



BMRCL/GM(F)/Piers & Portals

27th February 2014

Sub: Tender for Advertisement on Piers and Portals

Brief Tender details

Bangalore Metro Rail Corporation Limited (**BMRCL**) is a joint venture company constituted by the Government of Karnataka and the Government of India and incorporated under the Companies Act, 1956, having its registered office at BMTC Complex, 3rd Floor, KH Road, Shantinagar, Bangalore, 560 027. BMRCL has been established with the principal objective of establishing mass transit system for Bangalore under the brand name “**Namma Metro**”. With a view to part finance the project BMRCL invites Bids for selection of a licensee for Advertisement on Piers and Portals from Magadi Road Station to Mysore Road Station along Reach 2 of Namma Metro Rail Project through an open competitive bidding process.

This reach has which traverses one of the busiest roads in Bangalore, which connects the State Highway – the Bangalore and Mysore corridor. Advertising along the piers and portals thus reaches to millions of people who use the road daily.

Phase 2 of the Bangalore Metro Rail project has been approved by the Government of India and work for this line will commence by this year. Under the Phase 2 the Mysore Road station will be extended from Nayandahalli (Mysore Road Station) to Kengeri at distance of 6.4 KMs. The Successful bidder in this tender shall have the right of first refusal in the subsequent tender brought out for this extension subject to the remaining license period shall be more than 3 (three) years reckoned from the date of signing of the license agreement and on terms and conditions that maybe imposed in the subsequent tender for the said extension from Nayandahalli to Kengeri.

Tenure of license

The tenure of the license is for **8 years** –this long tenure make it a very attractive and profitable proposition for the advertising agencies. Moreover, advertising along the Metro piers and portal have become a niche market at Reach 1 and Reach 4 (Reach 3 is underway) attracting a large some of the best know companies in the country. BMRCL has established excellent relationship with the all the 3 licensees and have always considered them as partners.

Sale of the Bid Document

The Bid Document can be purchased from the office of the BMRCL by payment of Rs.10,000/- (Rupees Five Thousand Only) by way of a demand draft, in favour of Bangalore Metro Rail Corporation Limited, payable at Bangalore, from any Nationalized Bank or any scheduled commercial bank in India. The Bid Document cannot be downloaded from BMRCL website. The bid document is available for sale at the office of the BMRCL on all working days as detailed in the Key Dates mentioned herein under.

BMRCL reserves the right to accept or reject any or all Bids received at its absolute discretion without assigning any reason whatsoever.

Minimum Reserve Price

The minimum license fee for the package is Rs.2,50,00,000/- (Rupees Two Crore fifty lakhs only). Bidder shall quote equivalent or above the Minimum Reserve Fee. Any bid below the Minimum Reserve Price will be rejected.

Eligibility Criteria

The following are the eligibility criteria for participation in the bid:

(a) Nature of Entity:

The Bidder can be:

- i. A Proprietor ; or
- ii. A partnership firm registered under the Indian Partnership Act, 1882 or the Limited Liability Partnership Act 2008, or, in case of a partnership constituted in a country outside India, under the relevant law applicable in such country; or
- iii. A public or a private ltd company incorporated under the (Indian) Companies Act, 1956; or
- iv. A foreign company incorporated under the relevant laws of the country of its incorporation and having a place of business in India at the time of submission of the Bid; or
- v. Any combination of the above, subject to a maximum of 3 (three) members (“**Consortium**”).

(b) Financial Criteria

- (i) Turnover: The Bidder should have a cumulative turnover from the Core Business during the last 3 (Three) financial years of a minimum of Rs. 15,00,00,000 (Rupees Fifteen Crores) as on 31st March 2013. Further the Bidder shall have a minimum annual turnover of Rs. 1,50,00,000 (Rupees One Crore Fifty lakhs) for each of the preceding 3 (three) financial years in the core business.

In case the Bidder is a Consortium, this criterion may be satisfied by all the members of the Consortium collectively, provided that the Lead Member should have been in the core business for at least 3 years and a minimum cumulative turnover in core business of at least Rs. 15,00,00,000/- (Rupees fifteen Crores) for the last 3 (Three) financial years.

Explanation: Core Business shall mean the business of outdoor media signage comprising of billboards, bus shelters, airport and railway advertisement or any other such outdoor media platforms within India;

- (ii) Net Worth: The Bidder must have a minimum Net Worth of Rs. 2,00,00,000 (Rupees Two Crore) at the close of the preceding financial year. For the purposes of this Bid Document, the term net worth (“**Net Worth**”) shall mean the sum of subscribed and paid up equity and reserves from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off and reserves not available for distribution to equity shareholders. In case of a Consortium, this criterion may be filled collectively by the Members of the Consortium, provided that the net worth of each member of the Consortium shall be positive.

(c) Technical Qualifications

The Bidder shall have the following technical qualification to be eligible to participate in the tender:

- (a) Licensing Experience: Minimum experience of 5 years in the field of licensing of outdoor media signage within India. Outdoor Media Signage include one or more of the following medium: billboards, bus shelters, airport advertising, railway advertising and/or any other similar media platform;
- (b) Advertising Client(s) / End User(s) Orders: The Bidder should have successfully executed at least 3 (three) orders, from different clients, worth a minimum of Rs. 30,00,000 (Rupees Thirty lakhs) each, in outdoor media advertisement, every year out of

the last 3 (three) financial years ending 31-03-2013. In proof of these criteria the Bidder shall produce certificate from their statutory auditors or Chartered Accountant in this regard.

KEY DETAILS

1.	Date of Issue of Bid Document	27th February 2014
2.	Cost of Bid Document	Non-refundable fee in the form of a demand draft from any nationalized bank or any scheduled commercial bank in India in favour of “Bangalore Metro Rail Corporation Limited”, payable at Bangalore for an amount of Rs 10,000/- (Rupees Ten Thousand Only) inclusive of KVAT
3.	Dates for Purchase of Bid Document	On all Working Days between 11.00 hrs and 17.00 hrs (IST) from (27 th February 2014)till (4 th April 2014)
4.	Address for purchase of Bid Document	a. The Managing Director, Bangalore Metro Rail Corporation Limited, 3rd Floor, BMTC Complex, K H Road, Shanthinagar,Bangalore-560027;
5.	Earnest Money Deposit (Refundable)	a. Rs. 10,00,000.00 (Rupees Ten Lakh only) b. EMD shall be submitted in the form of a demand draft issued by any nationalized bank or any Scheduled Bank in India in favour of “Bangalore Metro Rail Corporation Limited” and payable at Bangalore. c. PACKAGE DETAILS: Kindly refer Appendix V of Section VII of the Bid Document.
6.	Date of Site Visit	On 10th April 2014 , at 11.00 Hrs.
7.	Pre bid meeting	On 10th April 2014, at 16.00 Hrs. at Conference Room, BMRC Office at Shantinagar
8.	Date and time for submission of Bids (“Bid Submission Date”)	On 21 st April 2014 up to 16.00 Hrs
9.	Opening of the Outer Cover & Qualification and Technical Documents	On 21 st April 2014at 16.30 Hrs
10.	Opening of Financial Proposals	Date and time will be notified to only Bidders shortlisted based on evaluation of the Qualification and Technical Documents.

General Manager (Finance)
Property Division