

Date: August 17, 2018

## CORRIGENDUM

### - TENDER NO 2019AUG01/T002119920/NDHO/P&D

**Subject: Request for Proposal (RfP) for selection of agency for co-branding of Hauz Khas Metro Station (Magenta Line – Line 8)**

The following are RESPONSES / REPLIES to the queries received under the captioned tender. Rest all other terms and conditions of RfP shall remain unaltered.

SN	Query	Response
1	<p>At this stage of bidding, financial bid can be quoted only for services including liasioning for a period of three years. It is impossible to quote for fabrication, maintenance, annual maintenance contract (AMC) in the absence of specifications of all the items in the scope of work. The quotation for fabrication, maintenance, AMC can only be arrived at after finalisation of drawings and other specifications for each item</p> <p><b>(Ref - Annexure VIII page no. 54 of RfP – Commercial / Financial Bid)</b></p>	<p>It was clarified to the agencies that consolidate financial quote for concept to be developed under defined scope of work &amp; specifications of DMRC, including services, execution, fabrication, installation and maintenance for co-branding of Haus Khas Metro station has to be submitted by the agency. The agency shall submit detailed presentation on proposed plan, proof of concept and specifications of material used for the scope of work as part of Technical Bid.</p>
2	<p>This has reference to the pre-bid meeting held in your office on 14th August 2018 wherein it was clarified that a final quote has to be given including fabrication, installation and maintenance for co-branding of Haus Khas Metro station. In this regard it is stated that the whole exercise is quite time taking as a lot of calculations and computations have to be carried out and hence it is requested that</p>	<p>Last date for submission of bids – <b>No Change</b></p>

	<p>the last date of submission of bid may please be extended by at least 15 days</p> <p><b>(Ref- Page no. 2, Para no. 2, Sl. No. 6 &amp; Page no. 3, Para no. 2, Sl. No. 8 – Critical Information)</b></p>	
<p><b>3</b></p>	<p>As per discussion with you in Pre-bid meeting regarding Request for Proposal for Selection of Agency for Co-branding of Hauz Khas Metro Station (Magenta Line – Line 8).</p> <p>In this regards we request you following: -</p> <p>(1) Please Extend the date of submission by 10 days.</p> <p>(2) Please Extend the Timeline for Completion by 15 days.</p> <p><b>(Ref - Sl. No. 5.28, page no. 19 - Timelines for completing the above scope of work)</b></p>	<p>(1) Last date for submission of bids – <b>No change</b></p> <p>(2) Revised timelines for completing the scope of work is attached at <b>Appendix 1</b>.</p>

The following are AMENDMENTS made under the captioned tender.  
Rest all other terms and conditions of RfP shall remain unaltered.

SN	Reference in RfP TENDER NO 2019AUG01/T002119920/NDHO/P&D dated August 01, 2018 (Where ever applicable)	Amendment
1	Page no. 47-49 – Annexure III – <b>Minimum eligibility criteria</b>	Revised Annexure III is attached at <b>Appendix 2</b>
2	Page no. 22/23, Para no. 7.6.3 - <b>Technical bids evaluation criteria</b>	Revised criteria is attached as per <b>Appendix 3</b>
3	Page no. 19, Para no. 6 – <b>Payment</b> - Payment terms shall be as per deliverables	Attached as per <b>Appendix 4</b>
4	Page no. 43-46 – Annexure II – <b>Application for selection of agency</b>	Revised Annexure II is attached at <b>Appendix 5</b>
5.	<i>Reference nil</i>	Format for providing specifications for scope of work attached ( <b>Format VI</b> ).

**APPENDIX - 1**

**5.28 TIMELINES FOR COMPLETING THE ABOVE SCOPE OF WORK:**

The timelines for completing above mentioned scope of work to the satisfaction of SIDBI is as follows. SIDBI reserves the right to levy liquidated damages @ `5000/- per day of delay for every working day beyond 90 days from the date of contract.

<b>Sl. No.</b>	<b>Deliverables</b>	<b>Timelines (in days)</b>
1	As per Para 5.1	30 (from the date of contract)
2	As per Para 5.2 and 5.3	45 (from the date of contract)
3	As per Para 5.4 to 5.8	75 (from the date of contract)
4	As per Para 5.5, 5.6 & 5.13	For the entire period of contract as per prescribed periodicity / requirements of SIDBI

**MINIMUM ELIGIBILITY CRITERIA AS ON DATE OF RFP – AGENCY**

<b>Sr. No</b>	<b>Financial and other Requirements to be met by the Bidder</b>	<b>Document required for verification (Any Proof)</b>
1	Agency must be a registered agency.	Valid registration certificate to be enclosed
2	DD No :	Drawn on:                      dated:
	Amount: ` 2,500/- enclosed towards cost of RfP	
	BG/DD No :	Drawn                                      on: dated:
	Amount: ` 500,000/- enclosed as EMD	
3	The Agency should have experience of at least 5 years in Advertising field including minimum experience of 2 years with DMRC.	Certificate of incorporation & commencement of business as agency or any other document acceptable to Bank. The agency shall also submit the details as per Format I
4	Average Gross annual turnover of the Agency from advertising activities in the last 3 consecutive financial years i.e. F.Y. 2015-16, 2016-17 & 2017-18 shall be minimum `5 crores as per Audited Balance Sheets (CA certified provisional Balance Sheet for FY 2017-18 is acceptable subject to submission of Audited Balance Sheet, once shortlisted)	In case, the agency provides services other than advertising also, then turnover from advertising services only will be considered. Turnover from advertising services should be certified by the auditor/CA (copy to be enclosed)  Information may also be furnished as per format V
	Turn over Details for last 3 FY	(` in Lakh)
	Year	Gross Turnover

	Average	
	(Copies of Audited Balance Sheet, Profit & Loss a/c with Auditors Report to be enclosed for last four years. If the Audited B/S or P/L for 2017-18 is not ready, please submit CA certified provisional results for the same. If the agency is having other revenue besides revenue from advertising, then revenue from advertising activities to be shown for year alongwith certificate from auditors.)	
5	The net worth of the agency should be positive during each of the previous three financial years.	Copies of the audited balance sheet and profit and loss accounts and / or certified by auditors to be enclosed.
6	The agency should currently be on panel of at least one Public Sector Undertakings/ Companies in Banking, Financial Services and Insurance (BFSI) sector.	Copies of valid empanelment letters.
7	The Agency should not have been blacklisted/ debarred by any Central/ state government/ public sector undertaking/ Banks and not involved in any major litigation that may affect or compromise the delivery of service required. The agency should not have been penalized or found guilty in court of law.	Self-certification on letterhead to be provided as per Annexure-IV. However, the Bank has the rights to independently verify the same.
8	Neither the agency nor its proprietor / directors / partners has/have defaulted to any Bank.	CIBIL report of the agency and its proprietor / directors / partners.
9	The Agency should have minimum staff strength of 10 full time employees.	List of staff with their PF numbers or such verifiable.
10	The agency should have full-fledged office in New Delhi with sufficient staff strength & full back office support of technical staff viz. architects, creative directors, visualizers, designers, copywriters, media planners, fabricators, etc.	Recent address proof of office acceptable to the bank & verifiable details of technical staff.
11	The bidders should not have been removed / dismissed prematurely during the contract period by any	Self-certification on letterhead to be provided.

	Central / state government/ public sector undertakings / Banks / Financial Institutions.	
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**Apart from the above minimum criteria, the Agency is also required to give the following information:**

<b>Sr No</b>	<b>Document Required</b>
1	Ownership and nature of entity (public, partnership, subsidiary, etc.).
2	Income Tax returns for past three years.
3	Board resolution authorizing the authorized signatory to sign on behalf of the agency.
4	Proof of address of registered office & New Delhi Branch office.
5	GST Registration Certificate

**7.6.3** Technical bids would be evaluated on the parameters and presentation as below.

**TECHNICAL BIDS EVALUATION CRITERIA – ADVERTISING**

<b>Sr. No.</b>	<b>Details required / Parameters on which Bidder will be scored for Advertising</b>	<b>Maximum Marks</b>
<b>A</b>	<b>Bidder Credentials</b>	
1	Experience of the agency in satisfactory execution of advertising activities	
	(a) Minimum 5 years	5
	(b) More than 5 years & upto 10 years	10
	(c) More than 10 years	15
2	Experience of the agency with DMRC or any other Metro rail corporation in the country in satisfactory execution of advertising activities	
	(a) Minimum 2 years	5
	(b) More than 2 years & upto 5 years	10
	(c) More than 5 years	15
3	No of Metro Stations where co-branding work has already been done with DMRC	
	(a) only one metro station	5
	(b) More than 1 metro stations	10
4	No. of full-fledged offices (with address) in Delhi NCR	
	(a) Minimum one	5
	(b) More than one	10
5	List of organizations with whom currently empaneled	
	One mark for each satisfactory letter from PSU customers including DMRC (maximum 10)	10
6	No. and the list of advertising activities (outdoor other than print/social/ electronic media) conducted for Banking, Financial Services and Insurance (BFSI) and Government sector & successfully completed / ongoing during last 3 years from date of RfP. The relevant order copies to be enclosed.	
	One mark for each order copy produced (maximum 5)	5
	<b>Total</b>	<b>65</b>
<b>B</b>	<b>Presentation on Proposed plan, proof of concept &amp; specifications of material to be used</b>	



	<p>Concept, / creativity / modelling / innovation / optimum utilization of each item of "scope of work" i.e. 100sq.mtr outdoor advertising, 10sq.mtr indoor advertising, 10sq.mtr retail space, inside &amp; outside coloring, co-branding (Refer Para 5 of RfP)</p>	<p><b>35</b></p>
<p>Specifications of material (including type of material/quality, quantity and sizes) to be used for scope of work <b>(Refer FORMAT No.VI)</b></p>		
<p>Approach &amp; methodology for executing the scope of work, including maintenance and services being offered.</p>		
<p>Detailed Workplan including design, concept, creativity and timelines of implementation, fabrication, execution, maintenance and services may be submitted (in easily understandable format viz video/walkthrough, model, ppts, pictures, etc.</p>		

**6. PAYMENT:**

Payment terms shall be as per deliverables as under:

<b>Deliverables</b>	<b>Payment amount</b>
On completion of scope of work given at para No. 5.1	10%
On successful completion of scope of work given at 5.2 to 5.8 (this includes total capex and other bonafide expenses incurred for completion of said scope of work)	40%
On successful completion of maintenance work on half-yearly basis during 2 <sup>nd</sup> year and 3 <sup>rd</sup> year at 10% at end of each half year (10% x 4 half years)	40%
On successful completion of maintenance work—at the end of 3 <sup>rd</sup> year	10%

**Note:**

- No other payment of whatsoever in nature shall be made by SIDBI such as any charges to cleaning staff, materials, other agency charges, charges for design development, execution, consultancy, changes during execution, porter, labour, cartages, person to manage retail space/e-lobby, technical persons, electrician charges, warranty, wear & tear, damages to third party, liasioning fee, charges for liasioning with municipalities/government authorities, insurance charges, etc (except financial bid price and reimbursement of electricity bills on actual basis from the date of completion of deliverable at Sl.No.3 of Para 5.28 above).
- The lease rent / license fee to DMRC shall be directly paid by SIDBI.
- Payments shall be released on submission and approval of relevant documents and reports.

**APPLICATION FOR SELECTION OF AGENCY  
(to be submitted on Agency letter head)**

Date:

Chief General Manager (P&D Vertical)  
SIDBI  
Ground Floor, Videocon Tower  
E-1, Rani Jhansi Road, Jhandewalan Extension,  
**New Delhi - 110055**

We hereby offer to submit our request for Selection of Agency of SIDBI for three years as per proposal reference Tender RfP No. 2019AUG01/T002119920/NDHO/P&D (Tender-Agency) dated August 01, 2018. We have read, and understood the content of RfP and further state that we unconditionally accept and abide by the terms & conditions specified therein.

**Brief Profile of our agency is as under:**

<b>Sr. No.</b>	<b>Brief Contents</b>	<b>Application has to submit</b>
1	Name of the Agency	
2	<b>Address, Telephone Numbers and Contact person(s)</b>	
	Registered/Head office	
	Address of the other offices in the country	Please enclose Separate sheet along with annexure
	Legal status / Constitution of Agency	(Proprietor / partnership / Pvt. / Pub. Ltd)
3	Name of the Proprietor/ Partners/ Directors	
4	Name of the Managing Director, Director, Top Management/ Key personnel contact Person/s Contact Tele/Mob. No. Email ID etc	May enclose Separate sheet along with annexure
5	If agency is selected, then details of Key Personnel who will work with SIDBI with age, qualifications, experience (in years), notable skills and achievements etc. Contact Tele. No. Mobile No.	

	Email ID etc	
6	Date of Establishment /incorporation	
7	No. of years in advertising business	
8	Experience of the agency with DMRC or any other Metro rail corporation in the country in satisfactory execution of advertising activities)	Supporting documents to be enclosed as per format no. III
9	No of Metro Stations where co-branding work has already been done with DMRC / any other Metro rail corporation	Supporting documents to be enclosed
10	No. of full-fledged offices (with address) in Delhi NCR	Please provide copy of address proof
11	List of organizations with whom currently empaneled	Relevant & valid supporting documents to be enclosed. Agency shall also submit details as per Format II. (not more than 3 months old)
	(a) PSU customers excluding DMRC	
	(b) Empanelment with DMRC, if any	
12	No. and the list of advertising activities conducted for PSUs / public or private corporate during last 3 years prior to the date of RfP. The relevant order copies to be enclosed.	
	With Public Sector	
	With Private Sector	
	Others if any	
	Have you served for SIDBI recently or in past please attach suitable proof	
	Detail of award if any received	
13	No. and the list of advertising activities conducted for BFSI and Government sector handled during last 3 years from date of RfP. The relevant order copies to be enclosed.	
14	Whether Agency is a Micro Small Medium Enterprise (MSME).	YES / NO
15	Infrastructure (Supporting documents shall also be submitted as per format IV)	

	Name & Designation of Head of Advertising Team	
	Name of other support staff Team of Advertising Team	
	Name of officials on special duty for liaising with DMRC	
	Are you a full or limited service agency?	
	Number of officials working at New Delhi	
	Whether you can provide 24/7 service to SIDBI	
	In house architectural & designing team	
	Other details (Attach copy of returns)	
	Income Tax No	
	GST No.	
	Nature of Main Activity	
	Membership with any organizations	
16	Details of Skilled employees dedicated to advertising activities at New Delhi (No. of such skilled employees, list along with permanent employees or on retainership basis details)	
17	Provide specifications of scope of work in Format No. VI	
18	Principal Banker & Their Name	
19	For selection of agency of SIDBI, the Agency should submit proven established credentials for Corporate Brand Building and product and services in a summary sheet along with this application.	
20	Declaration: Self declarations on the firm / Company's Letter head that there are no outstanding income tax / sales tax dues/other statutory dues.	
21	Date of commencement of advertising services of agency (attach proof thereof)	
22	Details of awards and accreditations received (attach proof)	
23	Two references from reputed organizations (Public Sector)	
24	Any Qualification to tender	

As per the Terms & Conditions, we have enclosed an account Payee Demand Draft /BG as mentioned above in favour of "**Small Industries Development Bank of India**" payable at New Delhi.

I/We here by certify that all particulars given above are correct and true to the best of my / our knowledge.

I/We certify that if appointed for assignment, I/We shall appoint separate teams for any competing clients who are in same business as SIDBI to avoid clash of interest and maintenance of confidentiality.

In case at any stage, it is found that the information given by me/us is false/incorrect, SIDBI shall have the absolute right to take any action as deemed fit, (including termination of contract and/or black list and debar), without any prior intimation to me/us.

Date:

Signature of authorized person for and on behalf

Designation/Seal of Agency

(FORMAT VI)

INDICATIVE FORMAT FOR PROVIDING SPECIFICATIONS OF THE SCOPE OF WORK

Sl.No.	Scope of work	Specifications				
		Type of material used/ Quality of material to be used	Quantity of material to be used	Sizes	Make/ specifications	Others / Remarks
1	100 sq.m. outdoor advertising					
2	10 sq.m. indoor advertising					
3	10 sq.m. retail space					
4	Indoor colouring					
5	Outdoor colouring					
6	Name Co-branding					
7	Any other					