



Date: 27-07-2015/2737

Sub: Tender License for Advertisement on Pier and Portal from Indiranagar Metro Station to M.G. Road Metro Station along the Reach-1 of Namma Metro for a License period of 5 years – replies to pre-bid queries- regarding

- Ref: 1. Tender form No: BMRCL/GM(T&R)/Advt-6/2015-16/ dated 30<sup>th</sup> June 2015  
2. Pre-bid meeting held on 24<sup>th</sup> July 2015

Pursuant to the pre-bid meeting the following queries sent by mail and those that came up for discussions have been answered herein under:

Sl. No.	Clause/Annexure Reference	Query	BMRCL's Replies
<b>General Information/Guidelines</b>			
1.	Section II Clause 9.1	EMD should be in the form of Bank Guarantee instead of Demand Draft.	The tender condition prevails.
2.	Section V Clause 1	License Fee escalation of 10% on cumulative basis is too high. It shall be 5% year-on-year.	The Competent Authority has accepted the suggestion: the annual escalation of license fee shall be 5% over the previous year.
3.	Section V Clause 1	License Fee payment is on half-yearly basis in advance. It shall be on monthly arrear basis.	The tender condition prevails.
4.	Clause 5.2 of Section-VI of the RFP	The clause states that in the event that BMRCL receives instructions from any Government Authority requiring it to cease display of advertisements on any in the Reach-1, the licensee shall comply with the same. In such a case, BMRCL will provide sufficient time and equally good commercial space to relocate on mutual agreement.	The tender condition prevails.
5.	Exclusivity, Clause 5.3 of Section-VI of the RFP	The clause states that BMRCL shall have the right to license any other area within Reach-1. BMRCL will not allow additional advertising space to 3 <sup>rd</sup> party during the concession period.	The tender condition prevails.

6.	Minimum Reserve Price, Clause-3 of Section -II	Please confirm whether the Minimum Reserve price of INR 4Crore is per year or INR 4 Crore for entire 5 years duration.	The Minimum reserved License Fee fixed for under the said clause is Rs. 4,00,00,000/- (Four Crore only) per annum.
7.	Appendix V	Instead of 3 portals on BOT basis, can Licensee utilize that display area on his own discretion, at different locations on Namma Metro pillars between Indiranagar and MG Metro stations?	The tender condition prevails.

General queries		
8.	The concession period of 5 years is too less for additional investments on to bring visible change to meet the latest standards of the BMRCL. World class metro infrastructure created by BMRCL should have better, aesthetically good looking and efficient equipment's which needs high capital expenditure, Even DMRC and CMRL have similar concessions for 10 years. Please revise the duration to 10 years.	The tender Condition prevails
9.	The Ownership and upkeep of the Advertising media installed will rest with the concessionaire all the time	During the period of concession period the advertising panel installed shall be handed over to the successful bidder for their use during the license period. The conditions are detailed in Clause 4.1 to 4.5 of Section VI
10.	It is suggested that plantation shall be trimmed as it is hampering the visibility of piers at most of the locations.	The License Agreement entered into with the licensee to whom the medians have been awarded ensures that the plants will be trimmed periodically.
11.	What is the Licensee Fee of existing Licensee and what is their monthly revenue from this contract.	These are commercial information between two parties and cannot be divulged without the consent of the other party. BMRCL does not have the details of the revenue generated by the licensee.
12.	What are the electricity charges to be paid to the concerned authority?	The electricity charges will be as per energy consumption by the licensee.
13.	<p>a. Kindly provide the details of advertisement taxes, property taxes and other applicable taxes.</p> <p>b. It is suggested that BMRC shall pay these taxes as per the standard practice in other Metros.</p>	<p>a.The Advertisement taxes are as per the BBMP byelaws. Successful bidder will have to apply for the permission the license with the BBMP and pay the advertisement taxes as applicable. BMRCL will issue NOC for the same. There is no property tax applicable for the panels.</p> <p>b.The obligation to pay the Advertisement Tax to BBMP is that of the Licensee. BMRCL cannot assume this responsibility.</p>

14.	Kindly provide the media details of the divider maintenance contract, including types of media formats allowed, license fee and tenure.	At present the medians at all the four Reaches have been awarded for three years. The details is available in BMRCL website.
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Other than what have been clarified, the remaining tender conditions are not changed. The last date for bid submission is 5<sup>th</sup> August 2015 by 16.00 hours



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