can be cancelled at the prerogative of SDMC. Further the 'H-1 bidder' (successful bidder) shall liable to be blacklisted & in such an event the registration shall also be cancelled. The agreement is to be executed on a non-judicial stamp paper of Rs. 100/- duly attested by Notary which is to be purchased and provided by the bidder. Agreement format shall be provided by the department along with offer letter and the agreement shall be subject to the provisions contained in the NIT/ documents and Act/Rules/Regulations /Bye-laws, as in force from time to time. The decision of the competent authority in SDMC shall be final and binding on any issue arising out of the Agreement. Any supplementary agreement may be entered on need or circumstantial basis as per the requirements of SDMC. The decision to this effect to be taken by the Commissioner, SDMC shall be final and binding. The bid documents (bid application, technical bid, financial bid submitted by the bidder, reply to pre-bid query, if any, addendum, etc. shall form part of the agreement.

*The Stamp Duty, if levied by Govt. on such contracts, the same shall be required to be registered at nominated registrar's office and amount of Stamp Duty is to be paid/borne by the Contractor.*

**15. Allotment letter:**

The SDMC shall issue an allotment letter to the successful bidder after execution of agreement/completion of all formalities of offer letter by the successful bidder with the SDMC.

**16. Earnest Money Deposit / Security Deposit / Bank Guarantee/ Advance Bi-Monthly License Fee**

**(i) Earnest Money Deposit:**

- (a) The bidder shall have to deposit Earnest money deposit as mentioned in the clause No. 3 (c) shall be deposited through NEFT/RTGS/e-payment as per link provided on the website. The self attested (duly stamped) scanned copy of UTR Number along-with challan of the transaction shall be submitted with the bid document, as mentioned above for each cluster/clusters/individual site(s), the EMD (Earnest Money Deposit) for each cluster/clusters/individual sites shall be of amount as mentioned in **Clause-3**, along with the bid. Bid submitted without the earnest money deposit shall be summarily rejected. The earnest money deposit of

- unsuccessful bidders shall be refunded on written request of the bidder or as the competent authority may deemed fit in this regard.
- (b) If the successful bidder (H-1 Bidder) does not accept the offer of allotment within **12 working days (Twelve days)** of issue of **offer letter** or if the bidder withdraws the proposal during the validity period specified in .
  - (c) If the bidder does not respond to request for clarification of its proposal,
  - (d) If the bidder fails to provide required information during the evaluation process,
  - (e) If the bidder resorts to malpractices with an ulterior motive to affect the chances of rival bidders which includes cartelization/sudden complaints/malicious newspaper reporting about competing bidders post the phase when the has been published.
  - (f) If he has made misleading or false representations in the document submitted by him in the ."

(ii) **Security Deposit:**

A Bank Draft/Pay Order/Bankers Cheque/Bank Guarantee in favour of Commissioner, SDMC by a Scheduled/ Nationalized bank for an amount equivalent to the **2 (Two) times of the Monthly License Fee (MLF)** of the advertisement Site/cluster/clusters, has to be deposited within twelve working days after issue of offer letter to successful highest bidder for each cluster/site separately. However, in the event of deposition of security deposit by way of Bank Guarantee the period of the same shall be for the entire contract period plus 3 months i.e. for 39 months. The EMD may be adjustable in the Security deposit or in advance license fee.

The security deposit submitted through Bank Guarantee will be refunded only after successful completion of contract or on acceptance of surrender. However, in case the security deposit is submitted through demand draft/pay order/bankers cheque, the same shall be refundable or adjustable as per the request of advertiser against the dues liability of the other cluster/sites of the same advertiser, within SDMC or will be refunded to the allottee after successful completion of contract period subject to deductions/forfeiture which may be applicable on account of non-performance, as the case may be. The decision of the competent authority, in this regard, shall be final and binding upon all.

The security deposit/EMD/ any deposit including MLF deposited by the contractor/Licensee will not carry any interest in any case or circumstances whatsoever.

**Performance Security Deposit :** The allottee shall also deposit performance security of Rs.50,000/- for each of Toilet Block. In case a request is made in the department for adjustment of performance security deposit by the advertiser/contractor, the same shall be adjusted against the dues liability of the other cluster/sites of the same advertiser, within SDMC or will be refunded to the allottee after successful completion of contract period subject to deductions/forfeiture which may be applicable on account of non-performance, as the case may be. The decision of the competent authority, in this regard, shall be final and binding upon all.



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

**(iii) Advance Bi-Monthly License Fee Payment:**

Initially Two Months advance license fees (**MLF as quoted by the H-1 bidder for each cluster(successful bidder)**) shall be payable by the H-1 bidder (successful bidder of each cluster/individual Unipole site) within **Twelve working days** from the issuance of offer letter and the date of commencement of contract/date of start of MLF shall be the immediate next date after completion of incubation period or date of start of display of advertisement, whichever is earlier for each cluster separately. The contractor shall deposit license fees of two months in advance through demand draft/pay order for the succeeding two months, in the last day of the preceding quarter. i.e. after depositing advance MLF for the first bi-months (for eg. If date of start of MLF shall be 10 Jan to 09 March, then the advertiser shall be liable to deposit advance MLF for the next bi-months (March-April) latest by 09 March. In case the last day of the quarter being a holiday, the working day preceding the holiday(s) shall be treated as last day for deposition of the license fees.

**17. Interest on delay payment:**

In case of failure on part of contractor to deposit the two months advance license fee in time i.e. in the last day of the preceding bi-months (due date), interest @ 24 % per annum will be levied from the due date of deposit for complete bi-months. In case of delay for even one day, the interest shall be payable for complete month i.e. @ 2% per month. In case license fee is not paid **within seven days** after the due date, South DMC will be at liberty to take further action including proceeding for cancellation of contract/Black listing of firm/recovery of dues under the prevalent laws & DMC-Act and for forfeiture of security deposit, etc after issuance of Show Cause Notice.

**18. Responsibility of the bidder/applicant before offering bid.**

- (i) The bidder shall be given the advertisement sites on "as is where is" basis. The bidder shall inspect the advertisement sites of the zone as per annexure "1" of document and may obtain necessary clarification, if any, regarding the same to his full satisfaction before offering the bid of the same. The bidder shall acquaint himself of all the local conditions and the advertisement zone.
- (ii) The bidder should bid the amount by considering its entire potential and South DMC will not be responsible for any decline in the potential of revenue at the advertisement site/site(s) for any reason whatsoever. Any claim for remission on the basis of harm to business interest on extraneous/ unforeseen conditions/ reasons whatsoever shall be summarily rejected by the South DMC without any kind of response to the contractor and the contractor shall not be entitled to make any claim/remission on that account, except the circumstances as mentioned in clause 35 of Annexure 9 of document. The fees remission shall be restricted to the quoted price of site/sites of that particular toilet block site keeping in view that in the case, the site become not feasible due to start of construction activity of road/Metro/ railway and any another such activity which seriously affect the prospect of display of advertisement. No remission will be allowed due to hindrance by any person, group or govt. agency etc.