

**CHAPTER 1
NOTICE INVITING TENDER (BID)**

- 1.1** DMRC invites open E-Tenders/bids from suitable Bidders who may be a sole proprietorship firm, a partnership firm or a company having registered office in India & incorporated under the companies act 1956/2013, any business, organization, entity or individual that is required to meet legal obligations as set by local, state, and federal laws etc., or a combination of above in the form of Joint Venture (JV) or Consortium for selection of a Tender Document for awarding Exclusive indoor advertisement rights inside selected metro stations of Line-7 extension and Line-8 extension of DMRC network under two (02) separate schedules on “as is where is basis” as per details given in Annexure-I of the tender document. The Licensee shall be permitted to display advertisements inside the selected metro stations as per the factors governing the selection of permissible advertisements (except the negative list of advertisements) as detailed in Clause 8.5 of the RFP and Annexure-II of DLA.
- a)** The bidder may be any entity which is a sole proprietorship firm, a partnership firm or a company having registered office in India & incorporated under the companies act 1956/2013, any business, organization, entity or individual that is required to meet legal obligations as set by local, state, and federal laws etc., or a combination of above in the form of Joint Venture (JV) or Consortium.
- b)** Bid by a JV/Consortium of firms: In case of a bid by a JV/Consortium of firms, following shall be abided by the participant/s:
- i.** For the purpose of evaluation of the consortium/JV, each member's contribution towards the turnover shall be considered in the same ratio of their equity participation in the consortium/JV. Illustration: Say If 'A' and 'B' are two members of JV/Consortium. 'A' is having 70% equity holding in JV and 'B' is having 30% equity holding in JV. In such a condition, 70% of A's turnover and 30% of B's turnover will be taken for the calculation of eligibility of the JV.
 - ii.** The Lead Member of the JV/Consortium shall maintain a minimum equity stake of 51% of the aggregate shareholding of the JV/Consortium during full tenure of License Agreement.
 - iii.** Any change in percentage stake of JV/ Consortium members without prior written approval of DMRC shall be treated as Material Breach of Contract and Successful Bidder/ Licensee's event of default entitling DMRC to encash Interest Free Security Deposit/Performance Guarantee and/or to terminate the License Agreement after a 30 (thirty) days termination notice.
 - iv.** Minimum percentage stake of any member in JV/ Consortium during license period (including lock-in period) shall not be less than 15%.
 - v.** Partners having less than 26% participation shall be considered as non-substantial partner and shall not be considered for evaluation which means that their eligibility shall not be considered for evaluation of JV/Consortium.

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- vi. All members of such entity shall be jointly and severally liable for the performance of license agreement.
 - c) A bidder shall not have a conflict of interest that affects the bidding process. Any Bidder found to have conflict of interest shall be disqualified. A bidder shall be deemed to have a conflict of interest affecting bidding process if a constituent of one Bidder is also a constituent of another bidder.
 - d) Bidder shall undertake that they have not been banned from Business, as on date of Tender submission as per following:
 - i) DMRC/ any other metro organisations (100% owned by govt.)/Ministry of Housing & Urban Affairs/Order of Ministry of Commerce, applicable for all Ministries must not have banned/debarred business with the tenderer/bidder (including any member in case of JV/consortium) or with/of its holding or subsidiary companies in case their financials are resorted to for the purpose of evaluation of eligibility as per Clause 3.1 to 3.9 of Chapter 3 of this tender document as on the date of tender submission. The tenderer should submit undertaking to this effect in Annexure 11A of Tender Document.
 - ii) Also no contract of the tenderer or with/of its holding or subsidiary companies in case their financials are resorted to for the purpose of evaluation of eligibility as per Clause 3.1 to 3.9 of Chapter 3 of this tender document executed in either individually or in a JV/Consortium, should have been rescinded/ terminated by DMRC after award during last 03 years (from the last day of the previous month of the tender submission) due to non-performance of the tenderer or any of JV/Consortium members. The tenderer should submit undertaking to this effect in Annexure 11A of Tender Document.
 - iii) In case at a subsequent date the successful bidder/licensee is found to have been banned for business as given above, DMRC shall be at liberty to and have full rights to cancel the allotment of license for **Exclusive indoor advertisement rights inside selected metro stations of Line-7 extension and Line-8 extension of DMRC network under two (02) separate schedules** and forfeit all the payments made by the licensee including the Interest Free Security Deposit after adjusting any dues payable by the successful bidder/licensee. The tenderer/bidder should submit undertaking to this effect as per Annexure 11A of the tender document.
 - e) The bidders shall enclose with their application an undertaking stating/providing that all the necessary supporting documents, including duly certified audited accounts and financial statements have been provided.
- 1.2 DMRC shall receive Bids pursuant to this Tender Document, in accordance with the terms set forth herein and as modified, altered, amended and clarified from time to time by DMRC. Bidders shall upload their bids in accordance with such terms on or before the date specified in this document for this purpose. The Bidders are advised to visit the DMRC premises at the site and familiarise themselves with the proposed arrangements and all activities necessary in this regard.
- 1.3 Salient features of Bidding Process:
- a) DMRC has adopted a single-stage single packet bidding process for selection of a suitable highest bidder to grant **licensing for Exclusive indoor advertisement**

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rights inside selected metro stations of Line-7 extension and Line-8 extension of DMRC network under two (02) separate schedules , as detailed in Annexure-1 of this document.

- b) The Cost of Tender Document and Bid Security amount have to be submitted online through RTGS/NEFT/IMPS for credit of the account as given in at Sr. No. 1.9, by specified date and time i.e. before the last date & time of uploading of bid as per Clause 1.3 (h) (7) below, failing which the offer/bid of such bidder shall be declared as ineligible and the said bid submitted shall be summarily rejected. The Bid shall be valid for a period not less than 180 days from the last date of submission of bid.
- c) Tender Document (non-transferable) can be downloaded from the web site <https://eprocure.gov.in/eprocure/app>. Cost of Tender Document is Non-refundable. A Bidder is required to make the payment towards tender document cost of Rs. 29,500/- (including GST @ 18%) along with Tender Security/EMD as Clause 1.3 (d). Tender Document cost and Bid Security/EMD shall be submitted online through RTGS, NEFT or IMPS to DMRC Ltd. for credit of the account as given in Clause 1.9 of the tender document. No other mode of payments will be accepted.
- d) The Bidder shall submit along with the Bid Application, tender document cost along with Bid Security/EMD as mentioned herein under. Bidders, who fail to submit the Cost of Tender Document and the Bid Security online on or before the prescribed date and time, shall be declared as ineligible and the Bid submitted by them shall be summarily rejected. No other mode of payments will be accepted. The Tender Document Cost and EMD are as under:-

S/N	Schedule	Cost of Tender Document (INR)	EMD (INR)
1.	Schedule-I: - Line-7 Extn.: From Majlis Park to Maujpur-Babarpur Metro Station (except Majlis Park, Maujpur-Babarpur and Soorghat Metro Stations) (Minimum Chargeable area: 560 sqm).	Rs. 29,500/-	Rs. 6,10,000/-
2.	Schedule-II: - Line-8 Extn.: From Majlis Park to Deepali Chowk (Minimum Chargeable Area: 560 sqm).		Rs. 5,60,000/-

The details of bank account of DMRC for payment of tender cost along with Tender Security/EMD are mentioned in clause 1.9 of NIT. The offer/bid of a bidder shall be declared as ineligible and **the bid/Application shall be summarily rejected if it is not accompanied with the above Tender Cost/EMD.** The bid shall be valid for a period not less than 180 days from the last date of submission of bid.

- e) The payment of the tender cost is acceptable from any account. However, tenderer shall submit such transaction details along with their tender submission on e-portal. If the same transaction reference number has been submitted for more than one bid. All such bids shall be considered ineligible and summarily rejected. Bidders to note that the payment of tender security shall be made from the account of bidder only, however, in case of JV/Consortium, the tender security

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can either be paid from JV/Consortium account or one of the constituent members of JV/Consortium. If tender security has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.

- f) The details of actual submission of the tender cost should be correctly uploaded and must match with the details of the uploaded documents. The bidder will be required to upload scanned copies of transaction of payment of tender cost and bid security/EMD at the time of bid submission clearly indicating the UTR No. & tender Ref. No. The detail of Tender cost and EMD/Bid security remitted should be correctly uploaded & detail must match in the online submission failing which the payment may not be considered to be uploaded in online bid submission. The tender no. and name of tender should be mentioned in details while submitting payments.
- g) Bidders are expected to carry out extensive survey of DMRC premises and analysis at their own cost, before submitting their respective Bids for award of the License Agreement. DMRC shall provide necessary permission and assistance to the prospective Bidders in this regard.

Bidders shall have to bid for the full/complete list of metro stations on Line-7 Extn. & Line-8 Extn., offered for indoor advertisement spaces in this tender as per details given in Annexure-1 without any provision of partial surrender of the licensed advertisement spaces along with/after submitting tender cost along with Bid Security/EMD as detailed in this RFP. No partial surrender of any site/location shall be allowed during the contract period. Contract for Station Advertisement inside selected metro stations of Line-7 extension and Line-8 extension of DMRC network under two (02) separate schedules with minimum chargeable/offered area as detailed at Annexure-1 of this tender document, shall be awarded to the bidder as per the H-1 rate received and accepted by DMRC. In case two or more bids are of the same rates and are highest bids, then, the bidder whose turnover is higher in last three financial years will be selected. However, DMRC's decision shall be binding and final.

- h) Schedule of Bidding Process for tender:

1.	Cost of Tender Document (Non-Refundable)	Rs. 29,500/- (Rs. 25,000/- + 18% GST) The Cost of Tender Document shall be accepted only in the form of RTGS/NEFT/IMPS/ Customer Payment Portal Link (http://:cpp.dmrc.org) in favour of "Delhi Metro Rail Corporation Ltd" and payable to /for credit of A/C of DMRC Ltd. with Union Bank of India, F-14/15, Connaught Place, New Delhi, IFSC code – UBIN0530786, MICR code – 110026006 A/c No. – 307801110050003.
2.	Bid Security/EMD	As mentioned in 1.3 (d) above, be accepted online in form of RTGS/NEFT/IMPS/ Customer Payment Portal Link (http://:cpp.dmrc.org) as per above details in 1.3(d).
3.	Sale of Tender Document (online only)	From 22.04.2026 to 22.05.2026 (upto 1500 hrs.) at e-tendering website: https://eprocure.gov.in/eprocure/app

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4.	Pre-Bid Conference	The pre-bid meeting shall be conducted on 06.05.2026 @1100 hrs at 3 rd Floor, A-wing, Metro Bhawan, Barakhamba Road, New Delhi. Further, bidders are requested to send pre-bid clarifications on the registered official email of DMRC i.e. , pbtenders@dmrc.org latest by 05.05.2026 (till 1700 hrs).
5.	Last Date of receiving written queries by DMRC	05.05.2026 up to 1700 hrs
6.	DMRC's response to queries latest by	14.05.2026
7.	Start Date & Time of Submission (e-tender) of Bid (online only)	15.05.2026 from 1500hrs
7.	Last Date & Time of Submission (e-tender) of Bid (online only)	22.05.2026 up to 1500hrs
8.	Date & Time of Opening of Technical/Financial Bids online	25.05.2026 at 1500hrs
9.	Validity of Bid	Up to 180 days from the last date of submission of bid.

i.) Schedule of Various Stages: The Selected Bidder shall follow the following time lines:

S. No.	Stage of Activity	Time Period
1.	Payment of Interest Free Security Deposit/ Performance Security to DMRC by Licensee.	Within 30 days of date of issue of Letter of Acceptance.
2.	Signing of License Agreement.	Within 30 days of receipt of LOA payment.
3.	Handing over of the advertisement spaces at the selected metro stations to the Licensee for advertisement.	<p>Physical or Actual Handing Over of Licensed Space:</p> <p>(a) If the licensee makes payments in first 30 days of issue of the LOA, the licensed space must be taken over by the licensee after execution of License Agreement and within 67 days of issue of LOA.</p> <p>(b) If licensee makes LOA payments beyond 30 days and in 60 days of issue of LOA, i.e., with applicable interest, the licensed space must be taken over by licensee after execution of license agreement and within 97 days of issue of LOA.</p> <p>Deemed Handing Over of Licensed Space:</p> <p>(i) If the licensee fails to take over the licensed space physically as per 3(a) above, the licensed space shall be deemed handed over by DMRC on 68th day of issue of LOA.</p> <p>(ii) If the licensee fails to take over the licensed space physically as per 3(b) above or any extension of time</p>

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		for LOA payments has been granted by DMRC, the licensed space shall be deemed handed over by DMRC on 98 th day of issue of LOA.
4.	Commencement of License Fee.	Immediately after fitment period of 75 days i.e., w.e.f. 76 th day from the date of first handing over or deemed handing over of the advertisement spaces as per Annexure-I whichever is earlier.
5.	Payment of Advance License Fee for 1 st Quarter to DMRC by Licensee.	Within 75 days from the date of first handing over or deemed handing over of the licensed spaces as per Annexure-I for advertisement whichever is earlier, without consideration of any interest. Delay in payment shall attract interest as per Clause 2.9 of the draft license agreement.

- 1.4** Addendum/Corrigendum, if any, will be placed on DMRC website only time to time. Tender Document can also be downloaded from the website <https://eprocure.gov.in/eprocure/app> and may be submitted along with document cost at the time of submission of bids. **Late / delayed bid received after the stipulated date and time of submission of tender shall be out rightly rejected.**
- 1.5** DMRC has adopted a single stage **single packet** Bidding Process to select a suitable highest Bidder (separately for each schedule) for licensing of the advertisement spaces as per Annexure-1.
- 1.6** The Bidder may obtain further information/ clarification, if any, in respect of Tender documents from the office of DGM/PB, DMRC, 3rd floor, A Wing, Metro Bhawan, Fire Brigade Lane, Barakhamba Road, New Delhi.
- 1.7** The intending Bidder must be registered on e-Tendering portal <https://eprocure.gov.in/eprocure/app>. Those who are not registered on the e-Tendering portal required to be registered beforehand. After registration the Bidder will get User Id and Password. On login, Bidder can participate in Tendering process and can witness various activities of the process.
- 1.8** The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid *Class II or Class III Certificates with signing key usage* digital signature. The bid document can only be downloaded or uploaded using *Class II or Class III Certificates with signing key usage* digital signature of the authorized signatory.
- 1.9** Bid submissions will be made online after uploading the mandatory scanned documents towards cost of Tender documents, Bid Security/EMD & other documents as stated in the Tender document. Details of bank account of DMRC for payment are as follows:

Name of Bank	Bank's Address & MICR Code	Account Name & No.	Account Type	IFSC Code
M/s Union Bank of India	Connaught Place Branch at New Delhi & MICR- 110026006	DMRC Ltd. Current A/C No. 307801110050003	Current	UBIN0530786

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Moreover, the bidders are advised to make the payments preferably through the payment Portal available on DMRC's official website i.e. <https://services.billdesk.com/MercOnline/web/delhi-metro/pay>.

- 1.10 Late bids received after last date and time stipulated for submission of bid shall not be accepted under any circumstances.
- 1.11 DMRC reserves the right to accept or reject any or all proposals without assigning any reasons. No Bidder shall have any cause of action or claim against the DMRC for rejection of their bids.
- 1.12 All the uploaded files in tender submission should be named properly and arranged systematically. No special character/space should be there in the uploaded file name.
- 1.13 After successful completion of processing of tender, the Letter of Acceptance to the successful bidder shall be uploaded on the e-Tendering portal <https://eprocure.gov.in/eprocure/app> which can be downloaded by successful bidder.
- 1.14 The bidders are advised to keep in touch with e-Tendering portal <https://eprocure.gov.in/eprocure/app> and www.delhimetrorail.com/tenders.aspx for updates.
- 1.15 The bidder has to comply with rules and regulations of "Safety and Health Management Policy" of DMRC enclosed as Schedule -I, (attached separately).
- 1.16 In case of any grievances/ complaints regarding this tender, the bidders are advised to contact:

- 1.) **General Manager (Property Business)**
DMRC, 3rd Floor, A Wing,
Metro Bhawan, Fire Brigade Lane,
Barakhamba Road, New Delhi -110001
Email Id: pbtenders@dmrc.org
Phone No: 011-23418417

- 2.) **Chief Vigilance Officer**
DMRC, 1st Floor, A Wing,
Metro Bhawan, Fire Brigade Lane,
Barakhamba Road, New Delhi -110001
Email Id: cvodmrc@dmrc.org
Phone No: 011-23418406
Website: <http://www.delhimetrorail.com/vigilance.aspx>

**General Manager/Property Business
Delhi Metro Rail Corporation Limited**