



No. F.1 (R-112) JMRC/DC/SB-01 /2019-20/ 6142

Date: 28 NOV 2019

**Amendment/ Clarification/ Addendum**

Ref: RFP No. F.1(R-112)/JMRC/DC/SB-01/2019-20/21 dated 06.11.2019 for Licensing of Station Branding/Semi Naming Rights of Mansarovar Metro Station

With reference to above subject, following clarification/amendment are hereby issued:-

1. In table given at clause 3.5(i) of RFP, point number 3 of column (c) is amended as under:  
"03. Coloring/Branding outside/inside Mansarovar Metro station as per theme of the brand."
2. In column (c) of table in RFP clause 3.5 (i), one more point is added as point 7 along with pre existing points, as follows:  
"Canopy of maximum 6 x 6 sq. ft. size at two places as permitted by JMRC in unpaid area for sales promotion activities".
3. The existing clause 4.2 (xvii) of RFP is hereby replaced with new clause as follows:  
"Besides advertisement panels for display advertisements (900 sq.ft.) Coloring/Branding inside the metro station including escalators and staircases shall be allowed subject to technical feasibility. No Branding/Coloring inside/outside lift shall be allowed."
4. In RFP clause 4.3 (vii) and clause 4.13 (iv) "45 days" is amended as "60 days". Also in RFP clause 4.3(v) and 4.13 (vii), '46<sup>th</sup> days' is amended as '61<sup>st</sup> days'.
5. The RFP clause 4.6 (f) is hereby replaced by following:  
"Installation of digital advertisement panels in the form of LCD/LED panels, video walls or any other format of electronic/digital display is allowed without any audio input/output as part of display advertisement inside station."
6. RFP clause 4.11 (ii) is replaced as follows:  
"It is clarified that the licensee may demand for additional advertising spaces inside/outside the Metro Stations in addition to the allowed area in the package. JMRC shall allow the same with applicable charges and subject to feasibility."

With respect to Eligibility Criteria of bidders (Clause 1.3) related to experience (Sr. No. (v) in the table), it is further clarified that the corporates other than advertisement/media companies which have directly executed contracts of station naming/branding/ advertisement for their brand are also eligible subject to fulfillment of all other eligibility criteria(s).

These amendments/clarifications/addendums will be applicable on all other related clauses of RFP & Annexures. All other terms & conditions of the RFP shall remain same.

This clarifications/amendment shall be the integral part of the RFP document. Therefore, bidders are required to submit a signed copy of this clarification alongwith the bid to be submitted online.

[Neeraj Naruka]

Executive Director (Corp. Affairs)