



Expression of Interest for Semi-Naming & Branding Rights for Mumbai Metro Line 3 Stations

Mumbai Metro Rail Corporation Limited
(A SPV JV of Govt. of India and Govt. of Maharashtra)

Mumbai Metro Rail Corporation Ltd, NaMTTRI Building, Bandra
Kurla Complex, Bandra (East) Mumbai-400 051

Disclaimer

All information provided as a part of this 'EOI Document' to the prospective 'Bidding Entities' by the Mumbai Metro Rail Corporation Limited, is subject to the terms and conditions set out by Mumbai Metro Rail Corporation Limited and as shall be laid down in the agreement of contract to be executed between Mumbai Metro Rail Corporation Limited and the Bidding Entity.

The objective of this EOI Document is to provide information to the interested parties about requirements of Mumbai Metro Rail Corporation Limited and to facilitate their Application for the project. This EOI Document does not claim to contain all the information as may be required at the time of execution of work. Each Bidding Entity is advised to conduct its own survey for commissioning the work and check the accuracy, reliability and completeness of the information in this EOI Document and obtain independent advice from appropriate sources as deemed necessary. Mumbai Metro Rail Corporation Limited makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EOI Document. Mumbai Metro Rail Corporation Limited may, at their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI Document.



MUMBAI METRO RAIL CORPORATION LIMITED

(A JV- SPV of Govt. of India and Govt. of Maharashtra)
NaMTTRI Building, Plot No. R-13, E-Block Bandra-Kurla Complex, Bandra (E),
Mumbai- 400 051

EXPRESSION OF INTEREST

Mumbai Metro Rail Corporation Limited, (MMRCL) invites Expression of Interest (EOI) from interested parties for

“Semi-Naming & Branding Rights for Metro Line 3 Stations”

Entities interested in licensing Semi-Naming & Branding Rights for Metro Line 3 Stations should submit Expression of Interest via email addressed to the Executive Director (Planning), MMRCL at swetal.kanwalu@mmrcl.com on or before Tuesday, January 28, 2020 by 23.59 hours.

Website: <https://www.mmrcl.com/en/latest-tenders/37>

Date: Thursday, December 26, 2019

- Sd -

Place: Mumbai

Executive Director (Planning)

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Expression of Interest for Semi-Naming & Branding Rights and Advertisement at Mumbai Metro Line 3 Stations

1 About MMRCL

Mumbai Metro Rail Corporation Ltd (MMRCL), a JV-SPV (50:50) of Government of India (GoI) and Government of Maharashtra (GoM), is implementing Mumbai Metro Line 3 which is a 33.5 km fully underground metro corridor with 27 stations. The Metro Line 3 forms an integral part of the Mumbai Metro Master Plan as it provides unprecedented connectivity to Mumbai's business districts as well as major transport hubs in the city.

1.1 Alignment and Connectivity

The southern end of the alignment is at Cuffe Parade, a short distance from the World Trade Centre and Back Bay Bus Depot. The metro follows a northwards trajectory with stations at Vidhan Bhavan and Churchgate which serve the Nariman Point Business District as well as the Mantralaya and other Government offices. From Churchgate the metro heads north-east with stations at DN Road and on Mahapalika Marg which serve the Fort district, CSMT, Sessions Courts and the MCGM Headquarters. The alignment follows JSS Road serving the Kalbadevi and Girgaon areas and continues northwards to Grant Road, Mumbai Central and Mahalaxmi. The alignment follows E'Moses Road with stations at Science Museum, Worli Naka and Worli which shall serve the rapidly developing Lower Parel and Worli districts. The alignment continues northwards through Dadar, Mahim prior to turning eastwards to Dharavi before reaching BKC. The BKC station is strategically located so as to serve the G and F Blocks of the business district. The alignment continues northwards along the Western Express Highway before entering the Airport area where three stations are being constructed that shall serve the airport terminals and other developments in the airport area. The alignment terminates on MIDC Central Road abutting the entry to SEEPZ.

Metro Line 3 provides connectivity to:

- ~ 30 employment clusters; Government and private offices
- ~ 12+ education institutions - schools, colleges & university
- ~ 11 major hospitals
- ~ 10 major transportation hubs
- ~ 25 religious & recreations areas
- ~ 3 million population in influence zone

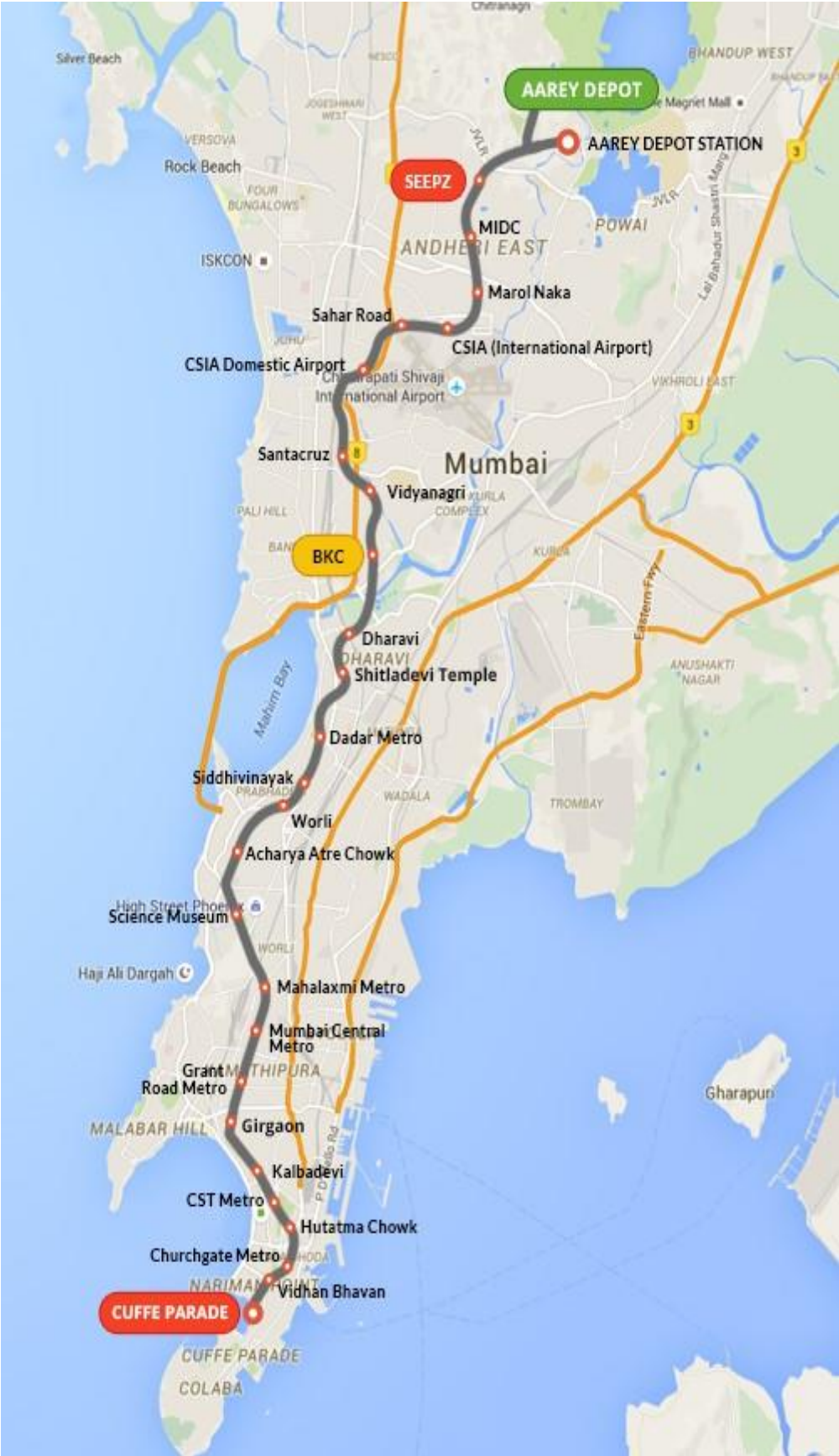


Figure 1: Metro Line 3 Alignment

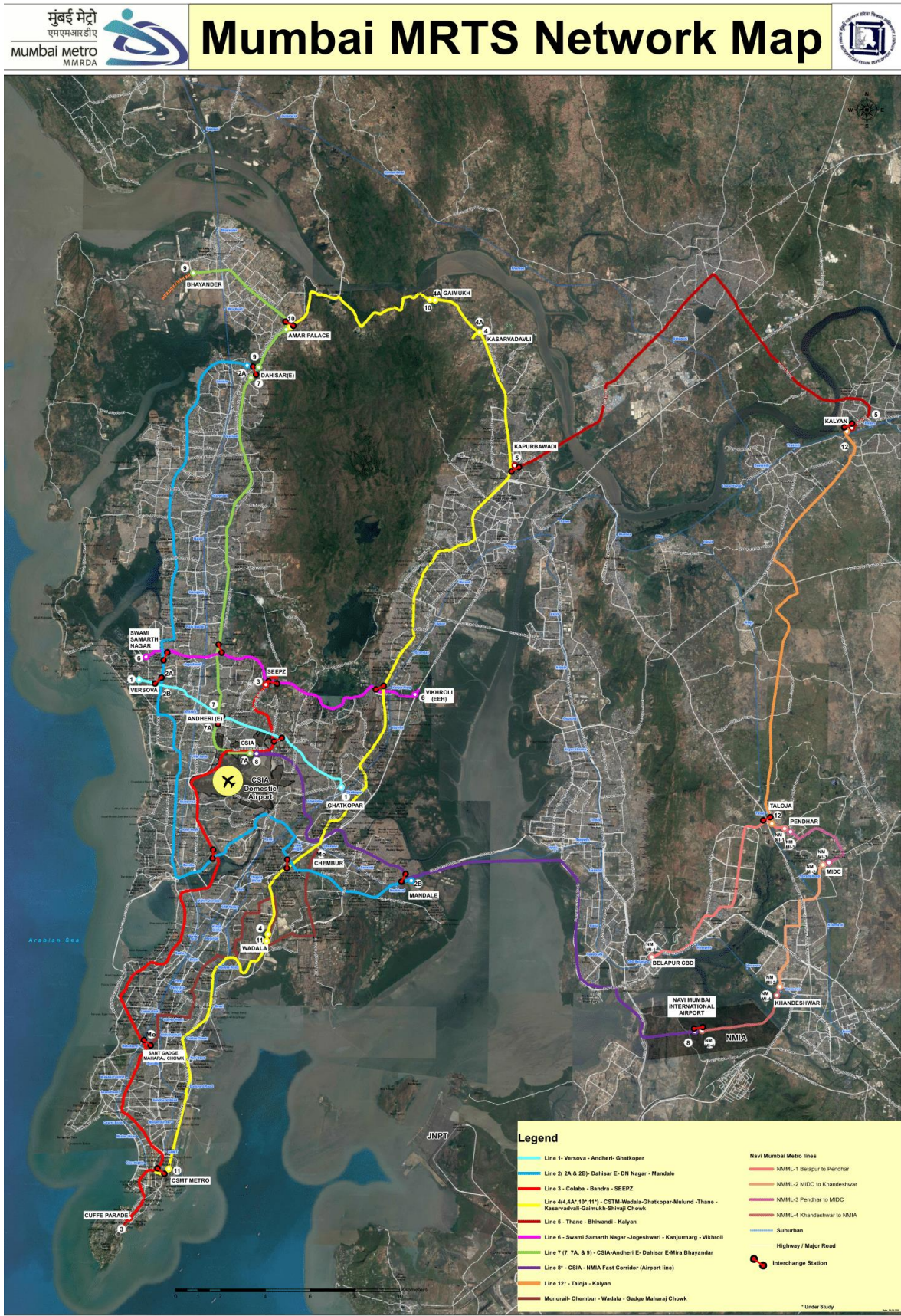


Figure 2: Mumbai Metro Master Plan

1.2 Interchanges

The Line 3 also provides rapid connectivity to major transport hubs and transport stations in the city including the CSMT, Churchgate, Mumbai Central (Suburban and Long Distance) trains stations. Interchanges with the Metro Line 1 at Marol Naka, Metro Line 2B at BKC, Metro Line 7 & 8 at Airport Terminal 2 and Monorail at Jacob Circle are planned. These interchanges will allow for unparalleled rapid access to all parts of the city.



Figure 3: Metro Line 3 Interchanges

1.3 Salient Features

- Train capacity 3,000 passengers (8 cars @ 8 passengers/m²), designed for peak hour peak direction traffic (PHPDT) of 72,000 passengers
- Energy efficient modern rolling stock (25 kv AC traction) with regenerative braking system
- Fully air conditioned
- Platform screen doors for passenger safety and energy efficiency
- Communication Based Train Control (CBTC) signalling system leading to driverless train operations
- 2-level stations provided with escalators & lifts, and designed to be universally accessible
- Automatic Fare Collection (AFC) system that can lead to integrated ticketing
- Maximum train speed of 85 kmph; journey speed of ~35 kmph
- Total 31 cars of 8 coach have been planned to be deployed for operations

1.4 Line 3 Ridership

As the Metro Line 3 connects several business districts, transport hubs and education centres in the city, the estimated peak hour boarding and alighting of commuters is high. The estimated daily boarding and alighting numbers for three horizon years is as follows:

Year		2016		2025		2031	
SN	Station	Boarding	Alighting	Boarding	Alighting	Boarding	Alighting
1	Colaba / Cuffe Parade	50,980	58,748	70,252	80,957	86,101	99,220
2	Vidhan Bhawan	33,578	52,840	46,271	72,815	56,710	89,242
3	Churchgate	30,148	41,770	38,547	57,561	50,242	70,546
4	Hutatma Chowk	36,674	49,866	53,534	68,718	65,611	84,221
5	CST	41,924	79,880	53,772	110,078	65,890	134,911
6	Kalbadevi	36,631	43,990	46,483	60,620	53,969	74,296
7	Girgaon	40,450	31,955	50,715	44,035	62,160	53,969
8	Grant Road	36,419	22,710	46,191	31,295	58,610	38,355
9	Mumbai Central	38,279	28,401	52,750	39,137	72,654	47,967
10	Mahalaxmi	40,764	25,910	57,180	35,705	78,076	43,760
11	Science Museum	21,643	19,122	27,828	26,351	38,023	32,296
12	Acharya Atrey Chowk	40,835	39,944	51,275	55,044	67,840	67,462
13	Worli	27,554	44,092	37,970	60,761	53,540	74,468
14	Siddhivinayak	39,346	39,002	52,222	53,747	67,010	65,872
15	Dadar	77,284	53,997	111,497	74,410	136,650	91,197
16	Shitladevi	41,810	35,948	67,610	49,538	82,862	60,714
17	Dharavi	44,260	26,900	70,000	37,069	86,790	45,432
18	Bandra Kurla Complex	69,310	61,934	108,510	85,347	128,990	104,601
19	Vidyanagari	13,209	31,907	20,208	43,969	28,800	53,888
20	Santacruz	36,597	21,195	47,937	29,207	51,793	35,796
21	Airport Terminal 1	26,921	39,606	31,090	54,578	36,106	66,891
22	Sahar Road	27,430	23,835	37,301	32,846	41,717	40,256
23	Airport Terminal 2	17,116	40,857	23,587	56,303	27,910	69,004
24	Marol Naka	46,540	31,058	64,134	42,800	70,606	52,455
25	MIDC	37,886	28,268	47,212	38,954	50,867	47,742
26	SEEPZ	31,746	19,656	43,747	27,088	48,216	33,198
27	Aarey	21,164	13,104	29,165	18,058	32,144	22,132
	TOTAL Daily (↓ ↑)	1,006,497	1,006,493	1,386,988	1,386,991	1,699,887	1,699,889

Table 1: Estimated Ridership on Metro Line 3*

*Please refer to the revised Ridership figures in above table. For other details related to ridership estimation, please refer to Chapter 2 of Detailed Project Report for MML-3, 2011 on MMRC official website - Metro Line 3 Current Status.

Work on the construction of Metro Line 3 is on in full swing; over 50% of the metro tunnel have been completed and station works are on-going. The station interior designs are under preparation and are expected to be finalised shortly. The metro is scheduled to become operational in two phases: Phase 1 SEEPZ to BKC – December 2021 and Phase 2 BKC to Colaba – June 2022.

1.5 Station Design

The metro stations are typically designed over two underground levels; the concourse and platform. The concourse level is typically located 10-14m below ground level and shall serve as the

place where commuters shall arrive after taking the escalator / elevator or stairs from the ground level. The concourse level is split into two parts; an unpaid area and a paid area. The unpaid area is where the commuters shall land and is where commuters can purchase tickets from ticket vending windows and Ticket Vending Machines. The unpaid area is separated from the paid area located at the centre of the station box by the security gates and fare collection barriers. The paid area accommodates vertical circulation elements (lifts, escalators and stairs) which allow for paid connectivity with the platform level.

The platform located typically 18-20m below ground level is typically 185 m long and 12 m wide and is planned as an island with the tracks located on either side of it. Along the platform are located platform screen doors which screen the platform from the train and ensure high levels of safety for commuters and reduces the likelihood of accidents. Typical station layouts can be found in Annexure 1.

1.6 Objective

As the project works are progressing as per schedule, MMRCL intends to monetize commercial potential of Line 3. The purpose of this EOI is to identify entities for leasing the Station Semi-Naming & Branding Rights and obtain the required inputs that shall be used to draft the Request for Proposal for the Semi-Naming & Branding Rights.

2 Semi-Naming & Branding Rights Provisions

2.1 Inclusions in the Semi-Naming & Branding Rights License

MMRCL is considering licensing the 'Semi-Naming & Branding Rights' for Metro Line 3 to a strategic partner. The station Semi-Naming & Branding Rights shall include:

- (i) Brand name and logo to be prefixed / suffixed to the station name at all places wherever the station name is displayed at the station
- (ii) Neon signs of the brand logo and name at all the entry/ exit gates of the station
- (iii) Most prominent and exclusive branding / advertisement spaces within the station at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platform screen doors, pillar wraps, entry / exit gates, etc.
- (iv) Most prominent and exclusive floor spaces for promotions / campaigns
- (v) Branding of station entry/exit structures as well as the inside areas with the colour themes of the brand
- (vi) Exclusive opportunity to include the brand logo at the bottom of the Line 3 maps at the station as "Brand Partner"

2.2 Other Provisions of the License

- i. The 'Licensee' may prefix/suffix the brand name with the name of the station i.e. the selected station be listed as "[XYZ [Brand Name]]" or "[Brand Name [XYZ]]"; where XYZ is the name of the selected station. Any such composite name may include the Semi-Naming & Branding Rights Partner Name in conjunction with other words subject to approval of MMRCL.
- ii. The Licensee shall prepare a design plan and submit to MMRCL for approval which must identify exact locations and type of branding/ colouring planned for each station. Colouring of station in brand colour should be in tune with and should not disturb the aesthetics/look of the station. MMRCL shall consider the plan with respect to aesthetics, operational feasibility and safety and security concerns, specifications of the paints and other materials used and other technical or operational considerations.
- iii. The brand name to be displayed should only be from the following:
 - a. Name of the Bidding Entity
 - b. Name of the immediate/ ultimate parent of the Bidding Entity
 - c. Brands owned and controlled by Bidding Entity or its immediate/ ultimate parent
 - d. At any given time, only one brand name from the above shall be displayed at the stations (For example, if Bidding Entity A owns brands X,Y,Z, at any given time, if Bidding Entity decides to display brand X, then the branding at all the designated locations shall be of brand X only; for further clarification, the Bidding Entity cannot display brand X at a few locations, brand Y at a few locations, and so on)
- iv. Under exceptional circumstances including, but not restricted to, sale of the brand to a third-party by the parent entity, liquidation of the Bidding Entity where the parent entity intends to continue with the License, etc., MMRCL may permit change in brand name within the group company for which the Bidding Entity shall have to seek formal written consent of MMRCL.
- v. Sub-licensing of Semi-Naming & Branding Rights shall not be permitted under any circumstances

- vi. During the tenure of the license period, the Licensee may be permitted to change the brand name of the station, logo or modify the theme of the advertising inventory at its own cost after approval from MMRCL.
- vii. The Licensee shall be provided advertisement space within the station at locations described in para 2.4. The Licensee may consider traditional advertisement panels, backlit panels, visual displays by electronic media (without audio) or any other innovative advertisement media. All advertisement formats and their proposed location shall be approved by MMRCL.
- viii. Procurement, fabrication, installation of advertising units in coordination with MMRCL.
- ix. MMRCL shall provide access to power through typical plug points and access to ducts for data cables; however, it shall be the responsibility of the Licensee to design and install advertisement equipment minimising the disturbance to the metro station finishes.

2.3 Items not permitted as part of Semi-Naming & Branding Rights License

The Licensee shall not be allowed to include the following as part of Semi-Naming & Branding Rights:

- a) The brand name cannot be the name of a person or community / sect / caste / religion
- b) The Licensee shall have no objectionable and indecent portrayal of people, products or any terms.
- c) The use of MMRCL name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed without prior permission. Allowing branding of the station by the winning entity should not to be construed as endorsement of the brand or any of its group companies, affiliates, etc. by MMRCL.
- d) The designated advertisement space can only be utilized for displaying advertisements of the brand winning the Semi-Naming & Branding rights bid or of brands owned by its immediate / ultimate parent company; advertisements of brands not owned and controlled by the above-mentioned entities will not be permitted
- e) No surrogate advertisement is permitted unless application for placement of the same is accompanied by "no objection certificate" from the Ministry of Information and Broadcasting.
- f) The Licensee is prohibited from carrying information or graphics or other items relating to alcohol and tobacco products.
- g) Any type of audio advertisement including from/in digital media shall not be allowed.
- h) Negative list of Advertisements: The following types of advertisements are strictly prohibited:
 - Racial advertisements or advertisements propagating caste, community or ethnic differences
 - Advertisements of drugs, alcohol, cigarette, or tobacco items
 - Advertisement which may be obscene or propagating exploitation of women or child
 - Advertisements depicting cruelty to animals
 - Advertisements depicting any nation or institutions in poor light
 - Advertisements banned by the Advertising Council of India or by Law
 - Advertisements glorifying violence
 - Advertisements of destructive devices and explosives depicting weapons and related items
 - Lottery tickets, sweepstakes entries and related advertisements.
 - Advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing

2.4 Indicative Station Layouts & Advertisement Spaces

The station layouts are for a typical station and the advertisement spaces marked are indicative only.

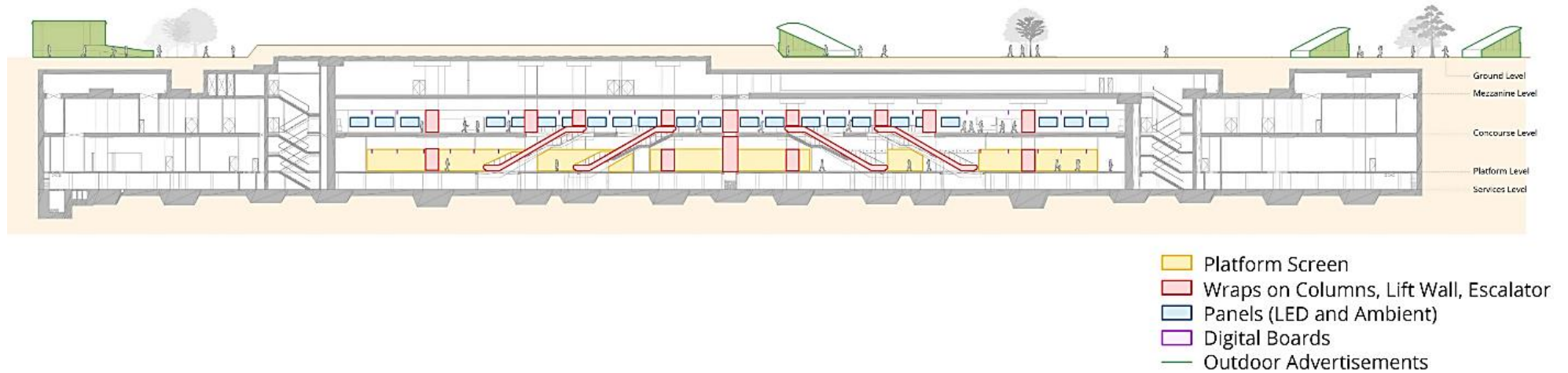


Figure 4: Indicative Advertisement Spaces

2.5 Indicative Locations 7 Types of Advertisement Spaces

The Metro Line 3 stations are being designed to accommodate several forms of advertising as illustrated below.

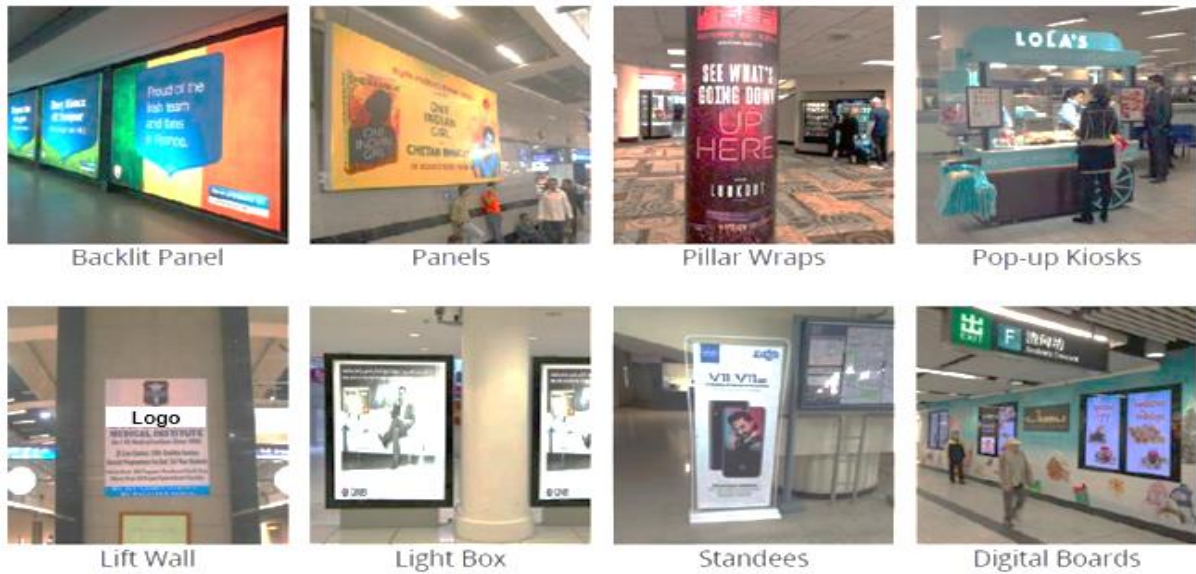


Figure 5: Types of Advertisement within the Station



Figure 6: Locations for Advertisement within the Station

Note: The above examples (last two images) are of over-ground stations. Line 3, being a fully underground line, will have external facade limited to the extent of the entry/ exits to the stations.

3 Eligibility Criteria

MMRCL invites Expressions of Interest from reputed entities who meet the following Eligibility Criteria for providing in-station advertising for any Mumbai Metro Line 3 station.

3.1 Financial Eligibility Criteria

- Bidding Entity shall have a minimum average Gross turnover of Rs. 50 Crores in each of the last three years.
- Gross turnover shall mean consolidated turnover from all businesses of the Bidding Entity.
- Figures for FY17, FY18, FY19 shall be considered for computing the average turnover.
- Consortium or unincorporated joint ventures shall not be permitted to participate in the EOI
- Bidding Entity shall have positive net worth as of March 31, 2019.

3.2 Use of Parent / Holding Entity Qualifications

In order to evaluate the eligibility criteria, average consolidated gross turnover of the Bidding Entity, or its immediate/ ultimate parent entity holding a controlling majority stake in the Bidding Entity shall be considered.

In all such cases where the bidder submits the financials of its holding entity for the purpose of evaluation of eligibility, the concerned holding entity shall also submit a letter of consent/undertaking for such submission of financial data for evaluation purpose and acceptance of terms and conditions of the EOI Document.

3.3 Company Registration

The Bidding Entity should be a sole proprietary firm, a partnership firm or a company incorporated under the Companies Act 1956 / 2013 or equivalent laws in country of incorporation.

3.4 Disqualification

Under the following circumstances, the bidding entity will be disqualified from the tender process.

Bidding Entity or any of its immediate/ ultimate parent entity in the last ten years should not be debarred from participating in tenders with any of the following entities –

- MMRCL or any other Metro / Airport / Railway Organisation in India
- Any Planning Authority in Maharashtra including MMRDA, MCGM, etc.,
- Any Central or State Ministry

The Bidding Entity is expected to submit an undertaking covering the above as a part of the EOI submissions. In case, at a subsequent date, the successful bidder is found to be involved in any of the above, MMRCL shall have full Rights to cancel the allotment of tender.

3.5 Documents to be Submitted Towards Eligibility

ATTACHMENTS 'A'

1. Corporate brochure of the Bidding Entity including –
 - Business verticals and core business vertical
 - Number of years in the core business
 - Ownership structure
 - Key management personnel
2. Bidding Entity registration/ incorporation documents
3. Certificate from a Chartered Accountant stating turnover for the last three financial years and net worth as of March 31, 2019
4. Audited financial statements for the last three financial years
5. Undertaking that the Bidding Entity has not been disqualified from any tender process as per clause 3.4 of this document

4 Understanding of Requirements of Prospective Bidding Entities

4.1 Semi-Naming & Branding Rights Requirements

Bidding Entities are required to fill in the table below based on their vision and requirements for Semi-Naming & Branding Rights. The answers provided here shall assist in drafting of the Request for Proposal tender which shall be published post evaluation of the EOI submissions.

SN	Item	Description
1	In addition to the station Semi-Naming & Branding Rights provisions detailed in paragraph 2.1 above, are there any other items that you would like to be included as a part of the provisions?	Provide your comments here:
2	What quantum of advertisement space, at the concourse and platform levels put together, would you want to be included as part of the Semi-Naming & Branding Rights provision?	Select only one of the following: <input type="checkbox"/> <= 500 sqft <input type="checkbox"/> 501 – 1000 sqft <input type="checkbox"/> > 1000 sqft
3	What quantum of promotion/ kiosk space at the concourse would you want to be included as part of the Semi-Naming & Branding Rights provision?	Select only one of the following: <input type="checkbox"/> <= 150 sqft <input type="checkbox"/> 150 – 300 sqft <input type="checkbox"/> > 300 sqft
4	What is your preferred contract period for the Semi-Naming & Branding Rights at stations? 1-3 years 3-7 years > 7 years	Select only one of the following: <input type="checkbox"/> 1-3 years <input type="checkbox"/> 3-7 years <input type="checkbox"/> 7+ years
5	How do you intend to execute the branding for the Semi-Naming & Branding Rights?	Select only one of the following: <input type="checkbox"/> Have in-house competency to execute the branding <input type="checkbox"/> Have media / OOH vendor onboard to execute the branding <input type="checkbox"/> Will prefer to go with the OOH vendor who would be installing the advertisement fixtures (other than Semi-Naming & Branding Rights at all the stations) <input type="checkbox"/> Any other approach (please elaborate here)
6	What kind of support would you require from MMRCL and its agencies to successfully execute the agreement over the term?	Provide your inputs here –

Table 2: Semi-Naming & Branding Rights Questionnaire

4.2 Documents to be Submitted Towards Requirement

ATTACHMENT 'B'

1. Duly filled Semi-Naming & Branding Rights Questionnaire as given in clause 4.1 above

5 EOI Submission Details

5.1 Expression of Interest Letter (Non-Binding)

(To be submitted as EOI Application by Bidding Entity on its Letter Head)

SUBMISSION 1: APPLICATION FORM

To
Executive Director (Planning)
Mumbai Metro Rail Corporation Limited
NaMTTRI Building, E-Block, Plot No. R-13,
Bandra-Kurla Complex, Bandra (E), Mumbai- 400 051

Subject: Semi-Naming & Branding Rights for Mumbai Metro Line 3 Stations

Reference: Notice for EOI No. MMRCL/Planning/EOI/Semi-Naming Rights dated December 24, 2019

Sir,

With reference to the above Expression of Interest (EOI), we have examined and understood the instructions, terms and conditions provided in the EOI. We hereby enclose our EOI Application for Semi-Naming & Branding Rights at stations in the prescribed format as mentioned in Invitation for EOI.

We confirm that we understand the terms and conditions provided in the Invitation for EOI. The undersigned declares that the statements made, and the information provided in the duly completed application are complete and accurate. **Name of Bidding Entity** is interested in Semi-Naming & Branding Rights for Mumbai Metro Line 3 Stations.

We also understand that Mumbai Metro Rail Corporation Limited is not bound to accept the application either in part or in full. If the Corporation rejects the application in part or in full, it may do so without assigning any reasons thereof.

Yours faithfully

Authorised Signatory

(Name, Designation & Seal of the Bidding Entity)

Date: _____

Place: _____

5.2 EOI Submission Details

The 'Application Form' as per clause 5.1 of this document along with accompanying 'Attachments A' and 'Attachment B' as per clause 3.5 and 4.2 of this document respectively, should be submitted via email to swetal.kanwalu@mmrcl.com with copy to shadab.siddiqui@auctusadvisors.in with subject line "Semi-Naming & Branding Rights for Mumbai Metro Line 3 Stations" on or before Tuesday, December 28, 2019 by 23:59 hours addressed to Executive Director (Planning), MMRCL.

Contact Person: Mr. Swetal Kanwalu, AGM (Town Planning)

Contact No.: 022-26384693

Email: swetal.kanwalu@mmrcl.com

5.3 Query Submission Details

If the Bidding Entity has any queries regarding the EOI, they must be sent via email to all of the following email IDs -

1. swetal.kanwalu@mmrcl.com
2. shadab.siddiqui@auctusadvisors.in

MMRCL will publish "response to queries" on the tenders page of their website - <https://www.mmrcl.com/en/latest-tenders/37>. If MMRCL deems it necessary to amend the EOI as a result of a clarification, it shall do so following the procedure described below:

- At any time before the EOI submission deadline, MMRCL may amend the EOI by issuing an amendment. The amendment shall be uploaded on the MMRCL website and will be binding on all interested parties.
- If the amendment is substantial, MMRCL may extend the EOI submission deadline to give the Bidding Entities reasonable time to take the amendment into account in their EOI.

5.4 Tentative Schedule for Semi-Naming & Branding Rights Bid Process

Following the evaluation of the EOI, eligible entities shall be issued RFPs for the Station Semi-Naming & Branding Rights. Please note that submission of the EOI is mandatory for Bidding Entities to participate in the next stage of the tender process.

Sr. No.	Particulars	Date
1	Publishing of EOI by MMRCL	Thursday, December 26, 2019
2	Submission of queries by Bidding Entities	Thursday, January 9, 2020
3	Response to queries by MMRCL	Tuesday, January 14, 2020
4	Submission of EOI by Bidding Entities	Tuesday, January 28, 2020

Table 3: EOI Submission Timelines