

NOTICE INVITING TENDER

- 1.1** Delhi Metro Rail Corporation Ltd. invites bids through open e-tender, in single stage single packet system, from reputed advertising agencies who may be a sole proprietary firm, a partnership firm or a company incorporated under the Companies Act' 1956/ 2013 & having its registered office in India or as a Joint Venture/ Consortium of such entities for licensing of audio ads slots for release of in train audio advertisements in DMRC Metro Trains (6 nos.) on each Line-1, 2, 3 & 8 of DMRC Network in 4 (Four) separate schedules for 9 (nine) years, further extendable by 6 (six) years, as per Appendix-1 of the Draft License Agreement (DLA).
- 1.2** The Bidders shall not have a conflict of interest that affects the Bidding Process. Any Bidder found to have conflict of interest shall be disqualified. A Bidder shall be deemed to have a conflict of interest affecting the Bidding Process, if the constituent of one Bidder is also a constituent of another Bidder.
- 1.3** DMRC shall receive Bids (e-tender) pursuant to this 'Tender Document', in accordance with the terms & conditions set forth herein and as modified, altered, amended and clarified from time to time by DMRC in writing through Corrigendum or otherwise. Bidders shall submit bids in accordance with these terms & conditions on or before the last date specified in this document for this purpose. The Bidders are advised to visit the depots/ sites/ stations and familiarize themselves with the proposed arrangements and all activities, necessary in this regard.
- 1.4** **Salient features of bidding Process:**

DMRC has adopted a single stage single packet Bidding Process to select a suitable highest Bidder to grant licensing of audio ads slots for release of in train audio advertisements in DMRC Metro Trains (6 nos.) on each Line-1, 2, 3 & 8 of DMRC Network in 4 (Four) separate schedules of DMRC network, as per details given in Appendix-1 of the DLA.

- a) For participation in e-tendering process, the prospective bidder(s) has to be registered on e-tendering portal <https://eprocure.gov.in/eprocure/app>. On registration they will be provided with a User ID and a password enabling them to submit their Bids online using Digital System Certificate (DSC) and to witness various activities of the process. The authorized signatory of intending Bidder, as per Power of Attorney (POA), must have valid Class-II or Class-III digital signature. The Tender Document can only be downloaded or uploaded using Class-II or Class-III digital signature of the authorized signatory. If needed prospective bidder can be imparted training on "online tendering process"
- b) Schedule of Bidding Process:

Sr. No.	Particular	Description
1.	Cost of Tender Document (Non-Refundable)	₹29,500/- (₹25,000/- + 18% GST) The Cost of Tender Document shall be accepted only in the form of DMRC's CPP / DMRC'S CPP/ RTGS/ NEFT/ IMPS in favour of "Delhi Metro Rail Corporation Ltd" and payable to/ for credit of A/C of DMRC Ltd. with Union Bank of India, F-

		14/15, Connaught Place, New Delhi, IFSC code – UBIN0530786, MICR code – 110026006 A/c No. – 307801110050003.
2.	EMD/ Tender Security (for each of the schedules separately to be accepted online in form of DMRC's CPP / DMRC'S CPP/ RTGS/ NEFT/ IMPS as per above details in 1.4(b)(1))	₹11,55,000/- (Rupees Eleven Lacs Fifty Five Thousand only) – Schedule-I (Red Line)
		₹11,55,000/- (Rupees Eleven Lacs Fifty Five Thousand only) – Schedule-II (Yellow Line)
		₹11,82,000/- (Rupees Eleven Lacs Eighty Two Thousand only)– Schedule-III (Blue Line)
		₹7,02,000/- (Rupees Seven Lacs Two Thousand only)- – Schedule-IV (Magenta Line)
3.	Period of sale of 'Tender Document' (online only)	From 01-07-2026 to 30-07-2026 (up to 15:00 hrs.) at e-tendering website: https://eprocure.gov.in/eprocure/app
4.	Pre-Bid Meeting	The pre-bid meeting shall be conducted on 13.07.2026 @1100 hrs at 3 rd Floor, A-wing, Metro Bhawan, Barakhamba Road, New Delhi. Further, bidders are requested to send Pre-bid clarifications on the registered official email of DMRC i.e. pbtenders@dmrc.org latest by 1700 hrs. on 14.07.2026.
5.	Last Date of receiving written queries by DMRC	14.07.2026 up to 1700 hrs
6.	DMRC's response to queries latest by	17.07.2026 up to 1700 hrs
7.	Start Date & Time of Submission (e-tender) of Bid (online only)	18.07.2026 from 1500 hrs
8.	Last Date & Time of Submission (e-tender) of Bid (online only)	30.07.2026 up to 1500 hrs
9.	Date & Time of Opening of Technical/financial Bids online	31.07.2026 at 1500hrs
10.	Validity of Bid	Up to 180 days from the last date of submission of bid.

The Cost of Tender Document and Tender Security/ EMD has to be submitted online through DMRC'S CPP/ RTGS/ NEFT/ IMPS for credit of the account as given in at Sr. No. 1.4 (b) (1) of the above table, by specified date and time i.e. before the last date & time of uploading of bid as per Clause 1.4(b) (8) above, failing which the offer/ bid of such bidder shall be declared as ineligible and the said bid submitted shall be summarily rejected. The bidder

will be required to upload scanned copies of transaction of payment of Cost of Tender Document including e-receipt (clearly indicating the UTR No. & Tender Ref. i.e. DMRC/PB-50 must be entered in remarks at the time of online transaction of the payment failing which payment may not be considered) to be uploaded in online bid submission. Tender Document can be downloaded from the website <https://eprocure.gov.in/eprocure/app>.

- c) The Bidder shall submit along with the Bid Application, Cost of Tender Document along with Tender Security/EMD as mentioned herein under.
- d) The payments of the Cost of Tender Document are acceptable from any account. However, applicant shall submit such transaction details along with their tender submission on e-portal. If the same transaction reference number has been submitted for more than one bid. All such bids shall be considered ineligible and summarily rejected.
- e) Bidders to note that the payment of Tender Security/ EMD shall be made from the account of bidder only, however, in case of JV / Consortium, the tender security can either be paid from JV/Consortium account or one of the constituent members of JV / Consortium. If tender security has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.
- f) Schedule of Various Stages: The Selected Bidder shall follow the following time lines:

S.No.	Stage of Activity	Time Period
1.	Payment of Interest Free Security Deposit to DMRC by Licensee.	IFSD equivalent to 3 months Minimum Guarantee shall be payable within 30 days of date of issue of Letter of Acceptance.
2.	Signing of License Agreement.	Within 30 days of receipt of LOA payment.
4.	Commencement of Contract Period.	From the date of signing of the License Agreement
5.	Payment of Minimum Guarantee	<p>The Minimum Guarantee (MG) equivalent to ₹15,00,000/- (Schedule-I), ₹15,00,000/- (Schedule-II), ₹16,00,000/- (Schedule-III), ₹6,50,000/- (Schedule-IV), per month (excl. applicable GST & other taxes)) shall be payable in advance on monthly basis to DMRC, by the last working day of the previously running month. Further, the said MG shall be escalated at the rate of 5% per annum on compounding basis.</p> <p>A. Illustration:</p> <p>1. Advance monthly MG for the 1st month stands at ₹6.5 lakhs and shall be paid on or before the last date of the previous month.</p>

		<p>2. However, if the revenue share of the respective month exceeds the MG amount, the invoicing of the balance amount will be raised in subsequent month and shall be adjusted through the received revenue share (DMRC portion) amount.</p> <p>3. Hence, an amount of ₹6.5 lakh (i.e. advance monthly MG) remains open and shall be utilized to clear advance monthly MG for the 2nd month. Apparently, rolling over the MG till the month where the DMRC's revenue share falls short of the MG.</p> <p>B. Multi-Month Booking: In case of revenue is being generated for multi-month booking in advance, the same will be adjusted as per booking. However, it is the responsibility of the successful bidder to provide data on time.</p>
6.	Payment of Revenue Share	<p>Revenue share (i.e. 85%:15%:: DMRC: Bidder/ Licensee) shall be payable at the minimum rate of ₹_____/sec. (excl. applicable GST and other taxes, etc.), only for release of in train audio ads, on advance basis. However, as per the market demand, if the rate goes above the minimum rate of ₹_____/sec. (excluding applicable GST and other taxes, etc.), the revenue share shall be done on such higher rate.</p> <p>Furthermore, it shall also be noted that out of Minimum Guarantee Amount & Actual DMRC's Revenue Share which is 85% of the gross revenue for a particular month; the higher of the two shall be charged/ invoiced.</p>

- g) Bidders are expected to carry out extensive survey and analysis at their own cost, before submitting their respective bids for participating in the above said tender. DMRC shall provide necessary permission and assistance to the prospective bidders in this regard.
- h) The Bid submissions must be made online after uploading the mandatory scanned documents towards cost of Tender Document, Tender Security/ EMD, and other documents as stated in Tender document.
- i) All the uploaded files in Bid submission should be named properly and arranged systematically. No special character/ space should be there in the name of uploaded file.
- j) Addenda/Corrigenda, if any, will be uploaded on e-procurement portal and/or DMRC's website from time to time. Late / delayed bid received after the stipulated date and time of submission of tender shall be out rightly rejected.

- k) In case of a Bid is submitted by a JV/ Consortium, following shall be abided by all its members of JV/ Consortium:
- (i) The Lead Member of the JV/ Consortium shall maintain a minimum percentage share of 51% of the aggregate shareholding of the JV/ Consortium during full tenure of License Agreement.
 - (ii) Any change in percentage stake of JV/ Consortium members without prior written approval of DMRC shall be treated as Material Breach of Contract and Licensee's Event of Default entitling DMRC to encash Security Deposit/ Performance Security and/ or to terminate the License Agreement after 30 days' notice.
 - (iii) Minimum percentage stake of any member in JV/ Consortium during license period (including lock-in period) shall not be less than 15%.
 - (iv) Partners having less than 26% participation shall be considered as non-substantial partner and shall not be considered for evaluation which means that their eligibility shall not be considered for evaluation of JV/ Consortium.
 - (v) All members of such entity shall be jointly and severally liable for the performance of License Agreement.
 - (vi) For the purpose of evaluation of the consortium/ JV each member's contribution towards the turnover shall be considered in the same ratio of their equity participation in the consortium or JV.

Illustration: Say If 'A' and 'B' are two members of JV/Consortium. 'A' is having 70% equity holding in JV/ consortium and 'B' is having 30% equity holding in JV. In such a condition, 70% of A's turnover and 30% of B's turnover will be taken for the calculation of eligibility of the JV/ consortium.

- 1.5 Tender Document can also be downloaded from the website <https://eprocure.gov.in/eprocure/app> and DMRC's website www.delhimetrorail.com under tab "Tenders" and subhead "Property Development & Property Business Tenders" and has to be submitted online through e-tendering portal i.e. <https://eprocure.gov.in/eprocure/app> only.
- 1.6 The Bidders are advised to keep in touch with e-tendering portal i.e. <https://eprocure.gov.in/eprocure/app> and DMRC's website www.delhimetrorail.com for latest updates (Addenda/ Corrigenda) in respect of this tender, if any. There will be no other mode of communication for update.
- 1.7 The bidder has to comply with rules and regulations of "Safety and Health Management Policy" & "Suspension and Banning Policy" of DMRC attached separately with this Tender Document.
- 1.8 To avoid any discrepancies in reconciliation of GST, the Cost of Tender Document may be submitted by separate DMRC'S CPP/ RTGS/ NEFT/ IMPS. The tender no. and name of the tender should be mentioned in details while submitting payment. Moreover, the bidders are advised to make the payments preferably through the payment Portal available on DMRC's official website i.e. <https://services.billdesk.com/MercOnline/web/delhi-metro/pay>.
- 1.9 In case of any grievances/ complaints regarding this tender, the bidders are advised to contact:
- a) General Manager (Property Business)/ DMRC
3rd Floor, A-Wing, Metro Bhawan, Fire Brigade Lane,
Barakhamba Road, New Delhi-110001
Email ID: gmpb@dmrc.org

- b) Phone No: 011-23418417
Chief Vigilance Officer/ DMRC,
1st Floor, A-Wing, Metro Bhawan, Fire Brigade Lane,
Barakhamba Road, New Delhi -110001
Email ID: cvodmrc@gmail.com
Phone No: 011-23418406
Website: <http://www.delhimetrorail.com/vigilance.aspx>

**General Manager/Property Business
Delhi Metro Rail Corporation Limited**