



MUMBAI METRO RAIL
CORPORATION LIMITED

EMPANELMENT OF ADVERTISING
AGENCY IN MMRCL FOR THE
PERIOD 2016-2017

www.mmrcl.com

MUMBAI METRO RAIL CORPORATION

E TENDER FOR

Empanelment of INS accredited Advertisement Agency for publishing Tender Notices, Recruitment Advertisement and Corporate Campaign Advertisement of MMRCL, for the period of one year.

TENDER COST: Rs. 500/- PER COPY (Non-refundable)

Public Relation Department, MMRCL

Mumbai Metro Rail Corporation Limited (MMRCL), NaMTTRI Building, 1st Floor, Plot R13, E Block, BKC, Bandra (East), Mumbai – 400 051.

MUMBAI METRO RAIL CORPORATION LIMITED

EMPANELMENT OF ADVERTISING AGENCY IN MMRCL FOR THE
PERIOD 2016-2017

A. GENERAL

1. Incomplete and conditional applications will be summarily rejected.
2. All the documents attached will have to be attested by the Company's CEO or Head of the Department. All documents, data and other statements in the application will be subjected to strict proof and verification by MMRCL, if felt necessary. If the seal is illegible, the application will be rejected.
3. MMRCL office reserves the right to not assign reasons for declining to consider any particular application or applications. MMRCL also reserves the right to accept or reject any application or all applications without assigning reason.
4. MMRCL office reserves right to seek performance report from the other clients of the Advertising Agency.

B. Scope of Work

1. The empaneled agency may be required to do one or more following publication works:
 - Publication of Notice Inviting Tender
 - Recruitment advertisement
 - Corporate campaign advertisement and campaign advertisements on behalf of the Mumbai Metro Rail Corporation Limited and creatives.
2. Advertising Agency shall release the advertisement, only to the publication as indicated in the Release Orders by MMRCL.
3. Advertising Agency shall ensure that the MMRCL advertisements appear in the specified newspapers in a conspicuous and impressive manner while occupying minimum space.
4. Advertising Agency shall undertake designing, type-setting, art work preparation of block and matrix as well as art pulls and translation required for release of advertisement, free of cost/without any charges payable by MMRCL, irrespective of size of advertisement, or number of newspapers to which classified/display advertisement is to be released.

Duration of Empanelment:

The empanelment of the selected agency shall initially for the period of one year, which may be renewed up to one year in part of full depending upon performance of the empaneled agencies to satisfaction of MMRCL.

ELIGIBILITY CRITERIA:

1. The agency must have an INS (Indian Newspapers Society) accreditation (to be supported by documentary evidence).
 2. The advt. agency must be in business for at least 5 year (to be supported by a Certificate of Incorporation).
 3. The agency must have an average annual turnover of Rs.2 crore for last 3 years i.e. 2013-14, 2014-15 and 2015-16 certified by C.A (Also copies of audited balance sheet for last 3 years, IT Returns and Company PAN Card to be submitted).
 4. Agency should submit at least one year old Professional Tax Certificate.
 5. Agency should submit a copy of Service Tax Certificate with copies of Service Tax Challans and the Shop and Establishment Certificate.
 6. Agency should have served PSU/ Govt. clients for last two years with annual billing more than Rs.1 Crore (To be supported by C.A. certificate).
 7. Agency should not have been barred by any department of Govt. /PSU. (An affidavit to this efforts to be submitted along with bid documents).
 8. The agency must have an easy accessible office in Mumbai with staff and facilities mainly telephone, Mobile, fax, email, DTP etc. Agency must have good messenger who can come to offices at short notice.
9. The agency will have to do EMD can be paid by using to Mode of Payment: Online payment gateway (i.e. Debit Card/Credit Card/Net-Banking/NEFT/RTGS.) which is Rs. 3,00,000/- (Three Lakh Rupees Only)
10. The selected agency will have to submit a Bank Guarantee of Rs. 5(Five) Lakh for security purpose.

11. Penalties:

- A) For delay in publishing the advertisement, the penalty may be invariably charged as follows:
- i) For delays without prior permission of the concerned office: Rs.500/- per day per newspaper or per group of newspaper up to two days only.
 - ii) In case of delay beyond two days prior permission, no payment of advt. bill will be made.
- B) If the agency fails to publish the advt. in any of the newspaper informed by our office, it will be liable for the penalty of Rs.25, 000/- will be levied & agency contract will be terminated forthwith. With this punitive action the agency will also be banned for future contracts.
12. The right to reject or all bids or to change the condition without assigning any reason is reserved with MMRCL.

Work Procedure:

1. It is made clear that no incidental charges of any nature will be payable by MMRCL, to cover any such cost incurred by the Agency during the process of receipt/execution of release orders by MMRCL office.
2. Advertising Agency shall also ensure that advertisements are published in time, as stipulated in MMRCL office's release orders and if not stipulated, it should be published in the newspapers immediately without loss of time at any stage. It should be properly positioned and correctly reproduced as per MMRCL office's order copy. In case of late publication of the advertisements after stipulated period/date, it will be the discretion of the General Manager (PR/HR) to impose penalty and/or disallow partial/ total payment.
3. The Advertising Agency will be bound to obtain acknowledgement from the newspapers of the timely delivery of advertisement material and release order. Photocopy of the acknowledgement should be kept in record as proof so that it could be ascertained that the agency has efficiently arranged to deliver the advertisement material/Release Order to all the newspapers in time. Any laxity in regard to non-deliverance or late delivery of Ad material or Release Order will be viewed very seriously. In case it is observed that Agency has frequently failed to deliver Ad material and respective release order in time or it is not arranging timely payment to the newspaper against publication of Advt. MMRCL office administration may stop utilization of the Advertising Agency temporarily or permanently. Business/allotment of work will depend on efficient working of the Advertising Agency.
4. In case portion of the advertisement matter as contained in this office's release is not clearly understood, the Advertising Agency shall immediately obtain a clarification, ensuring that there is no mistake, and this process should not delay the publication of the advertisement.
5. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this office, then Advertising Agency shall arrange to publish the corrigendum immediately, under advice to this office, at its own cost. No bill should be raised to MMRCL for this and MMRCL will not pay any charges for publication of published corrigendum, whatsoever. An amount as the full value of the published as may be imposed as penalty by MMRC, in case the corrigendum is not published in the same media list in addition to other penalty charges.

6. RO will be issued after approval of the type-set material/design.
7. Advertising Agency will be ensure to supply to General Manager (PR/HR)/ MMRCL office the copies of the newspapers in which the respective advertisement has been published positively within a period of 10days. Any failure in this respect will be viewed very seriously by the Administration and action may be initiated against the Advertising Agency.
8. Whenever required, the Advertising Agency shall have to accept and get advertisement published at a very short margin of time in specified newspapers on a specified date as indicated by MMRCL office.
9. It is the responsibility of the Advertising Agency to ensure that correct and readable advertisement is published. In case, incorrect and not legible Ads are published by the newspapers, the advertising agency must not accept Advertising bill of the newspaper and send it back to newspaper telling reasons in writing for not accepting the bill. Copy of such letter should be sent to MMRCL office also for information.

Post empanelment:

1. The MMRCL Office reserves rights to terminate the panel/empanelment of any of the empaneled Advertising Agency/all the Advertising agencies empaneled at any time before expiry of the empaneled period without assigning any reasons by giving one month's notice.
2. The MMRCL office can also terminate the empanelment of any Advertising Agency at any time for not fulfilling any of the terms and conditions. The Advertising Agency shall not be entitled for any damage or compensation by reason of such termination. In such cases where penalty, as decided by MMRCL administration, is levied, this penalty will be deducted from the security deposited in case of non-payment of the same by the agency.

Technical Bid

1. Name of the Agency:
2. Accreditation with INS:
3. Date of commencement of business:
(Incorporation Certificate)
4. Professional Tax Certificate:
(At least 1 year old)
5. Service Tax Certificate:
(With Service Tax challans)
6. Shop & Establishment Certificate:
7. An Affidavit for never been barred by any Govt./ PSU:
8. Approx. annual Turnover (in Crores):
(To be supported by IT Returns and Company PAN Card)

	2013-14	2014-15		2015-16

9. Total number of staff in the Agency: a) Skilled- b)Unskilled-
10. List of Important clients served :
(To be supported by C.A. Certifies)

	2013-14	2014-15		2015-16

 - a) Govt./Private Sector:
 - b) Other than Govt. :
11. EMD (with details):
12. Any other information (Please attach separate sheet if necessary):
13. Undertaking: The agency must enclose an undertaking in the Performa given on next page or on its letter head duly signed by the responsible person.

DATE: **(Sign. with Name, Designation and Seal of the Agency)**

Note:

-All the technical condition will be the qualifying criteria.

-Financial bids of only those technically qualified will be opened

-Attested copies of Certificate /Order/ Letters to be uploaded in support of all claims made in this form.

Enclosures:

- 1) Undertaking
- 2) Any other documents

Undertaking –I:

I/ WE, M/s (*name of Advt. Agency*) submit this undertaking that if selected, we will abide by the following condition:

- i. Except advt. bills of newspaper, we will not charge on any account. If any Newspaper gives any discount on account of Artwork, the same will be passed on to the Advertiser.
- ii. It will be our responsibility to translate the matter provided by MMRCL office also to prepare artwork of the material given by our offices at our cost before passing on it to press, to ensure that minimum space is utilized by the publication without affecting the results desired from such advertisement.
- iii. I/We will collect advertising material on the same day/next morning on intimation from Mumbai office.
- iv. It will be our responsibility to procure suitable space in the newspaper on the desired dates.
- v. I/We will check the material and ensure its accuracy as per the Company guidelines. For mistakes, a corrigendum will be inserted at our cost, apart from your rights to levy penalty at your discretion.
- vi. I/We accept the condition of Tax Deduction at Source (TDS) as applicable.
- vii. I/We will submit a statement on advt. to the General Manager(HR/PR) every month stating names of newspapers in which advt. appeared, same with value etc.
- viii. I/We are willing to furnish a Bank Guarantee of Rupees Five Lakh only(Rs. 5, 00000/-) as Security Deposit to the company.
- ix. I/We will pay the penalty charged by the Advertising issuing authority in case of delay in publication or for mistake or non-publication of advertisement as follows:

X) **Penalties:**

- a) For delay in publishing the advertisement, the penalty may be invariably charged as follow:
- i) For delay without prior permission of the concerned office: Rs.500/- per day per newspaper or per group of newspaper up to two days only.
 - ii) In case of delay beyond two days prior permission, no payment of advt. bill will be made.
- b) If your agency fails to publish the advt. in any of the newspaper informed by your office, it will be liable for the penalty of Rs. 5000/- per newspaper on first occasion. If this happens for second time in respect of any particular newspaper, a penalty of Rs. 15,000/- will be levied. And if so happens for third time in respect of the same newspaper, then a penalty of Rs. 25,000/- will be levied & our contract will be terminated forthwith. With this punitive action our agency will also be banned for future contract.
- xi) The media plan framed by the advt. issuing authority in case of each advt. shall be acceptable to us. We abide by the condition that any deviation on our part will amount to discontinuance of contract forth with.
- xii) I/We will not drag the MMRCL in any dispute/ controversy between our agency and any newspaper or any other organization
- xiii) I/We will not withdraw our offer any time during the year.
- xiv) I/We will not object if the contract is given for a period less than one year or it is given to more agencies.

DATE:

(Sign. with Name, Designation and Seal of the Agency)

FINANCAIL BID

1) Name and address of the Agency:

2) Benefits offered:

DATE:

(Sign. with Name, Designation and Seal of the Agency)

(Note: The benefits offered must be applicable throughout the year.)

TENDER FORM EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Agency :

2. Address and phone No. :

3. Details about modern techniques/facilities available in office :

Fax	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Internet Facilities	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Colour Printer	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Media support	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Creative Team	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Copy Writer	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Client Servicing	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Post production	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Translator				
- English	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

- Marathi	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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- Hindi	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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4. Do you have a full-fledged Office at Mumbai?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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5. Experience in years:

6. Experience with Government Organizations/ PSUs With backgrounds.

If yes, the name of the organizations	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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7. Experience with Town/City Development Authorities, Corporations in India. If yes, Their names and work carried out in brief. Yes
8. Fully Accreditations from INS If yes, attach the current certificate Yes No
9. Certified Annual Turnover of business Yes
10. Whether service will be provided on holidays And beyond office hours also in case of utmost urgency? Yes No

11. List of clients

12. Submission :

- (1) Please design a 100cc display advertisement for newspaper for MMRC.
- (2) Please enclose two advertisement involving art-work (two each in-(a) black &white, and (b) colour) designed and published by you in the newspaper since January, 2016 along with copies of relevant newspaper clippings. This material should be duly signed and stamped.

13. **Fees:** Please quote for concept, visualization and designing for display/classified advertisement in Black & White and colour for sizes upto 60 cc, 100 cc , half page and full page.(Service tax, any other taxes may be indicated separately).

14. (a) Whether the agency will charge for preparing normal art work (Black and White or Colour) bromides and what will be the charges? (Service tax, any other taxes may Be indicated separately).

(b) Charges for Professional Art work/design of the advertisement which involves creative concepts, visualization, photographs and prospective. (Service tax, any other taxes may be indicated separately).

15. Whether the agency will give any discount for release of advertisement or some other benefits? Please indicate for (a) DGIPR rate, (b) DAVP rate, (c) Commercial rate/ Special rate.

16. Service tax, any other taxes on gross billing for release of advertisement.

17. The terms of payment of bills.

Date:

**General Manager (HR)
MMRC**

Signature & Stamp of Advertising Agency

1) OnlineE- TenderSchedule:

Sr. No.	TenderSchedule	BidderSchedule	StartDate& Time	EndDate &Time
1.	TenderAuthorizationand Publishing	-----	31.08.2016 10.00hrs	31.08.2016 18.00hrs
2.	-----	TenderDocument Download	01.09.2016 09.00hrs	16.09.2016 18.00hrs
3.	-----	BidPreparationand Submission	02.09.2016 09.00hrs	16.09.2016 18.00hrs
4.	Pre-Bid Meeting	-----	09.09.2016 (11.00 hrs)	
5.	TenderClosing	-----	19.09.2016 10.00hrs	19.09.2016 18.00hrs
6.	-----	OnlineControl TransferofBid	21.09.2016 10.00hrs	21.09.2016 18.00hrs
7.	OpeningEnvelopeA - TenderFees,EMD	-----	22.09.2016 10.00hrs	23.09.2016 18.00hrs
8.	OpeningEnvelopeB - TechnicalBid	-----	22.09.2016 10.00hrs	23.09.2016 18.00hrs
9.	OpeningEnvelopeC - FinancialBid	-----	22.09.2016 10.00hrs	23.09.2016 18.00hrs

Note: Pre-bid meeting will be held at 11.00 hrs dated 09.09.2016 at MMRCL office, NaMMTRI Building, 2nd Floor, Plot R 13, E Block, BKC, Bandra (East), Mumbai – 400 051

- 2)** Tenderers should have valid class 2 or 3 Digital Signature Certificate (DSC) having both Signing and Encryption Certificates obtained from any Certifying Authorities empaneled by Controller of Certifying Authorities India. In case of requirement of DSC, Tenderers should go to <https://etendermmrda.maharashtra.gov.in/files/mmrda/misc/Digital%20Certificate.rar> and follow the procedure mentioned in the document Procedure for Digital Certificate.

- 3) Tenderers who are participating in E-Tendering for the first time will have to register and obtain User ID & Password from the above mentioned portal.
- 4) In case of any queries, Tenderers may contact MMRCL's E-Tendering service desk at etendersupport@mailmmrda.maharashtra.gov.in on any working day from 10am to 5.30pm (Phone No. 022-2659 7445)
- 5) Tender Document and Supporting can be downloaded for reference purpose from the E-Tendering Portal of MMRCL during the period mentioned in the tender notice. Interested Tenderers have to make online payment of Rs.500/- (Rupees Five hundred only) inclusive of MVAT (non-refundable) as Tender Processing Fee using online payment gateway during bid preparation using i.e. Debit Card/Credit Card/Net-Banking. Tender Fee receipt can be system generated during bid preparation by the Bidder.
- 6) The tenders shall be received online on above mentioned MMRDA's official e-Tendering portal and opened by the Tender Committee on scheduled date and time.
- 7) If there is any amendment in the tender, the same shall be published on following MMRDA's official e-Tender portals/ website:
MMRDA e-Tendering Portal: <https://etendermmrda.maharashtra.gov.in>
MMRDA Website: <https://mmrda.maharashtra.gov.in>
MMRCL Website: <https://www.mmrc.com/>
- 8) The bidder should visit the site prior to submission of tender. The successful bidder shall have to sign an agreement manually as required. The necessary stamp fees, etc. required for completing the agreement will have to be borne by the successful bidder. Submission of a bid by a bidder implies that they have read these instructions and made himself aware of the scope of the work, conditions of contract.
- 9) The acceptance of tender will be intimated by email or by the Competent Authority to the Advisement Agency, which shall be deemed to be an intimation of the tender given by the Company Competent to accept the tender.

E-Tendering Guidelines for MMRDA

1. Bidders should have valid class 2 or 3 Digital Signature Certificate (DSC) having both Signing and Encryption Certificates obtained from any Certifying Authorities empanelled by Controller of Certifying Authorities India. In case of requirement of DSC, Bidders should go to <https://etendermmrda.maharashtra.gov.in/files/mmrda/misc/Digital%20Certificate.rar> and follow the procedure mentioned in the document Procedure for Digital Certificate.
2. Bidders should do Online Control Transfer of Bid as per Schedule given in Tender Document any bidder failing to complete this Step will not be considered for Bid Opening.
3. Bidders who are participating in e-tendering for the first time will have to register and obtain User ID & Password from the above mentioned portal.
4. In case of any queries, Bidders may contact MMRDA's e-tendering service desk at etendersupport@mailmmrda.maharashtra.gov.in on any working day from 10am to 5.30pm.(Phone No. 022-26597445)
5. The tenders shall be received online on above mentioned MMRDA official E-Tendering portal and opened by the Chief Engineer on scheduled date and time.
6. If there is any amendment in the tender, the same shall be published on following MMRDA's official e-Tender portals / website :

MMRDA e-Tender Portal: <https://etendermmrda.maharashtra.gov.in>

MMRDA Website: <https://mmrda.maharashtra.gov.in>

7. The detailed e -Tender notice along with the subsequent corrigendum, addendum etc. shall form part of the tender document.
8. The acceptance of tender will be intimated by email or otherwise by the authority competent to accept the tender or by the higher Authority of MMRDA, to the contractor, which shall be deemed to be an intimation of the tender given by the Authority Competent to accept the tender.
9. Bid shall be submitted online on the e-tendering portal in 'three electronic envelopes system' within prescribed schedule.

a. e-Envelope 'A' (Tender Fee, EMD, Prequalification Criteria if any):

Bidder should generate and upload scanned copies of Receipt for the following:

- i. Generate Receipt for e-tender fee.
- ii. Upload Receipt of Earnest Money Deposit.

b. e-Envelope 'B' (Technical bid):

Bidder shall upload scanned copies of Technical Document as per RFP/Bid document.

c. e-Envelope 'C' (Financial bid):

- i) Bidder shall quote his offer on Lump Sum at the prescribed space in e-Envelope C. The amount quoted by the Bidder shall be calculated by the system.
- ii) Upload the digitally signed copy of Tender document and Quotation ie. Financial Bid in company's Letter head

Payment Procedure for Tender Fee and EMD

Tender Fee:

Tender Document and Supporting can be downloaded for reference purpose from the e-Tendering Portal of MMRDA during the period mentioned in the tender notice. Interested Bidders have to make online payment of Tender Fee using online payment gateway during bid preparation i.e. Debit Card/Credit Card/Net-Banking. Tender Fee receipt can be system generated during bid preparation by the Bidder.

Earnest Money Deposit:

EMD can be paid by using to Mode of Payment:

- a) Online payment gateway (i.e. Debit Card/Credit Card/Net-Banking.)
- b) RTGS / NEFT mode using the System Generated Unique Challan (Account No for EMD transaction for this particular Tender is mentioned in the Challan)

Payment procedure for NEFT/RTGS

EMD Payment as mentioned above has to be made through RTGS / NEFT mode using the System Generated Challan. Bidders should ensure that the payment of the EMD is made at-least 5 working days prior to the last date of Bid Preparation and Submission of the Tender Schedule to have seamless submission.

Bidders need to upload scanned copy of EMD paid receipt during bid preparation.

Bidders failing to complete the payment of EMD using the above mentioned process of RTGS / NEFT or Online payment gateway after downloading the system generated challan will not be able to submit their bids.

EMD Refund:

Bidders should mention the beneficiary details for EMD refund in the Earnest Money Deposit Form for fields marked as details required for Refund. MMRDA or e-Tendering Service Provider will not be liable for delays caused in EMD refund due to incorrect beneficiary details.

The earnest money deposit of unsuccessful bidders will be refunded through RTGS, NEFT mode only after finalization of the tender for which the above refund details are required. Bidders should also upload scanned copy of cancelled cheque along with refund letter for refund of their EMD payment. In case of successful bidder, amount of the earnest money deposit may be transferred towards part of the security deposit to be paid after the award of the work, if he intends to do so in writing.

Bidders failing to complete the payment of EMD using the above mentioned process of RTGS / NEFT after downloading the system generated challans will not be able to submit their bids.

Note: Kindly note that transfer of funds to MMRDA's account through NEFT / RTGS mode, from the Bidders' ICICI accounts is currently not possible. In case of funds transfer through NEFT / RTGS, Bidders are requested to transfer from any other bank (excluding ICICI Bank).

- EMD Refund Account should remain active until tender is awarded.
- EMD Refund will happen only after Awarding or Cancellation of tenders.