



## Mumbai Metro Rail Corporation Limited

(JV of Govt. of India and Govt. of Maharashtra)

### ADDENDUM-2 TO SEMI-NAMING RIGHTS RFP

**Date:** November 26, 2020

**Ref:** i) Request for Proposal (RFP) for Licensing of Semi-Naming Rights at Mumbai Metro Line 3 stations published on October 7, 2020 -

[https://www.mmrcl.com/sites/default/files/SemiNamingRights\\_RFP.pdf](https://www.mmrcl.com/sites/default/files/SemiNamingRights_RFP.pdf)

ii) Response to Queries to aforesaid RFP dated October 23, 2020 -

<https://www.mmrcl.com/sites/default/files/Response%20to%20Queries%20regarding%20Semi-Naming%20Rights%20RFP.pdf>

iii) Addendum-1 to RFP for date extension dated November 3, 2020 –

<https://www.mmrcl.com/sites/default/files/EoT%20Semi-Naming%20upto%2027th%20Nov.pdf>

Please note the following amendment to the aforesaid RFP considering various requests from bidders for date extension -

- **Last date of submission is hereby extended by further 2 ½ weeks from November 27, 2020 to December 14, 2020 till 6:00 pm**
- **Clause 7(iii) is modified as below -**

Existing Clause -

- iii. "First choice for selecting the locations of 100 sqm of advertisement space at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platform screen doors, pillars, entry exit gates, etc."

Revised Clause -

- iii. "First choice for selecting the locations of 100 / 300 / 500 sqm of advertisement space at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platform screen doors, pillars, entry exit gates, etc."
  - Bidders have to compulsorily bid for 100 sqm of advertisement space + other inclusions as per Clause 7 of the RFP
  - Additionally, bidders can optionally bid for 300 sqm and 500 sqm of advertisement space + other inclusions as per Clause 7 of the RFP. Please note that the option of 300 sqm and 500 sqm includes the original 100 sqm as per the RFP.
  - Highest of the three bids for each station will be considered as the Financial Bid for that station for Bid Evaluation purposes
  - Bidding Entity quoting the highest Financial Bid shall normally be declared as the winner
  - Revised Financial Bid excel format attached

CIN U60100MH2008SGC181770

**Registered Office :** MMRC Transit Office Building, 'A' Wing, 'E' Block, North Side of City Park, Behind Income Tax Office, Bandra Kurla Complex, Bandra East, Mumbai - 400 051.  
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- **Clause 7(v) is modified as below -**

Existing Clause -

- v. "Painting of station entry exit structures as well as the inside areas with the colour theme of the brand"

Revised Clause -

- v. "Painting of station entry exit structures as well as the inside areas with the colour theme of the brand including subtle brand motifs and artwork"

You may take this into consideration for your RFP submission.



Executive Director (Planning)

Mumbai Metro Rail Corporation Limited (MMRCL)

**DISCLAIMER:**

All information provided as a part of this Addendum-2 to Request for Proposal (RFP) to the prospective Bidding Entities by MMRCL is subject to the terms and conditions as laid down in the RFP. The objective of this Addendum to RFP is to provide information to the interested entities and to facilitate their application for the same. MMRCL makes no representation or gives any warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this document. Each Bidding Entity is advised to conduct its own assessment of the opportunity and obtain independent advice from appropriate sources as deemed necessary. MMRCL may, at their absolute discretion, and without being under any obligation to do so, publish further addenda to this RFP document or terminate the same.

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**FINANCIAL BID**

**RFP No. MMRCL/Planning/PLN30/NFBR/RFP/01**

**Name of RFP:** License for Semi-Naming Rights at Mumbai Metro Line 3 stations

**Description of Financial Bid:** Annual License Fee for Semi-Naming Rights at Mumbai Metro Line 3 stations

Name of the Bidding Entity						
SN	Name of Metro Station	Annual License Fee in figures Rs. 100 sqm of advt space + other collaterals	Annual License Fee in figures Rs. 300 sqm of advt space + other collaterals	Annual License Fee in figures Rs. 500 sqm of advt space + other collaterals	Annual License Fee in figures Rs. Highest of the three inputs	Annual License Fee in words Rs. Highest of the three inputs
	Input Type	Compulsory Input	Optional Input	Optional Input		
1	Culfe Parade				₹ 0	
2	Vidhan Bhavan				₹ 0	
3	Churchgate				₹ 0	
4	Huairna Chowk (Fort)				₹ 0	
5	CSMT (VT)				₹ 0	
6	Kalbadevi				₹ 0	
7	Girgaon				₹ 0	
8	Grant Road				₹ 0	
9	Mumbai Central				₹ 0	
10	Mahalaxmi				₹ 0	
11	Science Museum				₹ 0	
12	Acharya Atrey Chowk				₹ 0	
13	Worli				₹ 0	
14	Siddhivinyak				₹ 0	
15	Dadar				₹ 0	
16	Shiladevi (Mahim)				₹ 0	
17	Dharavi				₹ 0	
18	Bandra Kurla Complex				₹ 0	
19	Vidyanagari				₹ 0	
20	Santacruz				₹ 0	
21	CSIA Domestic Terminal 1				₹ 0	
22	Sahar Road				₹ 0	
23	CSIA International Terminal 2				₹ 0	
24	Marol Naka				₹ 0	
25	MIDC				₹ 0	
26	SEEPZ				₹ 0	

**NOTE:**

- 1 **Please fill only the coloured cells of this sheet**
- 2 *Financial Bid entered at any other place in any other document shall not be considered*
- 3 *Bidding Entities may bid for one or more stations*
- 4 *Bidding Entities shall not submit multiple Financial Bids for one station*
- 5 *Licensee shall pay Annual License Fee + applicable GST to MMRC*
- 6 *License Fee shall be escalated by 5% per annum for the License Period*