

MAHA MUMBAI METRO OPERATION CORPORATION LTD (MMMOCL)

E-tender Title: Licensing of Station Naming & Branding Rights for Mumbai Metro Line
2A & 7 Select Stations

E-tender ID: # 2023_MMRDA_881341_1 dated March 08, 2023

Following are the queries received in writing via email/Letter from prospective bidders and corresponding clarifications from MMOCL –

SN	Reference	RFP Clause No. / Page No.	Bidder Query / Feedback / Comments	MMMOCL's Response / Revised Clause
1	5.5.3, page 14	Total ridership forecasted for 2021 is 3.5 lakh (passengers per day for Line 2 A and 5.5 lakh for Line 7 which is expected be among the busiest lines in India close to 1 million passengers per day across both lines	Previous tender had 8.3 lakhs for 2A and 9.67 lakhs for 7. Please confirm which figure should be considered	Data provided in this RFP is to be referred.

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2	Page 19	<p>300 sqm of branding space at the concourse and platform levels as indicated for branding space in this RFP</p> <p>Floor space of 20 sqm for promotions experience zones kiosks campaigns ATMs at the concourse level this space may be non contiguous depending on available of space at the station</p> <p>Brand colour light on the side façade of the station at road level without having any text or logo</p>	<p>(i) Digital or static or mix of both media can be installed, Pls clarify</p> <p>(ii) Can client do sale of his product from kiosk, Pls confirm</p> <p>(iii) can it be facing road, also can we have brand colour on the facade as lighting will be effective only during night time, pls clarify and confirm</p> <p>(iv) Does this mean that digital signage can be installed on the facade, Pls clarify</p>	<p>(i) Both digital and static are permitted. Licensee is to submit a branding plan where details of the type of advertising and location shall be provided. This shall be vetted by MMOCL and following approval the advertisements maybe installed.</p> <p>(ii) No sale of products is permitted. The kiosks can only be used for promotion and display.</p> <p>(iii) Only lighting of facade in brand colours will be permitted.</p> <p>Any Text & Logo is not permitted.</p> <p>(iv) Digital signage can be installed; however only on the concrete wall near the station name. Licensee may propose the same in the branding plan, and following approval from MMOCL, the digital signage can be installed. For the digital or static signage on the facade, Licensee is required to get the structural engineer and proof checker approval for the same. All costs associated with this shall be borne by the Licensee</p>
3	Page 25	<p>11.1 Brand logo provisions</p> <p>11.1.2 iv Sub-licenced brands</p>	<p>(i) Pls clarify what is meant by Sub-licensed brands</p> <p>(ii) Aarey itself is a brand how can we have pre-fix or suffix to it?</p>	<p>(i) Licensee is permitted to sub-license the station naming rights to a brand; however not to another OOH agency</p> <p>(ii) Aarey is the official station name</p>

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4	Page 28	11.4 Branding Space Provisions ii. Overall, -750 sqm of advertisement space is available at a typical station out of which 300 sqm will be available to the Licensee and the balance will be licensed to an OOH agency for third-party advertising.	Space indicated on Page 21 to 24 is same as already assigned to another licensee like walls, columns, parapet signages etc, pls clearly mark spaces which will be allotted in this contract.	The RFP provides the indicative locations at stations available for branding. The Licensee shall prepare a detailed branding plan which shall include the locations, type and installation requirements of all proposed Branding advertising. This shall be vetted by MMOCL following their approval, the Branding advertisements maybe installed.
5	Page 29	11.5.9 All required approvals / permits / no objection certificates, etc. shall be obtained by the Licensee; MMOCL shall facilitate where required.	Is BMC permission required just for name or logo of the brand, as in other metro rail corporations, specially DMRC takes all the required permissions directly, pls clarify.	Station naming doesn't attract BMC advertisement regulations. All required approvals / permits / no objection certificates, etc. shall be obtained by the Licensee; MMOCL shall facilitate where required.
6	Page 29	11.5.9	As MMOCL will only assist in getting BMC permission request you to kindly seek clarification from BMC regarding revenue share in case applicable and to which display area it will be applicable	Only advertisements visible from the street shall attract provisions of BMC advertisement policy. Of the total license fee quoted, 50% of it shall be ascribed to station naming and 50% to Brand Advertising rights. Of the 300 sqm advertisement space, a maximum of 40 sqm may be permitted on the station front Facade. The revenue being generated up to 40 sqm Branding Advertisement on the station front facade shall be calculated on a pro-rata basis. The MCGM Revenue share shall be paid by Licensee as per the provisions of the MCGM outdoor advertisement policy that is over and above the amount Quoted in financial bid i.e. Annual Licence fee

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7	RFP	Naming and Branding rights Inclusion point 8. Page No-19	Kindly confirm tentative size and spot for Digital signage on façade	Up to 40 Sqm on the station front, subject to availability of space and clearance from MMOCL civil department
8	RFP	Page No-9	Request you to kindly extend bid submission date by at least 15 days	Last date of submission is 3 rd May 2023, 17:00 Hrs.
9	RFP	Eligibility Criteria: Page No-24 (10.2)	As you are aware that due to pandemic, one of the worst affected industry was OOH, as there was no vehicular movements and people stayed indoors and Work home facilities provided by the government and corporates to its employees. All business houses were running in huge losses and industries were and are still struggling to reach their pre covid level business activities. Under the above stated genuine reasons, we would humbly request your good self to bring down the minimum average annual turnover to 20 Crores or less to enable us to participate in the prestigious tender bidding process invited by you.	(i) Bidders can bid for a single station. (ii)The bidding Entity shall have minimum average annual turnover of INR 20 Crores in the preceding three financial years.
10	Annexure 7:	Power of Attorney Page 74	Can we substitute Board Resolution in place of Power of Attorney	Yes, board resolution in name of Authorised Signatory may be submitted in place of Power of Attorney.
11	Annexure 6:	Solvency certificate Page 73	What should be the monetary value (amount in Indian rupees) or the range of monetary value (in India Rupees) for the Solvency Certificate?	The solvency certificate should state the extent to which the firm is solvent.
12	RFP	Annexure-BOQ /Financial Bid Excel	Is there is any Reserved Price for Bidding?	No.
13	RFP	E-Tender Guideline -Page No -40	Is it necessary that the portal registration should be in the name of the Authorised Signatory? And the digital signature should also be of the same person?	Portal registration should be in the company Name and Authorised Signatory digital signature is required for the bid submission
14	RFP	Key Commercial Terms Page 34	As per RFP, the Agreement Period is 5 years whereas, the lock-in period is 2 years. Is there any	No. Termination post lock-in period shall be as per the notice period and termination details provided in the RFP.

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			penalty/compensation if we leave after the lock-in period?	
15	RFP	Bid Evaluation Page No-38	Is there any specific criteria for acceptance of a single bid?	The Authority reserves the right to reject any all bids and or annul this RFP at any time for whatsoever reason
16	RFP	Key Commercial Term Page No-34	What are the terms and conditions for sub-licensing?	Refer to Sr. No. 3

For any additional information & help for uploading & downloading the e-Tender, please contact MMRDA's e-tendering service desk at the following address: support-eproc@nic.in or call on 0120-4001002/005.

March 28, 2023
Mumbai

Sd/-
Director (Finance)
MMMOCL

DISCLAIMER

All information provided as a part of this reply to Prebid & 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.

MAHA MUMBAI METRO OPERATION CORPORATION LIMITED
(A Government of Maharashtra PSU) 4th Floor, NaMTTRI Building, Adjoining New MMRDA Building, Bandra Kurla Complex,
Bandra East, Mumbai 400051 <https://www.mmmocl.co.in>

Corrigendum No. 01 (Revised Schedule)

Corrigendum-01 to e-Tender No. E-tender ID: # 2023_MMRDA_881341_1 dated March 08, 2023
for Licensing of Station Naming & Branding Rights for Mumbai Metro Line 2A & 7 Select Stations.

SN	Tender Schedule	Bidder Schedule	Start Date & Time	Revised Start Date and Time	End Date & Time	Revised End Date and Time
1	Tender Authorization & Publishing	-----	08-Mar-2023 06:00 PM	-----	-----	-----
2	-----	Tender Document Download	08-Mar-2023 06:05 PM	08-Mar-2023 06:05 PM	18-April-2023 5:00 PM	03-May-2023 5:00 PM
3	-----	Receipt of Pre-Bid Queries	-----	-----	14-Mar-2023 12:00 PM	-----
4	-----	Pre-Bid Meeting	15-Mar-2023 04:00 PM	-----	-----	-----
5	-----	Reply to Queries by the Authority	-----	-----	24-Mar-2023 06:00 PM	-----
6	-----	Bid Preparation & Submission	08-Mar-2023 06:05 PM	-----	18-April-2023 5:00 PM	03-May-2023 5:00 PM
7	Tender Closing	-----	18-April-2023 5:01 PM	03-May-2023 05:01 PM	18-April-2023 6:00 PM	03-May-2023 6:00 PM
8	-----	Online Control Transfer of Bid	18-April-2023 06:01 PM	03-May-2023 06:01 PM	19-April-2023 10:00 AM	04-May-2023 10:00 AM
9	Opening Envelope A – Tender Fees, EMD	-----	19-April-2023 12:00 PM	04-May-2023 12:00 PM	-----	-----
10	Opening Envelope B – Technical Bid	-----	19-April-2023 05:05 PM	04-May-2023 05:05 PM	-----	-----

Dates for financial Bid opening shall be communicated to the bidding entities by the authority separately.

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