

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

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 TOILET
BLOCK SITES, DISPLAY THROUGH RETAINING WALL OF RUB APPROACH OF
TILAK BRIDGE AND SUBWAYS ON MONTHLY LICENSE FEE BASIS UNDER THE**

TENDER NOTICE

No: CO/Tender/Advt./2016/NIT/D-516

Dated: 21/07/2016

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through designated Existing Toilet Block sites, Display through retaining wall of RUB approach of Tilak Bridge & Subways (Subways are included with maintenance & up-keep) 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 upto two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. The Advertisement rights through Toilet Block sites shall be awarded to the successful H-'1' bidder for display of advertisement at designated toilet block sites as mentioned in **Annexure "1"** of tender document. The eligibility criteria to participate in the bid are mentioned in clause 1 & 3 of the tender document. The evaluation criteria of technical and financial bid are mentioned in clause 10 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 and other documents as mentioned in the tender document.

The tender documents may be downloaded through SDMC's website www.mcdonline.gov.in. The requisite tender Fee of Rs. 40,000/- (Rupees Forty Thousand Only) 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 total no. 51 of pages from page 1 to 51. The tenders will be received and opened in the office of Commercial Officer (Advt.) at the above mentioned address, as per following schedule:

Date of issue of Tender	21.07.2016 , onwards
Pre Bid Meeting	27.07.2016, at 15.00 Hours at 25 th Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of Placement of Tender Box at 25 th Floor for submission of bids	09.08.2016, 11.00 AM onwards
Last Date Of Submission of Tender Documents	12.08.2016, Till 15.00 Hours
Date & Time of opening of Technical bid	12.08.2016, 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 (Advt)

ELIGIBILITY CRITERIA AND ESSENTIAL PRE-REQUISITES

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 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 through designated Toilet Block sites, Display through retaining wall of RUB approach of Tilak Bridge & Subways as mentioned in annexure- 'I' under the jurisdiction of SDMC. **The firm has to get itself registered with the Advertisement Department SDMC (if not registered already) within twelve working days after issuance of offer letter to the firm.**

2. Site Details:

Detail of all advertisement sites (Toilet Block, Display through retaining wall of RUB approach of Tilak Bridge and Subways) including location is specified in '**Annexure I**' 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 in 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 2007 or the policy in force at that time shall invite penalty and in case the Department observed repeated offence of violation of OAP 2007, 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.** The bidder should be in Advertisement business at least for the last one year. 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. Their net worth should be minimum 25% of the MRP of all the Toilet block sites/Subway under the jurisdiction of SDMC, as mentioned in the tender document. The last financial year (i.e. 31.03.2015) net worth of the company shall be considered for evaluating of technical bids, which should be duly certified by a Chartered Accountant.
- e.** The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

Site Wise Minimum Annual Average financial turnover is mentioned below:-

Sl. No.	Location of site	UTILITY NAME	ZONE	MRP	EMD in Rs.	Minimum Average Annual financial turnover(Rs)	Minimum Net Worth (Rs)
1.	Site No. 9, Ashram Chowk	TOILET BLOCK	CENTRAL ZONE	Rs. 2,00,000/-	2,16,000/-	24,00,000/-	6,00,000/-
2.	M-Block Market, G.K.-I	TOILET BLOCK	CENTRAL ZONE	Rs. 1,00,000/-	1,08,000/-	12,00,000/-	3,00,000/-
3.	Lady Sriram College, Building, New Delhi	TOILET BLOCK	CENTRAL ZONE	Rs. 1,50,000/-	1,62,000/-	18,00,000/-	4,50,000/-
4.	Site No. 1, Lala Lajpat Rai Market, Opp. Canara Bank, Nehru Place, New Delhi	TOILET BLOCK	CENTRAL ZONE	Rs. 2,00,000/-	2,16,000/-	24,00,000/-	6,00,000/-
5.	DDA Market, Nehru Place, New Delhi	TOILET BLOCK	CENTRAL ZONE	Rs. 1,70,000/-	1,83,600/-	20,40,000/-	5,10,000/-
6.	Mathura Road, Bahrion Marg, New Delhi	TOILET BLOCK	CENTRAL ZONE	Rs. 2,44,600/-	2,64,200/-	29,35,200/-	7,33,800/-
7.	Qutub Minar, New Delhi	TOILET BLOCK	SOUTH ZONE	Rs. 3,00,000/-	3,24,000/-	36,00,000/-	9,00,000/-
8.	At Vasant Vihar, Near Priya Cinema	TOILET BLOCK	SOUTH ZONE	Rs. 1,25,000/-	1,35,000/-	15,00,000/-	3,75,000/-
9.	At Panchshil Club, Opp. Flyover	TOILET BLOCK	SOUTH ZONE	Rs. 2,10,000/-	2,26,800/-	25,20,000/-	6,30,000/-
10.	Site No. 1, Aurobindo Marg, at Aurobindo Market	TOILET BLOCK	SOUTH ZONE	Rs. 2,00,000/-	2,16,000/-	24,00,000/-	6,00,000/-
11.	Near Dhalao, Tagore Garden, Opp. Metro	TOILET BLOCK	WEST ZONE	Rs. 60,000/-	64,800/-	7,20,000/-	1,80,000/-
12.	ITI Arab Ki Sarai,	SUBWAY	CENTRAL	Rs. 3,93,000/-	4,24,500/-	47,16,000/-	11,79,000/-

	Nizamuddin	SUBWAY	ZONE	Rs. 8,56,800/-	9,25,400/-	1,02,81,600/-	25,70,400/-
13.	D-Block Defence Colony & Lajpat Nagar-I, Lal Bahadur Shastri Marg	SUBWAY	CENTRAL ZONE	Rs. 8,56,800/-	9,25,400/-	1,02,81,600/-	25,70,400/-
14.	CGO Complex	SUBWAY	CENTRAL ZONE	Rs. 7,94,200/-	8,57,700/-	95,30,400/-	23,82,600/-
15.	Ganesh Nagar, Najafgarh Road	SUBWAY	WEST ZONE	Rs. 49,500/-	53,460/-	5,94,000/-	1,48,500/-
16.	Tilak Nagar, near Police Station	SUBWAY	WEST ZONE	Rs. 1,01,200/-	1,09,300/-	12,14,400/-	3,03,600/-
17.	Tatarpur, Najafgarh Road	SUBWAY	WEST ZONE	Rs.47,300/-	51,084/-	5,67,600/-	1,41,900/-
18.	Tilak Bridge ITO	Display through retaining wall of RUB approach of Tilak Bridge	CENTRAL ZONE	Rs.4,36,500/-	4,71,420/-	52,38,000/-	13,09,500/-
Total				Rs. 46,38,100/-	Rs.50,09,264/-	Rs. 5,56,57,200/-	Rs. 1,39,14,300/-

Note:-1. If the bidder is applying for all the Sites (i.e. Toilet Blocks, Display through retaining wall of RUB approach of Tilak Bridge & Subways), then the minimum annual average turnover of the bidder during the last three financial year must be Rs. **5,56,57,200/-** or more and the average minimum net worth during the last three financial years must be Rs. **1,39,14,300/-** or more. In case ,bidder is applying for more than one site then minimum annual average financial turnover shall be summation of minimum annual average financial turnover for applied sites i.e. if bidder has applied for site mentioned at serial No. 1 and 2 then his minimum annual average financial turnover shall be Rs. 36,00,000/- (Rs. 24,00,000 + Rs. 12,00,000) or above and the average minimum net worth during the last three financial years must be summation of average minimum net worth of applied sites. i.e. if bidder has applied for site mentioned at serial No. 1 and 2 then his average minimum net worth during the last three financial years shall be Rs.9,00,000/- (Rs. 6,00,000+ Rs. 3,00,000)or more.

Note:-2. The Department shall consider the bids of bidders for site/sites 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 site/s, if applied by the bidder beyond his Minimum Average Annual financial turnover and average net worth.

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 2012-13 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 2012-13 onwards)
- (iii) Complete copy of income Tax Returns, showing the bank account number of the bidder for the preceding three financial years; (FY 2012-13 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 tender 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 tender 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**' - "**Tender for allotment of advertisement rights through designated existing toilet block sites, Display through retaining wall of RUB approach of Tilak Bridge & subways under the jurisdiction of SDMC**". This sealed cover shall contain:-

- a) Bid Application in Format given at '**Annexure-2**'.
- b) Power of Attorney in the name of the Authorized Signatory in Format given at '**Annexure-3**'.
- c) The tender documents may be downloaded through SDMC's website www.mcdonline.gov.in. The requisite tender Fee of Rs. 40,000/- (Rupees Forty Thousand Only) 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.

