

# **MAHA MUMBAI METRO OPERATION CORPORATION LIMITED**

(A Government of Maharashtra PSU)

4Th Floor, NaMTTRI Building, Adjoining New MMRDA building, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051.

Website: <https://mmrda.maharashtra.gov.in> Maharashtra PSU)






## **Corrigendum No. 07 (Revised Clause)**

Corrigendum to tender No. MMRDA/MMMOCL/0002375 for  
“Licensing of Branding Rights at Mumbai Metro Line 2A & 7 Stations”

SR NO	CLAUSE NO	PAGE NO	EXISTING TENDER CLAUSE	MODIFIED TENDER CLAUSE
1	RFP Title	1	Licensing of Branding Rights at Mumbai Metro Line 2A & 7 Stations	Licensing of Naming & Branding Rights at Mumbai Metro Line 2A & 7 Stations
2	1	5	<b><u>Definitions</u></b> Branding Rights: Rights given to the Licensee for branding at Mumbai Metro Line 2A & 7 stations	<b><u>Definitions:</u></b> Naming & Branding Rights: Naming & Branding Rights given to the Licensee for Naming & Branding at Mumbai Metro Line 2A & 7 stations.

SR NO	CLAUSE NO	PAGE NO	EXISTING TENDER CLAUSE	MODIFIED TENDER CLAUSE
3	7	17	<p><b><u>Branding rights inclusions</u></b></p> <p>i. Name and logo of the brand to be put up at the main entry to the station on the road facing side of the elevated station</p> <p>ii. First choice for selecting the locations of 300 sqm of branding space at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platform screen doors, pillars, etc.</p> <p>a. Licensee may also select station utility items and articles that are used for station operations like Q-managers, public notice boards, etc. as part of the branding space</p> <p>b. Licensee may indicate their preferred locations in their Branding Plan and submit it to MMMOCL for approval</p> <p>iii. Floor space of 20 sqm (split) for promotions / experience zones / kiosks / campaigns / ATMs at the concourse level</p> <p>iv. Brand logo to be displayed at the bottom of the station network maps as 'Brand Partner'</p> <p>v. Additional branding and promotions space if required by the Licensee may be allotted by MMMOCL on proportionate commercial basis.</p>	<p><b><u>Naming &amp; Branding rights inclusions</u></b></p> <p><b>i.</b> Name and logo of the brand to be put up at the main entry to the station on the road facing side of the elevated station</p> <p><b>ii.</b> First choice for selecting the locations of 300 sqm of branding space at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platform screen doors, pillars, etc.</p> <p><b>a.</b> Licensee may also select station utility items and articles that are used for station operations like Q-managers, public notice boards, etc. as part of the branding space.</p> <p><b>b.</b> Licensee may indicate their preferred locations in their Branding Plan and submit it to MMMOCL for approval</p> <p><b>iii.</b> Floor space of 20 sqm (split) for promotions / experience zones / kiosks / campaigns / ATMs at the concourse level</p> <p><b>iv.</b> Brand logo to be displayed at the bottom of the station network maps as 'Brand Partner'</p> <p><b>v.</b> Additional branding and promotions space if required by the Licensee may be allotted by MMMOCL on proportionate commercial basis</p> <p><b>vi. "The brand name shall be pre-fixed / suffixed to the station name -</b></p> <p>a. to all station name signages across the station</p> <p>b. to station name announcements inside trains</p> <p>c. to the station name on the station maps Inside the trains</p> <p><b>The brand name which would be prefixed/suffixed to the Metro station name shall be as "Approved by authority".</b></p>

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4	10.1	25	<p><b><u>Brand Logo Provisions</u></b>  i. Name and logo of the brand to be put up at the main entry to the station on the road facing side of the elevated station.</p>	<p><b><u>Brand Logo Provisions</u></b>  i. Logo of the brand to be put up at the main entry to the station on the road facing side of the elevated station.</p>
5	10.9	33	<p><b>(ii)</b> The Bidding Entity shall bear all costs incurred for display of branding fixtures and shall carry out the work of fixing and removing the same in a careful manner without any damage to the station structures</p>	<p>(ii) The Bidding Entity shall bear all costs incurred for display of branding fixtures at the awarded station and shall carry out the work of fixing and removing the same in a careful manner without any damage to the station structures.</p> <p>All the entities which have been awarded Naming &amp; Branding Rights shall bear all costs incurred for pre-fixing/suffixing of their brand name across various station signages at the awarded stations, as well as share the common costs of change of signage across all stations and inside trains; the implementation shall be executed by the Authority.</p>

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6			<p><b>Corrigendum No. 04</b> Annexure</p> <p><u>Annexure</u></p> <p>The sign design with sponsors name</p>  <p>Incorrect examples of station naming</p>  <p>Outside station signage branding (image top left) was already a part of the original RFP. Inside station signage branding (image right &amp; below) is permitted as per this corrigendum.</p> <p>Illustration- station name sign on platform which could have full station sponsors name</p> 	<p><b>Corrigendum No. 07:</b> Refer Sr. No. 3</p> <p>Sponsor name will be pre-fixed / suffixed to station name on the left of the signage, while sponsor logo will be displayed on the right of the signage.</p> <p>The sign design with sponsors name</p>  <p>Incorrect examples of station naming</p> 

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7			<i>General mention about 'Branding Rights' across various places in the tender document</i>	<i>Wherever Branding Rights is mentioned in various clause of RFP and in subsequent Corrigendum's shall be read as "<b>Naming &amp; Branding Rights</b>"</i>
8			Last date for bid submission: 12-Jul-2021, 5 PM	Revised last date for bid submission: 26-Jul-2021, 5 PM

For any additional information & help for uploading & downloading the e-Tender, please contact MMRDA's e-tendering service desk at the following address: [etenderhelp@mailmmrda.maharashtra.gov.in](mailto:etenderhelp@mailmmrda.maharashtra.gov.in) or call on **022-26597445**.

**Date: July 2, 2021,**  
**Place: Mumbai**

**Sd-**  
**Director (Finance)**  
**MMMOCL**

**DISCLAIMER**

All information provided as a part of this corrigendum to Request for Proposal (RFP) to the prospective Bidding Entities by Maha Mumbai Metro Operation Corporation Limited (MMMOCL) is subject to the terms and conditions as laid down in the RFP. The objective of this Addendum to RFP is to provide information to the interested entities and to facilitate their application for the same. MMOCL makes no representation or gives any warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this document. Each Bidding Entity is advised to conduct its own assessment of the opportunity and obtain independent advice from appropriate sources as deemed necessary. MMOCL may, at their absolute discretion, and without being under any obligation to do so, publish further addenda to this RFP document or terminate the same.