

# **MAHARASHTRA METRO RAIL CORPORATION LIMITED**

**(Pune Metro Rail Project)**

**Date: 10/06/2024**

## **CORRIGENDUM-VIII**

**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 - VII</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 12/06/ 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>18/06/2024</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 12/06/2024 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>18/06/2024</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 13/06/2024 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>19/06/2024</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) Replies to bidders' queries of Tender No. P1PD-27/2024 is attached as Annexure – 1.**

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



*[Handwritten Signature]*  
10/06/2024

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

**Annexure – 1 of Corrigendum VIII**

Date: 10/06/2024

Tender No: P1PD-27/2024 dated 01.03.2024

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

**Replies to Bidder's Queries**

S. No.	Clause No.	Existing Tender Condition	Bidder's Queries	Reply to Queries
1	2.6 of RFP Vol-1	If the Licensee wants to install additional advertisement area beyond the advertising area stipulated herein as part of this Agreement, he may be permitted to do so after submission of drawings and approval thereto by Maha-Metro. Further, the Annual license Fees shall be revised on pro rata basis and shall be charged for the additional or the modified advertisement area on pro rata basis as per the terms and conditions of the bidding documents.	Trains, internal media, and external media rates may vary. Please provide the pro rata licensing charge calculation method for additional media. Suggestion: Please include a column for the total available advertisement area for each format, as well as the square foot rate that should be quoted in the financial bid format.	Tender condition prevails.
2	4.3.1.1 of RFP (Vol-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 milestone years ought to be related to the concessionaire bid for that particular package in the corridor. The concessionaire will not get any more revenue if ridership increases on other lines rather than the one they are operating. Suggestion: Increases in licensing fees ought to be correlated with an increase in passengers on the relevant line (package).	Tender condition prevails.
3	4.3.1.2.3 of RFP (Vol-1)	The Annual License Fees applicable for a particular Non-Milestone year shall be determined as follows:	The project can become risky and unfeasible for the bidder if annual license prices for the non- Milestone year are unreasonably increased. We suggest that annual license price hikes not go above five percent. Suggestion: The consumer price index, or CPI, is a tool used to gauge how much is consumed in terms of goods and services. Pune Metro is the public transportation system. Consequently, the annual increase in the license fee should be 5% flat rather than linking it with CPI.	Tender condition prevails.
4	5.4.4 & 5.5.6 (h) of Revised DLA (Vol-2)	The Bidder shall have to earmark 5% of total advertisement spaces at the respective Metro Station for carrying out social marketing activities or social messages by Maha-Metro in consonance with its CSR policy. The spaces shall be finalised in consultation with Maha-Metro. Cost for printing advertisements with regard to social marketing activities or social messages shall be borne by Maha-Metro. + .....The Selected Bidder agrees voluntarily and unequivocally to place Maha-Metro messages at their own cost in the panels which lie vacant and not commercialized at any time after the fitment period of 60 days from date of handover.	As per our understanding, the total amount of advertisement space given to Maha-Metro creatives would not increase by more than 5% in compliance with paragraph no. 5.4.4. Suggestion: If any more panels remain empty, the concessionaire will use historical displays of Pune or Maharashtra or their own in-house creatives with Contact Us information to generate leads for their business in order to preserve the station's aesthetics.	Understanding of the Bidder is correct.



**Annexure – 1 of Corrigendum VIII**

**Date: 10/06/2024**

**Tender No: P1PD-27/2024 dated 01.03.2024**

**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**

**Replies to Bidder's Queries**

<b>S. No.</b>	<b>Clause No.</b>	<b>Existing Tender Condition</b>	<b>Bidder's Queries</b>	<b>Reply to Queries</b>
5	Corrigendum-VII, Sr. No.1	Amended Clause 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.	Please clarify if the authority would invite separate tenders for these formats in future or if no advertisers are permitted to use these formats at all.	Licensee shall have exclusive rights for external train wrapping and tentative display area of 31 sq.ft per train as mentioned in 5.3.1 of the RFP. Maha-Metro reserves the right to invite fresh bids for any innovative internal advertising spaces inside the trainset.
6	Corrigendum VII Sr No. 2	Amended Clause 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 gable areas on the external side of the stations shall not be available for advertisement purposes under the scope of work of the subject tender. 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&M for the License Period as its investment in the Project.	Digital screens are mounted on Free Standing Units. Please confirm if the relevant authorities approves the installation of these units inside the stations. For an example of the digital screens we plan to install at the station, please refer to Annexure A. we request you to provide details of the 11,900 square feet of existing advertisement infrastructure. This is a crucial area where O&M is included in the plan; otherwise, the project could not be viable for any advertiser and may create confusions during operations of this contract.	Advertisements on Standing Units shall be permissible and considered as part of scope of work, subject to such spaces overlapping with any of the identified advertisement spaces and the Bidder not utilizing the identified, overlapping wall/ pillars/ structures for advertisement purposes. The Standing Units shall have to be fixed at the identified Advertisement Spaces for the entire License Period. Further, Digital advertisements shall be chargeable as per the provisions of Clause 5.3.7 of the tender documents. The details of the existing inventory to be provided by Maha-Metro shall be shared with the Successful Bidder.
7	Corrigendum VII Sr No. 3	.....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.	Please clarify if the authority would invite separate tenders for promotional activities in future or if no advertisers are permitted to use promotional activities at all.	Refer amendment at Sr. no. 5 of Corrigendum-IV Part B. Spaces for promotional activities shall be provided as per availability.
8	Corrigendum VII Sr No. 6	"External Advertisement Rights" 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.	Please provide information on the demarcated area where the bidder can install the structures for the advertisements. The external media is highly ambiguous in the absence of these details.	External advertisement areas can be considered on FOB's, elevator walls etc. Bidder shall have the liberty to identify any additional areas for external advertisements and submit to Maha-Metro for approval. If the media plan submitted by the Bidder is found to be feasible, Maha-Metro shall permit utilizing such assets for advertisement purposes as per the terms and conditions of the License Agreement.

