

**DETAILED NOTICE**

**MUMBAI METROPOLITAN REGION DEVELOPMENT AUTHORITY**  
(A Govt. of Maharashtra Undertaking)  
Bandra-Kurla Complex, Bandra (East) Mumbai-400051. Tel-2659 5929/4111  
Website: <http://www.mmrda.maharashtra.gov.in/>

**Appointment of Agency for securing, maintaining and leasing of  
right to display advertisement on the Metro piers of  
Versova - Andheri - Ghatkopar Corridor  
Detailed Notice**

The Mumbai Metropolitan Region Development Authority (MMRDA) invites sealed proposals from the interested agencies for securing, maintaining and leasing of the right to display advertisement on Metro Rail piers of the alignment of Versova-Andheri-Ghatkopar Corridor on premium basis for three (3) years. Blank RFP will be issued in the office of Chief, Transport & Communications Division, 8<sup>th</sup> floor, A Wing, MMRDA office, BKC, Bandra (E), Mumbai - 400 051 from **27.08.2013 to 16.09.2013**, between 11:00 hrs to 15:00 hrs on working days (i.e. excluding Saturday, Sunday and Govt. Holidays) on payment of Rs. 10,000/- (Non Refundable) for Metro Rail corridor (Versova-Andheri-Ghatkopar Metro Corridor) in the form of D.D./P.O. in favour of "MMRD fund" drawn on any Nationalized/ Scheduled Bank payable at Mumbai or Banks promoted by All India Financial Institution viz. ICICI Bank, HDFC Bank, AXIS Bank, IDBI Bank payable at Mumbai and on production of attested copies (along with originals for verification) IT, PAN, VAT Registration and Documents as per eligibility mentioned below:

**Name of work: Appointment of Agency for securing, maintaining and leasing of right to display advertisement on the Metro piers of Versova-Andheri-Ghatkopar Corridor.**

Sr. No.	Corridor	Aprox. Advt. Area (Sq.m.)	EMD (Rs. in Lacs)	Performance Security	Period for sale of blank proposals	Date & Time of submission of proposal	Date & Time of opening of proposal
1	Versova - Andheri - Ghatkopar Metro Corridor	16592	20	20 % of Premium Cost	From 27.08.2013 to 16.09.2013	27.09.2013 Upto 1300 hrs	27.09.2013 after 1530 hrs if possible

**Eligibility:**

1. The agency must be a company registered under The Companies Act, 1956.
2. The agency should be in the field of Outdoor Advertising for at least three years having experience in the field of Advertising on public facilities like FOB, Bus Shelter, Skywalk, Rail/Bus Terminals/Stations, Public Gardens, shopping malls etc. with adequate facilities, Illumination, public information display for a period not less than 3 years in any city in India or abroad.
3. The agency should also produce solvency certificate to the tune of Rs. 2.00 Cr.
4. Agency should have minimum average Annual Turnover of Rs.5.00 Cr. for last 3 years.
5. To meet the eligibility criteria at (2) above, Joint Venture of not more than 3 firms is permitted and each of the Joint Venture partner shall meet criteria (3) and (4) above.
6. The Bidders shall have their office in Mumbai and shall be required to operate the work from Mumbai.

**Selection Criteria:**

- i) The selection will be based on responsive Bidder quoting highest premium, the successful bidder shall pay maximum quoted premium to MMRDA in three annual installments, one month prior to the beginning of each financial year. The successful bidder shall have to pay all taxes, charges etc. as applicable on advertisements etc. The minimum upfront premium will be Rs. 15.0 Cr.

**Important Notes:-**

- A. Pre proposal conference will be held on 02.09.2013 at 15:30 hrs. in the 6<sup>th</sup> floor Committee Room, B Wing, MMRDA office, BKC, Bandra (E), Mumbai – 400 051.
- B. Proposal shall be submitted in the office of Chief, T&C Divn. on the day as per column no. 7. The completed bid shall be accompanied by the EMD as mentioned in column no. 4.
- C. RFP shall remain valid for a period of 120 days after the date of opening of bid.
- D. All payment toward Performance security shall be paid in the form of Pay Order/ Demand Draft drawn on Nationalized/ Scheduled Bank in favour of “MMRD fund” payable at Mumbai.
- E. RFP documents will not be delivered or received by Post/ Courier.
- F. Rights to reject any or all bid (s) without assigning any reason thereof is reserved with MMRDA.

- G. Earnest Money Deposit shall be in the form of Demand Draft/ Pay Order on Nationalized Bank or Bank promoted by All India Financial Institution viz. ICICI Bank, HDFC Bank, AXIS Bank, IDBI Bank located at Mumbai issued in favour of “MMRD fund” payable at Mumbai.
- H. Application supported by prescribed documents, earnest money and the financial bid, etc. shall be placed in separate sealed envelope each marked “Technical proposal” and “Financial proposal” respectively. Both envelopes sealed separately shall be submitted together in another sealed Envelope. The full name and address of the bidder and the name of the Authorized Agent delivering the sealed cover containing the offer shall be written on the bottom left hand corner. Envelope marked “Technical proposal” will be opened by the Chief, T&C Divn. or his authorized representative in his office on the same day at 1530 hrs. if possible. The time and place for opening of financial proposal will be communicated at a later date. Proposal without submitting EMD will be nonresponsive.
- I. The MMRDA reserves all rights to reject any prospective application without assigning any reason thereof.
- J. If any information furnished by the applicant is found incorrect at a later stage, he shall be liable to be debarred from tendering/taking up of works in MMRDA. The department reserves all rights to verify the particulars furnished by the applicant independently.
- K. Detailed notice is available on our website: <http://www.mmrda.maharashtra.gov.in>

No.T/MRTS/VAG/DT/NOC/2013

Date: 27.08.2013

Place: Mumbai

Sd/-

Chief,

Transport & Communications Divn.