



**BANGALORE METRO RAIL CORPORATION LIMITED**  
**3<sup>RD</sup> Floor, BMTC Complex, Kengal Hanumanthaiah Road, Shanthinagar,**  
**Bengaluru - 560027**

**TENDER FOR LICENSE FOR ADVERTISEMENT ON PIERS AND PORTALS FROM MAGADI  
ROAD METRO STATION TO MYSORE ROAD METRO STATION  
ALONG THE REACH-2 OF NAMMA METRO**

**TENDER FORM NO: BMRCL/GMF(T&R)/PD/ADVT-8/2016-17/ Dated 16<sup>th</sup> Sept 2016.**

**Introduction**

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**”. The project is funded with a substantial senior debt component and BMRCL in order to repay its senior debt has to generate revenue from fare box and non-fare box sources. With view to generate non-fare box revenue BMRCL had floated a tender advertisement on piers & portals from Magadi Road Metro Station to Mysore Metro Station along the Reach-2 of Namma Metro for a period of 4 years term from the date of signing the License Agreement. BMRCL has commenced the retendering process for the selection of a license for advertisement on piers and portals from Magadi Road Metro Station to Mysore Road Metro Station along the 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 pier and portals thus reaches to millions of people who use the road daily

- 1.1. Phase 2 of the Bangalore Metro rail Project has been approved by the Government of India, under this 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 further extension of the Metro Rail project from Nayandahalli to Kengeri on terms and conditions that maybe imposed in the subsequent tender for the said extension from Nayandanahalli to Kengeri.



## 2. Tenure of license

The tenure is 4 (four) years - this long tenure makes 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-2 attracting some of the best known companies in the country to advertise their product and services. BMRCL has established excellent relationship with the all 4 licensees and have always considered them as partners.

## 3. Sale of the Bid Document

The Bid Document can be purchased from the office of the BMRCL by payment of **Rs.5,000/-(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. However, the brief description of the tender can be downloaded from BMRCL website [www.bmrc.co.in](http://www.bmrc.co.in). 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.

## 4. License Fee

The minimum annual reserved license fee is Rs.1,00,00,000/- (Rupees One Crore Only) per annum. Bidder shall quote equivalent or above the Minimum Annual Reserve Fee. Any bid below the minimum annual reserve Price will be rejected.

## 5. 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, 1932 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 last 3 (Three) financial years of a minimum of Rs. 5,00,00,000 (Rupees Five Crores only) as on 31<sup>st</sup> March 2016. Further the Bidder shall have a minimum annual turnover of Rs. 3,00,00,000 (Rupees Three Crore only) 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. 5,00,00,000/- (Rupees Five Crores only) 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 only ) 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.

**6. Technical Qualifications**

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

- (a) **Licensing Experience**: Minimum experience of 3 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. 5,00,000 (Rupees Five lakhs) each, in outdoor media advertisement, every year out of the last 3 (three) financial years ending 31-03-2016. In proof of these criteria the Bidder shall produce certificate from their statutory auditors or Chartered Accountant in this regard.
- (c) In support of criteria described above, the bidder shall enclose certificate(s) from its statutory auditors stating its experience in the format provided in respective Annexure, along with relevant supporting documents, certified either by their statutory auditor or chartered account.

In case the bidder is a consortium, the qualification under clause 5.1(b) above may be satisfied collectively by the members of the consortium.

#### 7. Earnest Money Deposit (EMD)

The Bidder shall furnish interest-free deposit of Rs.5,00,000/- ( Rupees Five lakh only ) towards earnest money deposit in the form of Demand Draft, payable at Bengaluru issued by the Nationalized Bank or a Scheduled Bank in India in favour of the Bangalore Metro Rail Corporation Limited., payable at Bengaluru.

The EMD of unsuccessful Bidders will be returned by BMRCL, without any interest within reasonable time on acceptance of the bid of the selected Bidder or when the bidding process is cancelled by the BMRCL.

#### KEY DETAILS

1.	<b>Date of Issue of Bid Document</b>	16 <sup>th</sup> September 2016
2.	<b>Cost of Bid Document</b>	Non-refundable fee in the form of a demand draft from any nationalized bank or any scheduled commercial bank in India in favour of “ <b>Bangalore Metro Rail Corporation Limited</b> ”, payable at Bengaluru for an amount of <b>Rs 5,000/- (Rupees Five Thousand Only)</b> inclusive of KVAT.
3.	<b>Dates for Purchase of Bid Document</b>	On all Working Days between 11.00 hrs and 17.00 hrs (IST) from 16 <sup>th</sup> September 2016 till 6th October 2016.
4.	<b>Address for purchase of Bid Document</b>	Bangalore Metro Rail Corporation Limited, 3rd Floor, BMTC Complex, K H Road, Shanthinagar, Bengaluru-560027;



	<b>Earnest Money Deposit (Refundable)</b>	a. Rs. 5,00,000/- (Rupees Five Lakhs 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 Bengaluru.
6.	<b>Date of Site Visit</b>	Site visit can be undertaken any day from the 19 <sup>th</sup> September 2016 to 6 <sup>th</sup> October 2016 from 11:00 hrs to 17:00 hrs Bidders may contact the Customer Relation Officer at Reach-2 Stations.
7.	<b>Pre bid meeting</b>	On 6 <sup>th</sup> October 2016, at 15.00 hrs. at Conference Room, BMRCL Office at Shantinagar.
8.	<b>Date and time for submission of Bids ("Bid Submission Date")</b>	On 14 <sup>th</sup> October 2016 up to 15.00 hrs.
9.	<b>Opening of the Outer Cover &amp; Qualification and Technical Documents</b>	On 14 <sup>th</sup> October 2016 at 15.30 hrs.
10.	<b>Opening of Financial Proposals</b>	Date and time will be notified to only Bidders shortlisted based on evaluation of the Qualification and Technical Documents.

(U. A. Vasanth Rao)  
General Manager -Finance  
(Taxation and Resources)

(Taxation & Resources)  
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