

# **MAHARASHTRA METRO RAIL CORPORATION LIMITED**

**(Pune Metro Rail Project)**

**Date: 31/05/2024**

## **CORRIGENDUM-VII**

**Name of Work:** Licensing of Semi-Naming Rights, Train Wrapping Rights and Advertisement Rights on Metro Stations and Trainsets of Pune Metro Rail Project for a period of 15 years in Two Packages.

**Tender No:** NIT: P1PD-27/2024 Dt. 01/03/2024.

**1) The schedule of submission of above Tender is revised as under: -**

<b>Details</b>	<b>As Per Corrigendum - VI</b>	<b>Revised Schedule</b>
<b>Documents on sale:</b>	Documents can be downloaded from 17.00 hrs 11/03/2024 to 16.00 Hrs of 05/06/ 2024 from GoM e-tendering portal: <a href="http://www.mahatenders.gov.in">www.mahatenders.gov.in</a> .	Documents can be downloaded from 17.00 hrs 11/03/2024 to 16.00 Hrs of <b>12/06/2024</b> from GoM e-tendering portal: <a href="http://www.mahatenders.gov.in">www.mahatenders.gov.in</a> .
<b>Date &amp; Time of submission of Tender:</b>	Online submission up-till 16.00Hrs. on 05/06/2024 at GoM e-tendering portal: <a href="http://www.mahatenders.gov.in">www.mahatenders.gov.in</a> .	Online submission up-till 16.00Hrs. on <b>12/06/2024</b> at GoM e-tendering portal: <a href="http://www.mahatenders.gov.in">www.mahatenders.gov.in</a> .
<b>Date &amp; Time of Opening of Tender:</b>	On 06/06/2024 at 16.30Hrs. or as decided by Maha-Metro at Procurement Section Procurement Section, Block No. A2, Food Grain Godown, Near Civil Court, Next to Kamgar Putala Vasahat, Shivaji Nagar, Pune 411005, India.	On <b>13/06/2024</b> at 16.30Hrs. or as decided by Maha-Metro at Procurement Section Procurement Section, Block No. A2, Food Grain Godown, Near Civil Court, Next to Kamgar Putala Vasahat, Shivaji Nagar, Pune 411005, India.

**2) Amendments to Bidding Documents of Tender No. P1PD-27/2024 is annexed as Annexure – 1.**

This **Corrigendum – VII** shall form part of the tender documents. All other terms and conditions of tender documents shall remain unchanged.



*[Handwritten Signature]*  
31/05/2024

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



**Annexure – 1 of Corrigendum VII**

Dated: 31/05/2024

Title: Licensing of Semi-Naming Rights, Train Wrapping Rights and Advertisement Rights on Metro Stations and Trainsets of Pune Metro Rail Project for a Period of 15 Years in Two Packages

Tender No: P1PD-27/2024 dated 01.03.2024

**Amendments to the Bidding Documents**

Sr. No.	Clause Ref.	Existing Provision	Amended As
1.	5.3.1 of RFP (Vol-1)	<p>The façade and interior train wrapping shall be in accordance with Annexure – 4: Facial Dimensions of Trainset for Train Wrapping along with Measurements Metro Trainset.</p> <ul style="list-style-type: none"> <li>• Exterior Wrapping                             <ul style="list-style-type: none"> <li>○ Exclusive display area for advertisement per rake consisting of 3 coaches with a tentative display area of 2452 sq ft; (to be measured actual in sq. ft.)</li> <li>○ Avery Vinyl to be used for displays;</li> <li>○ Windows to be displayed with one way vision vinyl such as Avery, 3M, LG Hausys etc.</li> </ul> </li> <li>• Interior advertisement per train:                             <ul style="list-style-type: none"> <li>○ Exclusive tentative display area of 31 sq.ft per train; (to be measured actual in sq. ft.)</li> <li>○ Displays to be printed on Vinyl such as Avery, 3M, LG Hausys etc.;</li> </ul> </li> </ul> <p>All the segregations, Windows, Doors shall be used for the displays;</p>	<p>The façade and interior train wrapping shall be in accordance with Annexure – 4: Facial Dimensions of Trainset for Train Wrapping along with Measurements Metro Trainset.</p> <ul style="list-style-type: none"> <li>• Exterior Wrapping                             <ul style="list-style-type: none"> <li>○ Exclusive display area for advertisement per rake consisting of 3 coaches with a tentative display area of 2452 sq ft; (to be measured actual in sq. ft.)</li> <li>○ Avery Vinyl to be used for displays;</li> <li>○ Windows to be displayed with one way vision vinyl such as Avery, 3M, LG Hausys etc.</li> </ul> </li> <li>• Interior advertisement per train:                             <ul style="list-style-type: none"> <li>○ Exclusive tentative display area of 31 sq.ft per train in the form of inserts only; (to be measured actual in sq. ft.)</li> <li>○ Displays to be printed on Vinyl such as Avery, 3M, LG Hausys etc.;</li> <li>○ All the segregations, Windows, Doors shall be used for the displays;</li> </ul> </li> </ul> <p>Note: Any other advertisement avenues on assets, structures etc. identified within the trainsets shall not be made available for advertisement purposes under the scope of work of the subject tender. For clarification purposes, no promotional activities inside the trainsets shall be permissible.</p>
2.	5.4.2 of RFP (Vol-1)	<p>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 11,900 sqft at the stations which shall be handed over to the Bidder on as-is where-is basis for earning revenue and O&amp;M for the License Period as its investment in the Project.</p>	<p>Advertisement spaces inside metro stations which have been considered for advertisement may include possible spaces including staircases, escalators, Footover Bridges (FOBs), elevator spaces, Scrollers, smart posters, visual display Mediums including electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. to be projected/ installed on the walls/ vertical structures of the metro stations as stipulated for maintaining aesthetics of the metro stations and considering user/ commuter convenience.</p> <p>Any other advertisement mediums on fixed or movable assets, structures etc. identified inside the metro stations in the form of platform screen doors, frisking panels, turnstile and/ or activation avenues for promotional activities in the form of metro booths/ canopies/standees etc. and gabel areas on the external side of the stations shall not be available for advertisement purposes under the scope of work of the subject tender.</p> <p>Further, Maha-Metro shall make already available advertisement infrastructure upto 11,900 sqft at the stations which shall be handed over to the Bidder on as-is where-is basis for earning revenue and O&amp;M for the License Period as its investment in the Project.</p>
3.	5.4.3 of RFP (Vol-1)	<p>Advertisement media shall include smart posters, QR codes/graphics, canopy, etc to advertise the ecommerce activities for generating business opportunities through on-line or off-line shopping.</p> <p>A. Innovations &amp; New Media:</p> <ul style="list-style-type: none"> <li>- Subject to mutually agreed terms and conditions and with prior written approval and concurrence of the Maha-Metro, the Selected Bidder may introduce new media. If the Selected Bidder wants to introduce new media, then a proposal along with details of the said media proposed to be introduced should be presented to the office of the Additional General Manager-Property Development, Maha-Metro for approval and indication of the terms and conditions. The Employer at all times reserves the right not to give approval to such proposal/s and the Selected Bidder agrees voluntarily and unequivocally not to seek any claim, damages, compensation or any other consideration whatsoever due to non-acceptance of the proposal.</li> <li>- The Selected Bidder can utilise any format of advertisement including and not limited to backlit panels, scrollers, floor branding, roof branding, digital display (without audio), canopy, etc, with due approval of Maha-Metro. If the Selected Bidder does not utilise the advertisement spaces provided as mentioned against the respective inventories, License Fees &amp; other dues shall be chargeable as applicable.</li> </ul>	<p>Advertisement media shall include smart posters, QR codes/graphics, to advertise the ecommerce activities for generating business opportunities through on-line or off-line shopping. However, activation avenues for promotional activities in the form of booths/ canopies/standees etc. shall not be available for advertisement purposes under the scope of work of the subject tender.</p> <p>A. Innovations &amp; New Media:</p> <ul style="list-style-type: none"> <li>○ Subject to mutually agreed terms and conditions and with prior written approval and concurrence of the Maha-Metro, the Selected Bidder may introduce new media. If the Selected Bidder wants to introduce new media, then a proposal along with details of the said media proposed to be introduced should be presented to the office of the Additional General Manager-Property Development, Maha-Metro for approval and indication of the terms and conditions. The Employer at all times reserves the right not to give approval to such proposal/s and the Selected Bidder agrees voluntarily and unequivocally not to seek any claim, damages, compensation or any other consideration whatsoever due to non-acceptance of the proposal.</li> <li>○ The Selected Bidder can utilise any format of advertisement including and not limited to backlit panels, scrollers, floor branding, digital display (without audio), etc. with due approval of Maha-Metro.</li> <li>○ If the Selected Bidder does not utilise the advertisement spaces provided as mentioned against the respective inventories, License Fees &amp; other dues shall be chargeable as per the terms and conditions of the License Agreement.</li> </ul>





**Annexure – 1 of Corrigendum VII**

Dated: 31/05/2024

Title: Licensing of Semi-Naming Rights, Train Wrapping Rights and Advertisement Rights on Metro Stations and Trainsets of Pune Metro Rail Project for a Period of 15 Years in Two Packages

Tender No: P1PD-27/2024 dated 01.03.2024

Sr. No.	Clause Ref.	Existing Provision	Amended As
4.	2.4 of Revised (DLA) Volume-II	<p>a) The Selected Bidder shall be responsible for the following activities:</p> <p>b) Internal and External Advertisement inventory under this scope shall include spaces inside selected metro stations and advertisement on the identified external parts of the respective metro stations. 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.</p>	<p>a) The Selected Bidder shall be responsible for the following activities:</p> <p>b) Internal and External Advertisement inventory under this scope shall include Advertisement spaces inside metro stations which have been considered for advertisement may include possible spaces including staircases, escalators, Footover Bridges (FOBs), elevator spaces, Scrollers, smart posters, visual display Mediums including electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. to be projected/ installed on the walls/ vertical structures of the metro stations as stipulated for maintaining aesthetics of the metro stations and considering user/ commuter convenience. Any other advertisement mediums on fixed or movable assets, structures etc. identified inside the metro stations in the form of platform screen doors, frisking panels, turnstile and/ or activation avenues for promotional activities in the form of metro booths/ canopies/standees etc. and gabel areas on the exterior of the metro stations shall not be available for advertisement purposes under the scope of work of this Agreement.</p>
5.	2.5 (b) of Revised (DLA) Volume-II	<p>Clause 2.5 (b) of Revised DLA</p> <p>The Licensee can utilise any format of advertisement including and not limited to backlit panels, scrollers, floor branding, roof branding, digital display (without audio), canopy, etc, with due approval of Maha-Metro. If the Selected Bidder does not utilise the advertisement spaces provided herein, even then the Annual License Fees &amp; other dues shall be chargeable.</p> <p>Upon the request of the Licensee, Maha-Metro may provide built-space upto 100 sqft in the form of real estate kiosks at concourse level for carrying out promotional activities of its clientele. Maha-Metro may provide such built-up spaces at its discretion and subject to availability, upon payment of additional consideration by the Licensee to Maha-Metro for such period at the prevailing rates of property business spaces worked out on the basis of the average of the last accepted rates for the prevailing period at the particular metro station.</p>	<p>The Licensee can utilise any format of advertisement including and not limited to Advertisement spaces inside metro stations such as staircases, escalators, Footover Bridges (FOBs), elevator spaces, Scrollers, smart posters, visual display Mediums including electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. to be projected/ installed on the walls/ vertical structures of the metro stations as stipulated with due approval of Maha-Metro. If the Selected Bidder does not utilise the advertisement spaces provided herein, even then the Annual License Fees &amp; other dues shall be chargeable as per the terms and conditions of the License Agreement.</p> <p>Upon the request of the Licensee, Maha-Metro may provide built-space upto 100 sqft in the form of real estate kiosks at concourse level for carrying out promotional activities of its clientele. Maha-Metro may provide such built-up spaces at its discretion and subject to availability, upon payment of additional consideration by the Licensee to Maha-Metro for such period at the prevailing rates of property business spaces worked out on the basis of the average of the last accepted rates for the prevailing period at the particular metro station.</p>
6.	Article 2 Definitions of RFP (Vol-1)	<p><b>"Advertisements"</b> or <b>"Advertising"</b> means display of any advertisement material including pictures, printed material, LED Screens, Digital, Backlit Boards, , Promotional Kiosks, Product Display and other formats or means of advertising etc. which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time.</p> <p><b>"External Advertisement Rights"</b> means Advertising rights to install and display advertising of its clients, by installing various external advertising media formats on all possible available spaces of MAHA METRO at any demarcated and available spaces of MAHA METRO</p> <p><b>"Internal Advertisement Rights"</b> means Advertising rights to install and display advertising of its clients, by installing various internal advertising media formats on all possible available spaces of MAHA METRO at any demarcated and available spaces of MAHA METRO.</p> <p><b>"Places available for Branding"</b> or <b>"Advertising Spaces"</b> means the on-wall infrastructure, glass facades, outer façade, piers, arches, escalators, FOB's etc. and any possible space feasible for advertising as per approval of MAHA METRO as per the tender documents herein to be provided at the selected Station where Semi Naming, internal &amp; external advertisements and Train Wrapping Rights are proposed to be granted as per terms and conditions of the License Agreement.</p>	<p><b>"Advertisements"</b> or <b>"Advertising"</b> or Advertising Rights means display of any advertisement including pictures, printed material, LED Screens, Digital, Backlit Boards Scrollers, smart posters, visual display Mediums including electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. at staircases, escalators, Footover Bridges (FOBs), elevator spaces, walls, parts of the piers inside the metro stations etc. and train wrapping on the allotted trainsets as stipulated by Maha-Metro and which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time.</p> <p><b>"External Advertisement Rights"</b> means rights to Advertising of its clients, by installing various external advertising media formats at any demarcated spaces of MAHA METRO on the external side of the station as stipulated by Maha-Metro and which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time</p> <p><b>"Internal Advertisement Rights"</b> means rights to Advertising of its clients by installing various internal advertising media formats at any demarcated spaces of MAHA METRO on the internal sides of the stations as stipulated by Maha-Metro and which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time.</p> <p><b>"Places available for Branding"</b> or <b>"Advertising Spaces"</b> means the identified spaces feasible for Advertising at staircases, escalators, Footover Bridges (FOBs), elevator spaces, walls, parts of the piers inside the metro stations etc. and train wrapping on the allotted trainsets as stipulated by Maha-Metro in the Bidding Documents and which are not objectionable or prohibited under various statutes, codes, policies, etc. as applicable from time to time etc.</p>





**Annexure – 1 of Corrigendum VII**

Dated: 31/05/2024

Title: Licensing of Semi-Naming Rights, Train Wrapping Rights and Advertisement Rights on Metro Stations and Trainsets of Pune Metro Rail Project for a Period of 15 Years in Two Packages

Tender No: P1PD-27/2024 dated 01.03.2024

Sr. No.	Clause Ref.	Existing Provision	Amended As
	Article-1: Definitions and Interpretations of Revised DLA (Vol-2)	<p><b>“Advertising”</b> or <b>“Branding”</b> means display of any Branding/advertisement including pictures/video’s, advertisement in the form of electric / electronic media, visual display or any other innovative advertising (electronic) media, etc. which are not objectionable or prohibited under various statutes, codes, policies, etc. as applicable from time to time.</p> <p><b>“External Advertisement Rights”</b> means Advertising rights to install and display advertising of its clients, by installing various external advertising media formats on at any demarcated and available spaces of MAHA METRO at stations &amp; trainsets subject to approval of Maha-Metro</p> <p><b>“Internal Advertisement Rights”</b> means Advertising rights to install and display advertising of its clients, by installing various internal advertising media formats at any demarcated and available spaces of MAHA METRO subject to approval of Maha-Metro</p> <p><b>“Places available for Branding”</b> or <b>“Advertising Spaces”</b> means various locations at _____ Metro Station of PMRP, where Semi-Naming Rights and/or Internal &amp; external advertisements and/or designated trainsets for train wrapping are proposed to be granted as per terms and conditions of this Agreement.</p>	<p><b>“Advertisements”</b> or <b>“Advertising”</b> or Advertising Rights means display of any advertisement including pictures, printed material, LED Screens, Digital, Backlit Boards Scrollers, smart posters, visual display Mediums including electronic media (without audio), projectors/holography or any other innovative advertisement media, etc. at staircases, escalators, Footover Bridges (FOBs), elevator spaces, walls, parts of the piers inside the metro stations etc. and train wrapping on the allotted trainsets as stipulated by Maha-Metro and which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time.</p> <p><b>“External Advertisement Rights”</b> means rights to Advertising of its clients, by installing various external advertising media formats at any demarcated spaces of MAHA METRO on the external side of the station as stipulated by Maha-Metro and which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time</p> <p><b>“Internal Advertisement Rights”</b> means rights to Advertising of its clients by installing various internal advertising media formats at any demarcated spaces of MAHA METRO on the internal sides of the stations as stipulated by Maha-Metro and which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time.</p> <p><b>“Places available for Branding”</b> or <b>“Advertising Spaces”</b> means the identified spaces feasible for Advertising at staircases, escalators, Footover Bridges (FOBs), elevator spaces, walls, parts of the piers inside the metro stations etc. and train wrapping on the allotted trainsets as stipulated by Maha-Metro in the Bidding Documents and which are not objectionable or prohibited under various statutes, codes, policies, etc. as applicable from time to time etc.</p>

