



**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 CLUSTERS OF LED SCREENS/DIGITAL MEDIA/NON DIGITAL MEDIA AT VARIOUS LOCATIONS UNDER THE JURISDICTION OF SDMC.

AUCTION NOTICE

No: CO/Advtt/Auction-25/2019-20/SDMC/NIT/D-2089

Dated : 28/02/2020

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters of LED Screens/Digital media/Non-LED at various locations 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 three 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 of LED Screen/Digital media under jurisdiction of SDMC as per his financial capabilities as mentioned in clause 1 & 3 of Auction document.** The Advertisement cluster/s of LED Screens/Digital media/Non LED Media for display of advertisement shall be awarded to the successful H-'1' bidder/bidders at the locations as mentioned in **Annexure "1"** of the Auction document.

The eligible bidder may submit their bid containing total 50 pages, the Auction documents duly signed on each page along with requisite Earnest Money Deposit and requisite Auction fee for each cluster/clusters and other documents as mentioned in the Auction 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 Auction fee and EMD shall be summarily rejected.


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

SCHEDULE/DATA SHEET FOR E-AUCTION FOR OPEN AUCTION FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH CLUSTERS OF LED SCREENS/DIGITAL MEDIA AT VARIOUS LOCATIONS UNDER THE JURISDICTION OF SDMC" ON PAYMENT OF ADVANCE MONTHLY LICENSE FEE BASIS.

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| 1. | Reserve Price. | Mentioned under the Clause No.3 (Eligibility Criteria). |
| 2. | Period of availability of application for e-auction/date of submission for uploading of documents online on the municipal website/Auction wizard. | From - 28.02.2020 at 11:00 hrs To - 06.03.2020 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 04.03.2020 at 03:00 pm in the office of CO/Adv., 25th Floor, Civic Centre. |
| 5. | Last date for submission/ uploading of documents online and online submission of EMD. | 06.03.2020 up to 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. | 12.03.2020 from 11:00 hrs. to 16:00 hrs. |
| 9. | Increment value (in Rs.) | As per MRP of Advertisement Cluster : i) Rs.10,000/- to 5 lac - Increment value Rs.15000/- ii) Rs.5 lac < above - Increment value Rs. 25000/- |
| 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 06.03.2020 latest by 18.00 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 06.03.2020 up to 18:00 hrs. |

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


 Commercial Officer
 Advertisement Department / SDMC
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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 document is eligible to submit bid for allotment of Advertisement rights through LED Screen/Advertisement Devices 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 Ten working days after issuance of offer letter. **The bidder/s shall bid for any or all of the clusters of LED Screen/Digital media 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 Clusters with Monthly MRP (**Minimum Reserve Price**), **EMD, Average Annual Financial Turnover and Minimum Net worth** are specified in **Clause No.3 (e) & Annexure '1'**.

Important Note:-

- a. All the bidders are advised to visit all the locations of LED Screens/Digital media and make assessments of revenue potential of these clusters before bidding. No claim shall be entertained after bid submission regarding feasibility of LED Screens/Digital media Sites in terms of commercial worth/market demand for the same. The details of LED Screens/Digital media Devices are mentioned in **Annexure "1"**.
- b. The Allottee of the respective Cluster shall be allowed to install LED Screen/Digital media strictly as per OAP 2017 within the boundaries of allotted cluster in the first 30 days from the date of issuance of allotment letter. The firm shall be required to submit the photographs of the installed media within the first 30 days.

The Allottee shall be allowed to shift the location of LED Screens/Digital media, in case of new development/improvement of road/area or any other development work carried out by any government agency/market association/any other agency at the allotted location of LED Screen/Digital media. The shifting of LED Screen/Digital media shall be allowed within the boundaries of respective cluster after taking the prior approval of department. It shall be the responsibility of Allottee to shift/erect/install the LED Screen/Digital media at his own cost and risk, throughout the contract period, no remission in this regard shall be allowed at any point of time. However, in extreme conditions which are not under the normal control of allottee/contractor/advertising firm, in such cases, the fees remission shall be considered on case to case basis by the department. The decision of the Commissioner, SDMC shall be final and binding in this regard.

- c. Following are the necessary conditions to be followed at the time of change of site due to above mentioned reasons:
- 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 shall be final and binding in this regard.
 - ii. During the first 30 days of contract period (including incubation period), the Allottee of the respective cluster shall be at liberty to install/erect the LED Screen/Digital media at any location/point from their commercial feasibility point of view within the boundaries of allotted cluster, as per OAP 2017 or Policy in force at that time. However, the Allottee shall not be allowed to change the location of LED Screen from the earmarked location unless occurrence of the circumstances as mentioned in sub clause (b) of clause no. 2 Site Details above, subject to prior permission of the department.
 - iii. 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 and Public Safety throughout the contract period. Any liability arising out from the same shall be the sole responsibility of allottee/contractor.
 - iv. 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.
- d. Guidelines for installation of LED Screen/Digital Media throughout the contract period :-
- i. LED Screen/Digital Media shall be installed only where the required viewing time does not result in a safety problem for the particular environment.
 - ii. LED Screen/Digital Media shall not be facing and shall not be visible from any major roads meant for vehicular traffic.
 - iii. The environment is free from driver decision points and there is no competition with official traffic signs.
- e. The standard size for display of advertisement through one LED Screen shall be maximum of 18 sq. meter. Other specifications of sizes which are also allowed are mentioned in Annexure-1 of Auction Document.
- f. The department shall not be responsible, in case the advertiser fails to install/erect, the LED Screens/Digital media in the respective cluster within the prescribed period and no relaxation in the MLF shall be granted in this regard.
- g. There will be 5 % increase in the prevailing MLF at the start of 3rd year, 8 % in 4th year, 10% in 5th year and 15% in 6th year of contract period.
- h. The Allottee/Advertising Firm shall incur all expenses related to construction of foundation, installation, erection, fabrication, electrical installation of the LED Screens/Digital media and structural design of these sites and shifting of site etc.
- i. The LED Screen/Digital media shall be allowed within the boundaries of allotted Cluster only.
- j. The Allottee/Advertising firm may utilize the boundaries wall, park wall and parking space etc., if available for display of advertisement subject to fulfilment of guidelines contained in OAP 2017.
- k. The advertising firm shall submit a structural stability certificate with respect to LED Screens/Digital media within **60 days** from the date of issuance of allotment letter mentioning that the structure/devices installed by them are structurally sound and safe & adhere to the guidelines mentioned in OAP 2017. In case of any mishap/accident to any person/public/property at any time throughout the contract period due to LED

Screens/Digital media installed by the Allottee/ Advertisement Firm, it shall be the sole responsibility of the Allottee to compensate claim/damage arising out of any such mishap/accident to any person/public/property. SDMC shall not be responsible in such an event or circumstances.

1. After expiry of the contract period, either on account of completion of the contract period or pre-termination of the contract including surrender applied on any account, whatsoever, the allottee shall have the right over the LED Screens/Digital media including the appurtenances, structures, fittings and fixtures.
- m. The LED Screen/Display can either be moving or static as per the OAP 2017. The display must be without sound. However the LED display installed at Multilevel Car Parking Towers in Green Park shall only be static without sound.
- n. The Advertising firm shall be allowed to display the allotted advertisement area as per their commercial utilization in any shape or/and size as per OAP 2017. The size for advertisement display through single Flag Signs/MUPI/advertisement instrument is 2 mtr. X 1.5 mtr., however, the Advertising firm shall be allowed to combine up to Four Advertisement instrument into a single advertisement instrument once with total display area of 12 sq. mtr. which can be displayed horizontally or vertically as per their requirement but not exceeding total display area of 12 sq.mtr (combining 4 advertisement instrument of size 2 mtr. x 1.5 mtr.) subject to availability of space and aesthetics of the market. However, if the allottee wants to combine second time and onwards he shall be restricted to combine only two advertisement instrument of size 2 mtr. x 1.5 mtr for making one advertisement instrument and such combination shall be made upto two times. The advertising firm shall ensure the adherence of guidelines, terms and conditions of OAP 2017, DMC Act, Bye Laws made there under and registration guidelines, while displaying such advertisement within the allotted market boundaries.
- o. In case of first/new Flag Sign/MUPI/Advertisement Instrument the installation of structure shall be responsibility of the advertiser, however, in the event surrender of contract within first 2 years of contract period, the structure of Flag Sign/MUPI/Welcome Gate/Advertisement Instrument/Product display platform shall always become property of SDMC. However, if the Surrender is applied by the H-1 bidder/Advertising firm after completion of initial period of 2 years of Contract period, in such case, all the structures of Flag Sign/MUPI, shall become the property of SDMC.
- p. The allottee of the cluster/site shall display social/public message, free of any charge to SDMC, through LED/Digital media for two minutes at an interval of one hour during the time period from 10:00 AM to 10:00 PM per day as per the instructions regarding social/public message issued from the Advertisement Department. However, no remission will be given on this account.

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.

