



Selection of Agency for advertisement through QR code based mixed reality videos in MSRTC buses seat back side

Tender Notice

Tender No: ST/PM/MKT/01/2026

Date: 16/02/2026

MSRTC, a leading Passenger Road Transport Organization, invites sealed tenders in two envelope system (Technical bid and financial bid) from reputed experienced professional organizations for “**Selection of dedicated advertisement agency to advertise through QR code based mixed reality 2D/3D videos on seat back side in MSRTC Buses**”. Maharashtra State Road Transport Corporation (MSRTC) intends to appoint a reputed agency for “**Selection of dedicated advertisement agency to advertise through QR code based mixed reality 2D/3D videos on seat back side in MSRTC Buses**”. For this purpose, MSRTC intends to solicit technical and commercial bid from prospective Bidder. The prospective firms may download the technical and financial bid from website <https://mahatenders.gov.in> during the period from **16/02/2026 17:00 hrs to 09/03/2026 17.00 hrs.** and should submit their technical and commercial bid offers online on or before **09/03/2026 17:00 hrs.** Tender form fee payment of Rs. 28,320 /- (Rupees Twenty Eight Thousand Three Hundred & Twenty Only) (including all taxes) (non-refundable) by online payment gateway only at <https://mahatenders.gov.in>. No brokers/intermediaries shall be entertained. The MSRTC reserves the right to reject any/all applications without assigning any reasons whatsoever.

DISCLAIMER

1. Detailed timetable for the various activities to be performed in e-tendering process by the tenderer for quoting their offer is given in these tender documents under "**Tender Schedule**". Bidder should carefully note down the cut off dates for carrying out each e-tendering process/activity.
2. Every effort being made to keep the website up to date and running smoothly 24 x 7 by the M.S.R.T.C. and the service provider. However, M.S.R.T.C. takes no responsibility, and will not be liable for the website being temporarily unavailable due to any technical issue at any point of time.
3. In the event MSRTC will not be liable and responsible for any damages or expenses arising from any difficulty, error, imperfection or inaccuracy with this website, it includes all associate service, or due to such unavailability of the website or any part thereof or any contents or any associate services.
4. The tenders must follow the timetable of e-tendering process and get their activities of e-tendering process done well in advance so as to avoid any inconvenience due to unforeseen technical problems, if any.
5. MSRTC will not be responsible for any incomplete activity of e-tendering process of the tenderer due to technical error / failure of website and it cannot be challenged by way of appeal, arbitration and in the court of law.
6. Bidder must get done all the e-tendering activities well in advance.



Selection of Agency for advertisement through QR code based mixed reality videos in MSRTC buses seat back side

Tender Schedule

#	Particulars	Start Date & Time	End Date
1	Tender Publish	16/02/2026 17:00 Hrs	-----
2	Tender Document Download	16/02/2026 17:00 Hrs	09/03/2026 17:00 Hrs
3	Last date of submission of Pre Bid Queries	-----	23/02/2026 17:00 Hrs
4	Pre-Bid Meeting	24/02/2026 11:00 Hrs	-----
5	Last date of Bid Submission	09/03/2026 17:00 Hrs	-----
6	Technical Opening	11/03/2026 12:00 Hrs	-----
7	Financial Bid Opening	After scrutiny of Technical Bid. To be informed by Dept.	

Note:

- a. Earnest Money Deposit: - **Rs.20,00,000/- (Rupees Twenty Lakhs Only)** by online payment gateway only at <https://mahatenders.gov.in>.
- b. All eligible/ interested Bidders are required to be enrolled on portal <https://mahatenders.gov.in> before downloading tender documents and participate in e-tendering. Bidders are requested to contact on following telephone numbers any doubts/ information/difficulty regarding online enrolment or obtaining digital certificate from any CCA approved certifying agency, i.e. Safecrypt, Ncode, etc.
- c. Bidders should submit the documents related to tender online. Cost of tender fee of Rs. 28,320 /- (Rupees Twenty Eight Thousand Three Hundred & Twenty Only) (including all taxes) should be credited in to M.S.R.T.C. fund account by online payment gateway only at <https://mahatenders.gov.in>, before opening of the technical Bid otherwise Bidders cannot participate in e-tendering.
- d. Other instructions can be seen in the tender form. All or any one of the tenders may be rejected by competent authority.
- e. The Electronic tendering system for MSRTC will be available on separate Sub Portal with URL <https://mahatenders.gov.in> as part of the Electronic Tendering System of Government of Maharashtra which is available on the Portal <https://mahatenders.gov.in>



Selection of Agency for advertisement through QR code based mixed reality videos in MSRTC buses seat back side

1. INVITATION FOR BIDS

1. MSRTC hereby invites Proposals from reputed, competent and professional companies, who meet the minimum eligibility criteria as specified in this bidding document for the “**Selection of dedicated advertisement agency to advertise through QR code based mixed reality 2D/3D videos on seat back side in MSRTC Buses**” as detailed in [Section 2.23](#) of this Tender document.
2. The complete bidding document shall be published on <https://mahatenders.gov.in> for the purpose of downloading. The downloaded bidding document shall be considered valid for participation in the electronic bidding process (e-Procurement/ e-Tendering) subject to the submission of required tender/ bidding document fee and EMD through e-Tendering Online payment gateway only at <https://mahatenders.gov.in> only.
3. To participate in online bidding process, Bidders must procure a Digital Signature Certificate (Class - II) or higher as per Information Technology Act-2000 using which they can digitally sign and encrypt their electronic bids. Bidders can procure the same from any CCA approved certifying agency, i.e. Safecrypt, Ncode, etc. Bidders who already have a valid Digital Signature Certificate (DSC) need not procure a new DSC.
4. Bidders are also advised to refer “Bidders Manual Kit” available at <https://mahatenders.gov.in> for further details about the e-tendering process.
5. Bidder is advised to study this Tender document carefully before submitting their proposals in response to the Tender Notice. Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications. The summary of details of this invitation of bids are listed in table below:

S. No.	Items	Description
1	Tender Reference No.	ST/PM/MKT/01/2026
2	Name of the Project	RFP for Selection of dedicated advertisement agency to advertise through QR code based mixed reality 2D/3D videos on seat back side in MSRTC Buses
3	Tender Document Download Start / End Date & Time	Start Date: 16/02/2026 at 17:00 hrs End Date: 09/03/2026 at 17:00 hrs Please visit the below e-Tendering website: https://mahatenders.gov.in
4	Last date to send in requests for clarifications	All the queries should be received on or before 23/02/2026 at 17:00 hrs. through email only with subject line as follows: “Pre-Bid queries - <Agency’s Name>”. The queries should be submitted as per format prescribed in Annexure A: Format for “Request for Clarification”. The Pre-Bid queries to be sent to the Email Id: gmp1anning@rediffmail.com
5	Date, Time and place of pre- bid meeting	24/02/2026 at 11:00 hrs. Address:



Selection of Agency for advertisement through QR code based mixed reality videos in MSRTC buses seat back side

S. No.	Items	Description
		Maharashtra Vahtuk Bhavan, Planning & Marketing Department, 1 st Floor, Dr. A. N Road, Mumbai Central, Mumbai – 400 008, Website - http://msrtc.maharashtra.gov.in , Email: gmpplanning@rediffmail.com Tel No – 022 2302 4091
6	Last date (deadline) for submission of bids	09/03/2026 by 17:00 hrs
7	Date and time of opening of technical bid proposals	11/03/2026 at 12:00 hrs
8	Tender Document Fee to be paid via Online payment gateway only at https://mahatenders.gov.in only	Rs. 28,320 /- (Rupees Twenty-Eight Thousand Three Hundred & Twenty Only) (including all taxes).
10	Date Time and Place of opening of Financial Proposals	Will be intimated later to the qualified bidders
11	Earnest Money Deposit (EMD) to be paid via Online payment gateway only at https://mahatenders.gov.in only	Rs. 20,00,000 /- (Rupees Twenty Lakhs Only)
12	Security Deposit	3% of the Total Contract Value (TCV). Security Deposit of 1.5% of TCV shall be submitted through Demand Draft (DD) and the balance 1.5% of TCV in form of Bank Guarantee from nationalized banks / schedule commercial banks on INR 500/- stamp paper in favour of the MSRTC.
13	Last date for signing contract	As intimated in work order of MSRTC.
14	Bid Validity Period	180 days from the date of opening of the bid.
15	Contract Period	5 years. After that it shall be extendable up to 5 years at additional 2% revenue sharing on each year thereafter on the quoted % revenue sharing by successful bidder.
16	Contact Person Officer: General Manager, Planning & Marketing, MSRTC, Maharashtra Vahtuk Bhavan, Planning & Marketing Department, 1st Floor, Dr. A. N Road, Mumbai Central, Mumbai – 400 008, Email: gmpplanning@rediffmail.com Tel No – 022 2302 4091	

Note: Prospective Bidders may visit contact person at MSRTC Office for any further information / clarification regarding this Tender on prior appointment during working hours till the date of bid submission.