

MAHARASHTRA METRO RAIL CORPORATION LIMITED

(Pune Metro Rail Project)

Date: 29/01/2025

CORRIGENDUM-III

Name of Work: Licensing of Train Wrapping Rights on Trainsets and Advertisement Rights on Metro Stations of Pune Metro Rail Project for a Period of 15 Years in Packages Basis.

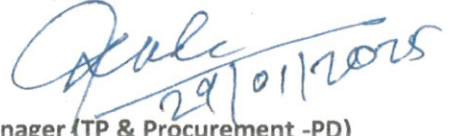
Tender No: NIT: P1PD-36/2024 Dt. 11/10/2024.

1) The replies to Pre-Bid Queries are detailed in Corrigendum-III: PART-A

(Enclosure: i) Annexure – 1: Layout of trainset

This *Corrigendum – III along with the Annexure-1* shall form part of Tender Document. All other terms and conditions of tender document shall remain unchanged.




General Manager (TP & Procurement -PD)
Maharashtra Metro Rail Corporation Limited

Title: Licensing of Internal and External Advertisement Rights on Metro Stations and Internal & External Advertisement Rights on Trainsets of Pune Metro Rail Project for a Period of 15 Years & 6 months in Two Packages
Tender No: P1PD-36/2024 dated 11.10.2024

Corrigendum-III:Reply to Bidder's Queries (Part A)

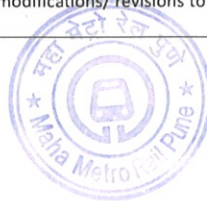
S.No.	Clause No.	Existing Tender Condition	Bidder's Queries	Reply to Queries
1	3.8	Bids are invited for awarding the Project in Package format for Package-1 (Purple Line) and/or Package-2 (Aqua Line) separately. The Bids are invited based on the Techno-commercial basis where in the Bidder shall quote the Annual License Fees for first (base) year to be quoted in the Financial Bid (the "Annual License Fees"). The License Fees as quoted by the Bidder in the Financial Bid shall be applicable for Year-1. The Bidder who quotes the Highest Annual License Fees for the first year in the Financial Bid shall be termed as Highest Bidder for the particular Package or both the Packages as the case may be.	1. This Tender is for Train sets and Stations combined as single tender. Could you split the trains and stations as separate tender? This separation will attract more bidders to participate actively in this Tender on their specialisation.	Tender condition prevails.
2	5.1.1	The list of inventories to be made available to the Successful Bidder under this Tender shall be as follows: Details of the stations proposed in Package '1' and Package '2' is as follows –	2. Can you outline the future expansion plans for the Pune Metro network?	1. Currently, PCMC to Nigdi and Swargate to Katraj extensions are under implementation. 2. Further DPR of Ramwadi to Wagholi, Vanaz to Chandani Chowk, Nalstop to Sinhgad road, Khadakwasla to Kharadi are under various stages of approval.
3	5.2.12	Maha-Metro may induct additional train sets on the Purple line and/or Aqua line or withdraw any train set from the service, without giving any prior intimation to the Licensee as per its operational requirements.	3. How many trains are currently in operation and how many are planned in the future?	Total 34 trains are planned for operations. Currently 30 trains are in operation.
4	1.1.1 c	Through this Bid, Maha-Metro intends to select 'Successful Bidder/s' or Licensee (s)' to take up all works regarding to license of internal and external advertisements rights on Trainsets along with license for Internal & External advertisement of various metro stations on Package basis of Pune Metro Rail Project (PMRP) for the period of Fifteen years and six months (15 years & 6 months). The total inventory has been distributed in two Packages. Maha-Metro has envisioned to allot cobranding/ Semi-naming rights on metro stations with demarcated advertisement spaces of 100 sqm inside the station and co-branding on the external parts of the particular metro stations through a separate tender. Similarly, Maha-Metro has demarcated and allotted approx. 100 sqm of advertisement spaces each at all metro stations to its Automated Fare Collection System contractor. Further, Maha-Metro has awarded external advertisement rights at Vanaz, Anand Nagar, Ideal Colony & Nalstop metro stations to another agency. The internal & external advertisement spaces on the metro stations demarcated for the subject work have been worked out on the basis of the net advertisement spaces on account of to the above works.	4. Clause 1.1 C refers to co-branding and semi-naming rights for metro stations, with designated advertisement spaces of 100 sqm(1000 sq.ft.) inside each station and on external parts of the stations. Additionally, approximately 100 sqm(1000 sq.ft.) of advertisement space is allocated to the Automated Fare Collection (AFC) contractor. This suggests multiple contractors managing different advertising spaces, which may reduce the overall business potential. Could you please clarify how these multiple advertising concessionaire will be coordinated, particularly regarding exclusivity?	Tender condition prevails.
5	3.10	Bidder who quotes the highest Annual License Fees for first year for a particular Package for a particular Package including all sub-components shall be the Highest Bidder (H-1). If the non-Highest Bidders have quoted a higher value than the H-1 Bidder for any sub-component within a particular Package and subject to such value being higher than the Minimum Reserve Price of License Fees, Maha-Metro reserves the right to ask the H-1 Bidder to match the values of the non-highest Bidder, for the specific sub-component in a particular Package. In case of failure or refusal of the Highest Bidder of the particular Package to do so, Maha-Metro reserves the right to award the particular sub-component to the Non- highest Bidder who has quoted the highest for the particular subcomponent at its own discretion and the scope of work of the particular sub-component shall be removed from the scope of work of the Highest Bidder.	5. Clause 3.10 mentions that the particular package may be awarded to the highest bidder if the H-1 bidder's quote does not match the highest bid. Is it permissible to submit a bid solely for specific sub-components of the package in which we are interested?	Not accepted. Bidder has to submit its financial Bid for a consolidated Package as a whole.
6	3.12	The bidder shall pay the Annual License Fees to MAHA METRO on six monthly advance basis for each six monthly period.	6. Clause 3.12 specifies that the contractor is required to pay the License Fee on a six-month advance basis. Will the Pune Metro issue a single consolidated invoice for the entire advance payment, or will invoices be issued on a monthly basis?	Maha-Metro shall raise a single invoice for a six months period as per the terms and conditions of the Bidding Documents.
7	6.1a	Scope of Bid – At the Bid Stage, Maha-Metro wishes to receive Bids comprising the following: a) Technical Bid from Bidders, in order to shortlist experienced and capable Bidders; b) Financial Bid comprising lumpsum quote for 1st (First) (Base) yearly Annual License Fees for availing the Licensing of Internal and External Advertisement Rights on Metro Stations and Internal & External Advertisement Rights on Trainsets of Pune Metro Rail Project for a Period of 15 Years & 6 months in Two Packages as per the scope of work of the tender documents.	7. Would it be possible to consider the FORWARD AUCTION model for the financial bid as used by Airport Authority of India, where the final bidding will give the highest possible bid value to the Pune Metro.	Tender condition prevails.
8	4.3	The Technical Bid of the Bidder shall thereafter be evaluated as per the following marking scheme and the Bidder shall be allocated marks as per the below marking scheme. Bidder scoring at least 70% marks for the particular Package shall be shortlisted for the stage of Financial Bid opening for the respective Package.	8. Could you possibly reduce the required eligibility marks from 70% to 50% for eligibility purposes? This will get more eligible participants.	Tender condition prevails.
9	5.2.3	The Trainsets as referred above will be provided on "as is where is basis".	9. Clause 5.2.3 mentions that train sets will be provided on an "as is where is" basis. Could you confirm the current condition of the available trains and whether any advertisements or wraps are already applied to them?	Only Maha Metro creatives are installed on the trains. Copy of the layout of trainsets is attached as Annexure-01 to this Corrigendum.
10	5.2.5	Bidder shall be allowed to change the train wraps inventory at its own cost after prior written approval from Maha-Metro. However, to avoid frequent changes the train wraps on exterior of Metro Train must be displayed for a period of at least 30 continuous days. However, Maha- Metro reserves the right to ask the Bidder for a change in name of the clients who's branding is being put up on the trainsets for train wrapping on valid/moral grounds. In such a case, the Bidder shall not be eligible for any financial consideration from Maha-Metro.	10. Clause 5.2.5 allows for exterior wraps to be changed every 30 days. Can you reduce this frequency to once every 15 days for exterior wraps, and once every 7 days for interior wraps?	Bidder shall be allowed to change the train wraps inventory at its own cost after prior written approval from Maha-Metro and subject to availability of trainsets for such work. However, to avoid frequent changes the train wraps on exterior of Metro Train and the internal advertisements inside trainsets must be displayed for a period of at least 15 days continuously at any given point in time.
11	5.2.7	The Advertisement Spaces as provided to Successful Bidder on the trainsets shall be used for advertising his preferred brand in the form of backlit advertisement. In case the Successful Bidder desires to install digital advertisement boards, the same shall be allowed subject to payment of additional fees to Maha-Metro such that the digital advertisement Display in the form of LCD/LED screen, video walls etc. shall be charged at the rate of 1.5 times of the applicable rate for the particular year during the License Period.	11. Clause 5.2.7 – Digital Advertising Display costs 1.5 times of applicable rate. Can it be on pro-rata basis?	Tender condition prevails.
12	5.2.8f	Operate, manage, and maintain the Train Wrapping and inside Advertisement inventory of the Metro Trains (excluding TV Screens inside metro trains).	12. Clause 5.2.8(f) refers to the allocation of advertising slots on LCD screens. Would it be feasible for the contractor to secure 30% of the available advertising slots on these screens?	Tender condition prevails.
13	5.2.9	Additional Trains if required by the licensee for wrapping beyond the allowed limit shall be made available subject to availability and approval/ discretion of Maha-Metro. The Licensee shall have to pay the applicable annual License Fees for such additional trains worked out on pro rata basis as per the applicable Annual License Fees for the particular year. This additional payment shall be excluding all taxes which are also payable along with the License fee. The additional trains shall be offered and charged minimum for 06 months duration at a time.	13. Clause 5.2.9 indicates that additional trains can be allocated to the Licensee for a period of 06 Months duration at a time. Can the allocation of additional trains be extended or remain valid until the end of the current contract term?	The additional trainsets shall be provided on pro rata basis for a period of atleast six months. The Licensing Rights of additional trainsets can be provided for the complete Contract Period and the License Fees shall be revised accordingly which shall be applicable for such period.
14	5.2.9	Additional Trains if required by the licensee for wrapping beyond the allowed limit shall be made available subject to availability and approval/ discretion of Maha-Metro. The Licensee shall have to pay the applicable annual License Fees for such additional trains worked out on pro rata basis as per the applicable Annual License Fees for the particular year. This additional payment shall be excluding all taxes which are also payable along with the License fee. The additional trains shall be offered and charged minimum for 06 months duration at a time.	14. If additional trains become available, will Pune Metro allocate these trains to other vendors upon their request, or will the allocation remain exclusive to the current licensee?	Clause is self-explanatory.
15	5.2.3	The Trainsets as referred above will be provided on "as is where is basis".	15. Are any of the train sets currently wrapped with advertisements? If so, could you provide details on the status of these wraps viz., end of contract date of those wraps?	Only Maha Metro creatives are installed on the trains.
16	Notice inviting bid 3.9	The evaluation of Financial Bids shall be done separately for each Package. The quoted License Fees payable for the first year for a particular Package shall be atleast equal to the Minimum Reserved License Fees for each Package and for each sub-component within the Package (the "Minimum Reserve License Fees").	We request metro authority to separate all sub-components and highest bid of each Sub-component to be considered successful bidder.	Tender condition prevails.
17	3.9		Considering market scenerio, proposed media formats we request a revision of the minimum reserve price atleast by 75%. Please consider and confirm.	Tender condition prevails.



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Corrigendum-III:Reply to Bidder's Queries (Part A)

S.No.	Clause No.	Existing Tender Condition	Bidder's Queries	Reply to Queries
18	3.11	The License Fees for first year shall be escalated by an escalation factor as the Ridership Escalation Factor year-on-year or 5% whichever is higher basis for the License Period (the "Ridership Escalation Factor").	For ease of calculation we recommend Maha Metro to consider annual escalation of 5% and confirm.	Tender condition prevails.
19	3.12	The bidder shall pay the Annual License Fees to MAHA METRO on six monthly advance basis for each six monthly period.	We request to kindly make it monthly or maximum quarterly in advance considering huge investment in the project.	Tender condition prevails.
20	5.2.7	The Advertisement Spaces as provided to Successful Bidder on the trainsets shall be used for advertising his preferred brand in the form of backlit advertisement. In case the Successful Bidder desires to install digital advertisement boards, the same shall be allowed subject to payment of additional fees to Maha-Metro such that the digital advertisement Display in the form of LCD/LED screen, video walls etc. shall be charged at the rate of 1.5 times of the applicable rate for the particular year during the License Period.	Kindly consider and make bidding as media agnostic i.e. where ever feasible bidder should be able to install digital or any other new age media without incurring additional cost. Kindly confirm.	Tender condition prevails.
21	5.3.2	Advertisement spaces inside selected metro stations which have been considered for advertisement include all possible spaces including staircases, escalators, platform screen doors, turnstile, frisking panels/equipment's, fixed/moveable panels, floor or roof branding, (logo other than that of Maha-Metro on the roof), Footover Bridges (FOBs) elevator spaces, smart posters, visual display by electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. as stipulated. Maha-Metro shall make already available advertisement infrastructure upto 30,000 sqft at the stations which shall be handed over to the Bidder on as is where-is basis for earning revenue and O&M for the License Period as its investment in the Project.	Kindly provide us with detailed data on the 30,000 sq. ft. advertisement infrastructure that is readily available with the Maha Metro. Please share designated space for external advertisement as well.	The work of installation of advertisement boards being installed by Maha-Metro is currently in progress. Bidder may visit the the metro stations to ascertain feasibility of the same.
22	5.3.3.2	Advertising in the form of static/ digital form on Gabel areas on the exterior of the Stations	Concessioner's should be allowed to develop the media as per the feasibility & viability.	Tender condition prevails.
23	5.3.3.3	Advertisements on the medians below the metro stations and FOB's	Concessionaires should be allowed to develop the media based on feasibility and viability	Tender condition prevails.
24	5.3.3.6	Any activation spaces such as Kiosks/ small leasing spaces etc. inside stations/ Trainsets/ within Maha-Metro premises.	Activation space should also be designate with successful concessioner. So that, project would be finical viable.	Tender condition prevails.
25	5.6.3	5.6.3The Successful Bidder shall have an option to exit from the License Agreement after completion of lock in period of Three (03) years or upon payment of the License Fees for a period of three (03) years at any given point in time. In case, if the Successful Bidder wants to exit from the Project, it shall have to issue 180 days prior notice to Maha-Metro. The exit clause shall be as per provisions of Draft License Agreement annexed as Volume - II	We request to make it 270 days, considering the scale of the project.	Tender condition prevails.
26	3.8	Bids are invited for awarding the Project in Package format for Package-1 (Purple Line) and/or Package-2 (Aqua Line) separately. The Bids are invited based on the Techno-commercial basis where in the Bidder shall quote the Annual License Fees for first (base) year to be quoted in the Financial Bid (the "Annual License Fees"). The License Fees as quoted by the Bidder in the Financial Bid shall be applicable for Year-1. The Bidder who quotes the Highest Annual License Fees for the first year in the Financial Bid shall be termed as Highest Bidder for the particular Package or both the Packages as the case may be.	We have gone through the tender documents wherein Maha-Metro has clubbed metro stations and metro trains both together. The Bidder has to quote for both Packages, which is mandatory. We would like to inform you that every Bidder is expertise in one or the other media, some are expertise in station media, some are expertise in train media etc. Bidders may not be interested in putting in both medias. We would like to request Metro Rail Authority if the Authority can split this tender for station media and train media, the authority will earn more revenue by getting high competitors.	Tender condition prevails.
27	3.8	Bids are invited for awarding the Project in Package format for Package-1 (Purple Line) and/or Package-2 (Aqua Line) separately. The Bids are invited based on the Techno-commercial basis where in the Bidder shall quote the Annual License Fees for first (base) year to be quoted in the Financial Bid (the "Annual License Fees"). The License Fees as quoted by the Bidder in the Financial Bid shall be applicable for Year-1. The Bidder who quotes the Highest Annual License Fees for the first year in the Financial Bid shall be termed as Highest Bidder for the particular Package or both the Packages as the case may be.	Please clarify whether bids can be submitted for both packages or a single package only, and if it is mandatory to include all stations within a package or if selected stations can be bid for.	Tender condition prevails.
28	5.9.2.1	The Pune Metro corridors are continuously evolving due to opening of various stretches and extension of the existing corridors. Hence, a particular year when the key stretches are opened leading to corresponding increase in ridership in Pune Metro such that the first time average daily ridership 60 days prior to the date of immediate anniversary of the signing of License Agreement is equal to more than 3,00,000 and 6,00,000 (nos.) shall be termed as the (the "Milestone year") and the escalation factor that shall be applied for escalation of the License Fees payable for such Milestone Year shall be termed as the Escalation Factor for Milestone Year. (the "Escalation Factor for Milestone Years").	The year in which the first occurrence of the average daily ridership 60 days prior to the date of immediate anniversary of the signing of License Agreement is equal to more than 3,00,000 nos shall be termed as Milestone-1 year (M-1) and the year in which the first occurrence of average daily ridership for a period of 60 days prior to the scheduled date for escalation of License Fees as per the Agreement is 6,00,000 no's shall be termed as Milestone -2 year (M-2)	No query.
29	e-NIT	Bid Security shall be submitted for Package 01 – Rs. 36,00,000/- and for Package 02 – Rs. 38,00,000/- as per the details provide in RFP Clause 3.11 of the tender documents. Separate Bid Security shall be paid for each Package. Bidder can bid for both the Packages or single package and has to enclose receipt of payment of the Bid Security along with the Bid for which the Bid is submitted by remittance through online e-payment by Net Banking/RTGS/NEFT/Credit Card/Debit Cards in: Name of Beneficiary: MMRCL- PUNE-TENDER FEES AND EMD Account No: 50200068854177 IFSC Code: HDFC0000104 Alternatively, the Bidder can submit the Bid Security in the form of an unconditional Bank Guarantee issued by any Scheduled Commercial Bank in India for an amount of. 36,00,000/- for Package-01 Rs. 38,00,000/- for Package- 02 valid for a period of 240 days from the Bid Due Date in the format as provided herein as per the format at Anenxure-06.	we request to allow to submit the Bid Security in the form of Bank Guarantee.	Submission of Bid Security in the form of Bank Guarantee is already permitted. Please refer e-NIT of the Bidding Documents.
30	5.4.3	The Successful Bidder shall ensure that Station building including walls, floor, roof etc. and interiors and exteriors of the Trainsets including Trainset body, floor, roof etc. are not damaged in any manner during installation, operation, maintenance and removal of brand name, signage's stickers digital boards etc at any location inside & outside of the stations and /or trainsets as applicable. The works related to installations and removal of signages shall be done only after taking prior written The Successful Bidder shall ensure that Station building including walls, floor, roof etc. and interiors and exteriors of the Trainsets including Trainset body, floor, roof etc. are not damaged in any manner during installation, operation, maintenance and removal of brand name, signage's stickers digital boards etc at any location inside & outside of the stations and /or trainsets as applicable. The works related to installations and removal of signages shall be done only after taking prior written	The logos and names of each and every client is different from each other and also the strategy of each is different, the DMRC New Delhi has given free hand to suggest the theme colours and placement of media and names for naming rights sample photos attached hence we request your good self to do not restrict the design criteria or names as where to be placed, once finalized the bidder shall submit entire plan for each station and take approval from the PMRCL and after due approval shall install the approved plan.	Tender condition prevails.
31	5.3.5 (a) of RFP	The Licensee shall submit the advertising plan to Maha-Metro for approval prior to installation of advertising mediums, preferably during the Fitment Period. Maha Metro shall consider the plan with respect to Aesthetics, Operational Feasibility, Safety and Security concerns. If the part of plan is not approved by Maha-Metro, the Licensee shall be required to submit revised plan for approval or the plan originally provided by Maha-Metro only shall be used. All future modifications/ revisions to the approved plan shall be got approved from Maha-Metro by the Licensee prior to its installation.	Request you to please keep the provision for submit the updated media plan so we will try to provide innovative ideas, services for the need of that time since the tender is for 15 years and media its format changes from time to time hence bidder shall be allowed to submit changes increase or decrease the size medium formats from time to time	Understanding of the Bidder is correct.

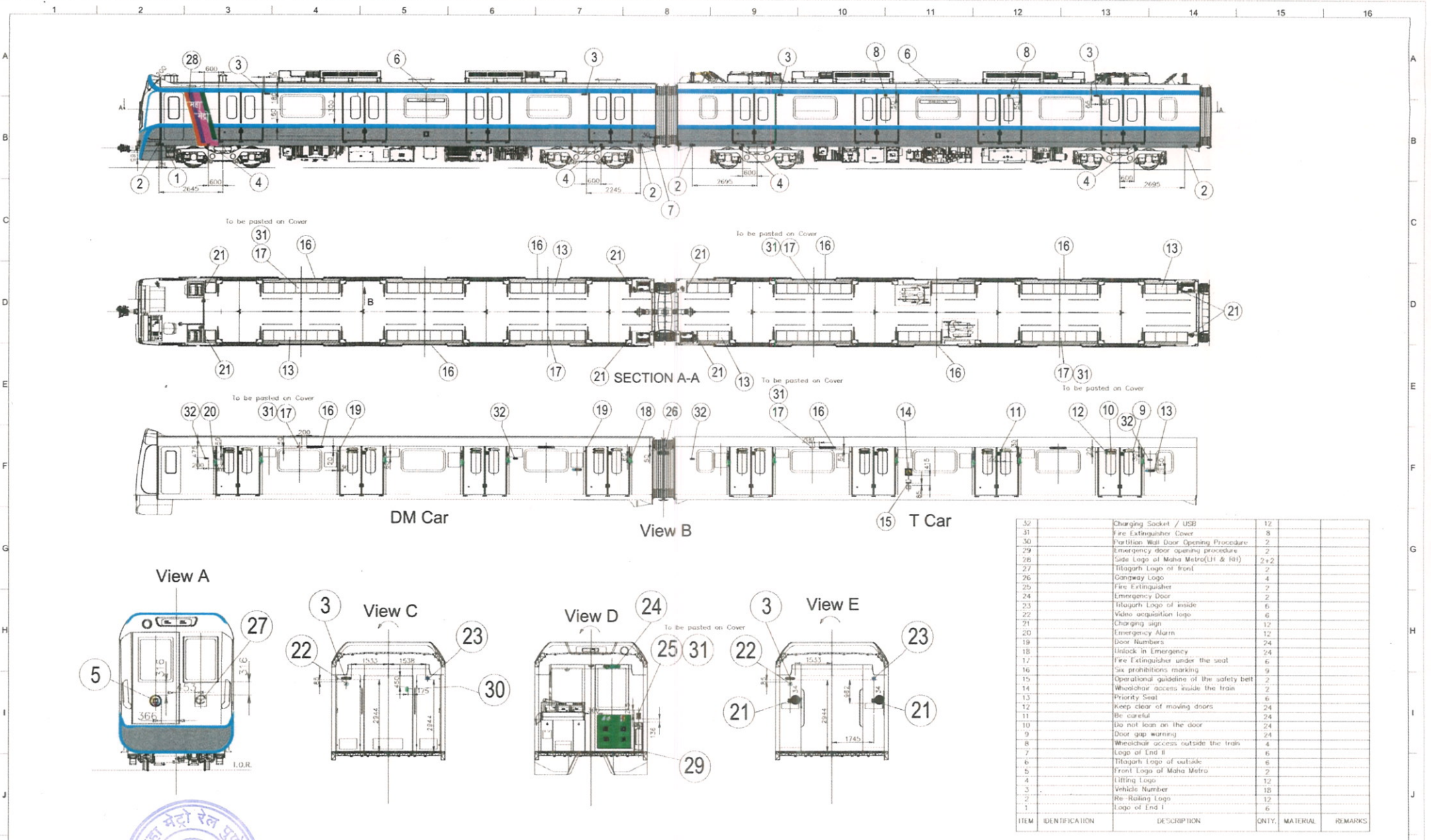


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Corrigendum-III:Reply to Bidder's Queries (Part A)

S.No.	Clause No.	Existing Tender Condition	Bidder's Queries	Reply to Queries
32	5.10.1	A maximum Fitment Period of 180 days shall be provided to the Successful Bidder with respect to Train Wrapping and Internal & External Advertisement Rights on Metro Stations for a particular Package under the Project. The License Period shall be inclusive of the Fitment Period of One Eighty (180) days and shall commence from the date of signing of License Agreement or first handover of the metro stations/ trainsets, whichever is earlier. However, Maha-Metro may at its discretion consider extension of the License Period in case of delays in handing over of a particular metro station/trainset for a specified activity as per the scope of work under this tender. However, under no circumstances shall the extension of license period exceed beyond the extended fitment time period granted. The Time for execution of installation works shall be at the discretion of Maha- Metro. Generally, the Licensee shall be permitted for execution only posts suspension of day-time operations between i.e. in between 12 AM to 5 AM only. (with due permissions from MAHA-Metro). For clarification purposes, Fitment Period shall be inclusive of approval of the creative media, design, content, material etc. from Maha Metro.	The fitment period of 180 days shall be excluding of contract period, and it shall be from actual date of start of operation of Station and not signing of the contract,	Tender condition prevails.





NOTES:

1. Change implemented as per L100-FRM, TR-479-23.
2. Logo No. 423 & 27 updated, and also as per discussion with client.
3. Drawing Revisited

REV NO	DATE	DESCRIPTION	SIGN
01	08/03/2022	Change implemented as per L100-FRM, TR-479-23.	
02	13/04/2021	Drawing Revisited	

THE RESPONSIBILITY OF CONTROL, CHECK & VERIFICATION OF ACCURACY, CORRECTNESS, COMPLETENESS, INTEGRATION & FULL COMPLIANCE OF THE CONTRACT PROVISIONS IN RESPECT OF DESIGN, ANALYSIS AND DRAWINGS RESTS WITH THE DETAILED DESIGN CONSULTANT / DETAILED DESIGN CONSULTANT & CONTRACTOR. IT IS GUARANTEED THAT THERE IS NO CHANGE IN THIS GRID FROM THE ALREADY APPROVED OF ENG'NO. DATE: ... APPROVED ON DATE: ...

CONTRACTOR		CONTRACTOR		PROOF CONSULTANT	
SIGN: _____	SIGN: _____	SIGN: _____	SIGN: _____	SIGN: _____	SIGN: _____
DATE: _____	DATE: _____	DATE: _____	DATE: _____	DATE: _____	DATE: _____
NAME: _____	NAME: _____	NAME: _____	NAME: _____	NAME: _____	NAME: _____
DRAWN BY _____	DESIGN BY _____	CHECKED BY _____	APPROVED BY _____	REVIEWED BY (STRUCT. ENGG.) _____	APPROVED BY (TEAM LEADER) _____

THIS DRAWING INCLUDING ITS DESIGN AND DETAILING HAS BEEN PROOF CHECKED INDEPENDENTLY AND FOUND SUITABLE FOR THE EXECUTION PURPOSE AND IS RECOMMENDED FOR GFC / NO OBJECTION.

Proof checked & Approved by GC
 Being Given No Objection
 Issued As Good For Construction.

PROOF CONSULTANT		COUNTER SIGNED BY MAHARASHTRA METRO RAIL CORPORATION LTD.	
SIGN: _____	SIGN: _____	SIGN: _____	SIGN: _____
DATE: _____	DATE: _____	DATE: _____	DATE: _____
NAME: _____	NAME: _____	NAME: _____	NAME: _____

SYSTRA-AECOM-CEG (GENERAL CONSULTANT TO PUNE METRO RAIL PROJECT)

PROJECT: **PUNE METRO RAIL PROJECT**
 The Orion Building, 1st Floor, Opposite Don Bosco Center, Near Saint Mira's Girls College, Koregaon Park, Pune - 411001, MH, India

CLIENT: **MAHARASHTRA METRO RAIL CORPORATION LTD.**

LOCATION: _____

TITLE: **Drawing logo and label**

SCALE: NTS DATE: 08/03/2022 STATUS: _____

DRG NO: **Layout**

REVISION NO.
01