

**SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE DEPUTY COMMISSIONER (ADVT'T.)**

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

No. CO/Tender/NGZ/Advt./SDMC/2016/D-505

Date: 19/07/2016

OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH 07 CLUSTERS OF UNIPOLE SITES IN NAJAFAGARH ZONE, 02 CLUSTERS OF WEST ZONE, 01 CLUSTER OF SOUTH ZONE AND 02 CLUSTERS OF CENTRAL ZONE, ON MONTHLY LICNESE FEE BASIS UNDER THE JURISDICTION OF, SDMC

Subject: Pointwise reply to pre-bid queries received in writing in reference to Tender Notice No. AC/Tender /Advt./SDMC/2016/NIT/D-402 dated 17.06. 2016, pre-bid meeting held on 27/06/2016 at 3:00 PM

S.No	Queries raised by M/s M/s Interactive Communication Services (i) Pvt. Ltd.	Reply/clarification made by department
1.	We would request you to kindly help with the details of the existing media in the current tender location already allotted by SDMC, along with the expiration date for the same.	Query made does not come under scope of present tender
2.	Please let us know that the jurisdiction of each cluster at NH-8 in the jurisdiction of SDMC.	Latitude-longitude reading of last site of one cluster and first site of another cluster will be taken into consideration and centre points between these two readings shall be the dividing point between two clusters
3.	What is the process of common director? As we have 2 companies and we are eligible to participate on both companies.	As per existing policy of department regarding registration of Advertisers
4.	We wish to state that there exists certain practical deviations on ground level in the fabrication of the said Unipoles. The time period of 30 days after the issuance of the allotment letter is too short. As an advertiser it is agreed if the start date of the license fees to be started within a week after completion of the fabrication work of all the Unipoles. We also expect to increase the period to minimum 60 days.	No change
5.	We expect to increase the standard height of the Unipoles according to visibility.	Permissible only as per OAP 2007
6.	We also wish to increase the size upto 30 x 15 specifically on NH-8 highway as the size of 20 x 8 in not visible due to very wide stretch of road.	No change
7.	We wish to ask if the height of the pole be increase accordingly to the visibility of display site.	Permissible only as per OAP 2007


 Commercial Officer / SDMC
 Advertisement Department / SDMC
 22nd Floor, Civic Centre, Munro Road,
 New Delhi-110002

8.	MCD has made the New Outdoor Advertising Policy 2015-16 and same has already submitted to Hon'ble Supreme Court. Now are those mediums has under compliance of OAP?.	Query does not come under purview of present tender
9.	In future if any Civic/Govt./local body like NHAJ interferences in the execution or fabrication of Unipoles structures then will MCD be taking the responsibility to intervene & help us out in the process? As earlier the NHAJ had not allowed any media likes bus shelters, Utilities to be displayed, we assume that this may be the case in the said tender.	Every possible co-operation will be extended by SDMC



Commercial Officer
 Advertisement Department / SDMC/MC
 22nd Floor, Civic Centre, Minto Road,
 New Delhi-110002