



JAIPUR METRO RAIL CORPORATION LIMITED

(A Government of Rajasthan Undertaking)

2nd Floor RSIC Wing, Udyog Bhawan, Tilak Marg, C-Scheme, Jaipur-302005

E-mail: edca@jaipurmetrorail.in

JAIPUR METRO

No. F.1(53)/JMRC/DCA/Rev/Advt/Train/2016-17/ 477

Dated: 28.04.2017

To,

M/s Shalimar Advertisers
13/9 (III Floor), Ajmal Khan Road
Karol Bagh, New Delhi-110005

LETTER OF ACCEPTANCE

Subject: Letter of Acceptance (LOA) for "Licensing of exclusive advertisement rights inside Jaipur Metro Trains Phase 1"

Ref. No.: JMRC RFP No. F.1(53)/JMRC/DCA/Rev/Advt/Train/2016-17/11 dated 03/01/2017

This is to inform you that you have been adjudged as successful bidder in respect of above referred RFP for Licensing of exclusive advertisement rights inside Jaipur Metro Trains Phase 1 at the License fee of Rs. 2,34,360 (Rupees Two Lakhs Thirty Four Thousand Three Hundred Sixty only) per month (Taxes Extra, as applicable).

1. As per the terms and conditions of the RFP, you are requested to:

(i) Return one copy of this LOA duly signed and unequivocally accepted and stamped by your authorised signatory within 10 working days (i.e., upto 11.05.2017) from the date of issue of 'LOA' along with Security Deposits as below:

a. Performance Security Deposit equal to Rs. 1,40,616, in the form of Bank Guarantee (Annexure-IX, of the RFP, copy enclosed) from any scheduled bank in favour of Jaipur Metro Rail Corporation Ltd. The Bank Guarantee should remain valid for a period of 6 months (six months) beyond the date of expiry of the 'License Agreement', i.e., should be valid upto 08.12.2020.

b. Installation Security of Rs 1,00,000 (Rupees One Lakh only) in the form of Bank Guarantee (Annexure-X, of the RFP, copy enclosed) from any scheduled bank in favour of Jaipur Metro Rail Corporation Ltd., which shall be returned without any interest, after completion of initial installation of advertisements on pre-designed available advertisement panels or after 6 months from the date of issue of NTP, whichever is later, after adjusting the cost of damages to JMRC properties, if any.

The Installation Security Deposit shall be kept valid for a period of 1 year (one year) from the date of Issue of Letter of Acceptance. In case of delay in installation, agency will have to extend the validity of Installation Security for a period as per JMRC.

Note: The Performance Security Deposit and Installation Security Deposit can also be deposited in the form of DD/ Banker's Cheque of scheduled bank drawn in the favour of Jaipur Metro Rail Corporation, payable at Jaipur.

(ii) Execute a License Agreement on a non-judicial stamp paper of appropriate value as per Stamp Act, as per format at Annexure -V (copy enclosed) of the RFP within 20 days of issue of demand. The original copy of the Agreement shall be retained by JMRC and the copy shall remain with Agency.

Registered office: Khanij Bhawan, Udyog Bhawan Campus, Tilak Marg, C-Scheme, Jaipur - 302005

www.jaipurmetrorail.in, CIN: U60221RJ2010SGC030630

Till the signing of the License Agreement, the LoA shall form a binding contractual agreement between JMRC and the Successful Bidder(s) as per terms of the RFP.


The cost of Stamp Duty for execution of License Agreement and any other related Legal Documentation charges / incidental charges shall be borne by the successful Bidder. It is to be noted that Stamp paper and stamp duty shall be applicable as per provisions of respective Act at the time of execution / registration.

2. Subsequent to acknowledgement of 'LOA', and deposition of Performance Security Deposit & Installation Security Deposit, as per the point-1 above, a demand to deposit license fee of first quarter shall be raised by JMRC.
3. After signing of license agreement and deposition of advance license fee of first quarter, Notice To Proceed (NTP) shall be issued by JMRC for all the ten trains.
4. JMRC shall retain the right to withdraw this LoA in the event you fail to accept it within the limit specified in the point-1 above. In that event, JMRC shall forfeit your Bid Security. You will not seek any claim, compensation, damages or any other consideration whatsoever on this account.
5. If you fail to deposit the required Performance Security Deposits or to execute the agreement within the specified period without any intimation to JMRC, such failure will be treated as a breach of the terms and conditions of the RFP and may result in forfeiture of the Earnest Money Deposit (Bid Security) / Security Deposits, in part, or in full at the discretion of JMRC. Any request for extension of time for deposition of security deposit shall be made in writing with due justification and it shall be at the discretion of JMRC to accept or reject such request. Such request, at the discretion of JMRC may be accepted with imposition of penal charges as per following:

| Working Days from date of issue of LoA | Rate of penal charges to be submitted in the form of DD / Bankers cheque (Non-refundable) |
|--|---|
| Up to 10 days | Nil |
| 11 th day to 15 th day | Rs. 1000 per day |
| 16 th day to 21 st day | Rs. 2000 per day |

6. All the terms and conditions of the Bid document shall be part of this LOA.

Encl.: As above.


(Neeraj Naruka)
Executive Director (Corporate Affairs)