

MUMBAI METRO RAIL CORPORATION LTD
(JV of Govt. of India and Govt. of Maharashtra)

REQUEST FOR PROPOSAL FOR
STATION SEMI-NAMING & BRANDING RIGHTS
AT MUMBAI METRO LINE 3 (STAGE-2)

e-Tender No. MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023
June 08, 2023

Mumbai Metro Rail Corporation Limited (MMRC)
Hallmark Business Plaza, 8th Floor, Sant Dnyaneshwar Nagar, Bandra East, Mumbai 400051
www.mmrcl.com



Disclaimer

All information provided as a part of this Request for Proposal (RFP) to the prospective Bidding Entities by Mumbai Metro Rail Corporation Limited (MMRC) is subject to the terms and conditions as laid down in this document. The objective of this RFP is to provide information to the interested entities about the commercial opportunity and to facilitate their application for the same. MMRC 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 RFP Document. Each Bidding Entity is advised to conduct its own assessment of the opportunity and obtain independent advice from appropriate sources as deemed necessary. MMRC may, at their absolute discretion, and without being under any obligation to do so, update, amend or supplement the information in this RFP document.

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1. Notice Inviting Tender

MUMBAI METRO RAIL CORPORATION LIMITED (JV of Govt. of India and Govt. of Maharashtra) Hallmark Business Plaza, 8° Floor, Sant Dnyaneshwar Nagar, Bandra East, Mumbai 400051 www.mmrcl.com	
Notice Inviting Tender	
E-Tender No.	MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023
Tender Name	Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)
Department	Planning Department
Tender Document Fee	Rs. 10,000 + GST (non-refundable)
Bid Security (EMD)	Rs. 10,00,000/- (refundable)
<u>Important Dates</u>	
Issue of Tender	08-June-2023, 12 Noon
Submission of Pre-Bid Queries	19-June-2023, 11 AM
Pre-Bid Meeting	19-June-2023, 3 PM
Last Date for Bid Submission	17-July-2023, 4 PM
Opening of Technical Bid	17-July-2023, 5 PM
Opening of Financial Bid	Will be informed in advance
E-Tender Portal	https://mmrcl.ewizard.in
Contact for tender information	Mr. Swetal Kanwalu, DGM (Town Planning), Planning Dept, MMRC, Hallmark Business Plaza, 8th Floor, Sant Dnyaneshwar Nagar, Bandra East, Mumbai 400051 swetal.kanwalu@mmrcl.com, 022-69061355/69
Contact for e-tender portal assistance	011-49606060, 8448288982, 9355030630 helpdesk@ewizard.in, eprochelpdesk.54@gmail.com

Timeline given above is tentative. Bidders shall be informed regarding updated timeline through the e-tender portal.

Objective of this Tender: MMRC intends to monetize commercial potential of Mumbai Metro Line 3 which will act as a source of funds towards financing the project capital cost and / or operations cost. The Authority has identified licensing of space for Station Semi-Naming & Branding Rights at Line 3 [excluding stations (5 nos. - Churchgate, Hutatma Chowk, CSMT, Siddhivinayak & BKC) already licensed out in Stage-1] as one of the revenue heads for Non-Fare Box Revenue (NFBR) generation. In this reference, the Authority invites bids through open e-tendering process from eligible Bidders to participate in this tender.

Date: June 08, 2023
Place: Mumbai

Sd/-
Executive Director (Planning), MMRC

Tender Advertisement



MUMBAI METRO RAIL CORPORATION LIMITED (MMRC)

(A JV-SPV of Govt. of India and Govt. of Maharashtra)
Hallmark Business Plaza, 8th Floor, Sant Dnyaneshwar Nagar,
Bandra East, Mumbai 400051

REQUEST FOR PROPOSAL

MMRC invites Request for Proposal (RFP) from interested entities for
**Station Semi-Naming & Branding Rights
at Mumbai Metro Line 3 (Stage-2)**

Interested entities should submit proposal online
at <https://mmrc.ewizard.in> as per the prescribed guidelines
by July 17, 2023, 4:00 PM

-Sd-

Executive Director (Planning), MMRC
June 08, 2023, 12 Noon | Mumbai

2. Instructions to Bidders

2.1 Definitions

Term	Definition
Authority / Licensor	Mumbai Metro Rail Corporation Ltd (MMRC)
Mumbai Metro Line 3	Fully underground 33.5 km metro line from Cuffe Parade to Aarey in Mumbai
Revenue Operations Date (ROD)	Date from which revenue operations of the phase / station is commenced
RFP	Request for Proposal also referred to as Tender Document
Corrigendum	Amendment to the RFP
Bidding Entity	Interested parties submitting Proposals towards this RFP
Proposal	Submissions by the Bidding Entity towards this RFP
Bid / Financial Bid	Financial quote submitted by the Bidding Entities
License	Rights to utilize designated space for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3
Licensee	Selected Bidding Entity
License Agreement	Contract between Licensee and Licensor wherein Licensor grants rights to Licensee at Mumbai Metro Line 3 to utilize designated space for the sole purpose of the License
License Period	Period for which the License is granted
Lock-in Period	Period for which the Licensee cannot terminate the License
License Fee	Consideration for award of License to be paid for the License
Fee Escalation	% increase in License Fee / other charges applied per annum
Performance Security (Bank Guarantee)	Interest-Free irrevocable Bank Guarantee or Demand Draft or Bankers Cheque furnished by the Licensee as security deposit against non-performance of Licensee's obligations

Term	Definition
Net Worth	Aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the audited balance sheet, but does not include reserves created out of revaluation of assets, write back of depreciation and amalgamation
Gross Revenue	Total revenue earned by a business in a financial year
Commencement Date / Effective Date	Date of commencement of the License as defined in the Key Commercial Terms
Applicable Law	Laws and any other instruments having the force of law in India

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2.2 E-Tender Guidelines

- i. The RFP Document is available for download from the portal <https://mmrcl.ewizard.in> upon registration and payment of the prescribed Tender Document Fee.
- ii. Those Bidding Entities not registered on the above-mentioned portal are required to get registered beforehand.
- iii. The e-tendering guidelines, system requirements, etc. are available on the tender portal.
- iv. Bidding Entities should have valid **CLASS-III DIGITAL SIGNATURE CERTIFICATE (DSC)** obtained from any certifying authority.
- v. In case DSC is not available with the Bidder, procurement of the same should be initiated well before time to allow for procedural delays.
- vi. Further details can be accessed at <https://mmrcl.ewizard.in>
- vii. Bidding Entities may contact the tender portal service provider M/s. Ewizard's representative at 011-49606060, 8448288982, 9355030630 or e-mail ID: helpdesk@ewizard.in or eprochelpdesk.54@gmail.com for any assistance from 9 AM to 6 PM IST on working days.
- viii. Bidding Entities should make the EMD payment at least 48 hours prior to submission as it may take up to T + 2 days for the payment to reflect on the portal.
- ix. We advise you to prepare and submit the bid well before time to avoid last minute technical issues and challenges.

2.3 Submission of Proposals

- i. The Authority will timely provide, at no cost to the Bidding Entities, relevant information required for the preparation of the Bidding Entity Proposal.
- ii. The Bidding Entity shall bear all costs associated with the preparation and submission of its Proposal, and the Authority shall not be liable for those costs, regardless of the conduct or outcome of the selection process.
- iii. The information published in the RFP document will form the basis for evaluation for the Bidding Entities. The Bidding Entities shall participate in the tender as per the instructions given in this RFP document. The Proposal shall comprise all the documents and forms listed in the submission guidelines.
- iv. The Proposal and all the related correspondence and documents shall be written in English language only. RFP shall be submitted online on the prescribed e-tendering portal as per the prescribed guidelines.
- v. Bidding Entities are encouraged to visit the site before making the final submission to have a better understanding of the Proposal. It shall be the responsibility of the Bidding Entity to ensure that its Proposal is submitted to the Authority before the submission deadline. The Authority will not be responsible for delay or non-receipt of Proposal.
- vi. The cost of the Tender Document and Bid Security is to be paid online through the payment gateway on the tender portal.
- vii. Proposals shall be signed by the Authorized Signatory of the Bidding Entity.
- viii. The bid to be submitted as per the two-packet system (Technical Bid & Financial Bid) on the portal. To meet the Eligibility Requirement, the Bidding Entities have to upload the duly filled up Application Form along with the requisite documents in the “Technical Bid” section of the tender portal.
- ix. The “Financial Bid” should be prepared using the prescribed excel format in the financial section of the tender portal.
- x. Bidding Entity can submit only one Financial Bid per bidding unit. More than one bid for a bidding unit from same Bidding Entity will be summarily rejected.
- xi. The Financial Bid should be submitted clearly indicating the bid input values in both figures and words, in Indian Rupees. In the event of any difference between figures and words, the amount indicated in words shall be considered.

Bid Submission Checklist

SN	Document Checklist	Page No.
1	Receipt for Tender Document Fees	-
2	Receipt for Bid Security / EMD with MSME registration certificate if any	-
3	Application Letter	52
4	Power of Attorney with Board Resolution in favour of authorised signatory of bid	53
5	Statutory Auditor Certificate with audited financial statements for preceding 3 financial years	55
6	Litigation History Declaration	56
7	Indemnity Bond	57
8	FIN-1: Financial Proposal Submission Form	60
9	FIN-2: Financial Bid Format	61
10	Company Constitution, Company Incorporation Certificate, PAN, TAN, GST Registration	-
11	Company Brochure	-
12	Signed tender documents	-

Note:

- i. All documents to be uploaded on the tender portal; no physical submission required
- ii. All pages are required to be initialed, and all main pages are required to have full signature of the authorized signatory and company seal

2.4 Opening & Evaluation of Proposals

- i. MMRC's evaluation committee shall open the Technical Proposal. All Proposals that meet the Eligibility Criteria shall be eligible for opening of their Financial Proposal.
- ii. Conditional Proposals shall be rejected outright by the Authority.
- iii. The Authority shall notify all Bidding Entities regarding the opening of the Technical and Financial Proposal via bid portal.
- iv. The Authority shall evaluate all bids received and award the License to the eligible Bidding Entity as per the outcome of bid evaluation detailed in this RFP.
- v. Further, in the event of the Selected Entity withdrawing its Bid, the Authority without being under any obligation to do so, may at its sole discretion, blacklist the Selected Entity which has withdrawn its Bid and either invite the next highest Bidding Entity for the License, and if necessary, match the Bid of the aforesaid Selected Entity or annul the RFP process as deemed appropriate by the Authority.
- vi. The Authority reserves the right to reject any/all Bids including the highest Bid or withdraw the Tender at any stage without assigning any reasons whatsoever. Nothing contained herein shall confer a right upon a Bidding Entity or any obligation upon the Authority.
- vii. The Bidding Entity hereby voluntarily and unequivocally agrees that the Authority shall not be under any obligation or be liable for any acceptance, rejection or annulment of any/all Bids and the Bidding Entity shall not seek any claims, damages, compensation or any other consideration whatsoever on this account, from the Authority.
- viii. If the Bidding Entity after submitting the Bid withdraws or varies it within the validity period, the Bidding Entity shall be liable to be banned for bid participation in future from the Authority for a period of 5 (five) years that shall be reckoned from the date of withdrawing or varying the bid, in addition to its Bid Security being forfeited.
- ix. The Bidding Entity after award of contract shall furnish Performance Security as prescribed in this RFP and execute the License Agreement with due diligence of the terms and conditions put to Bid, failing which it shall be construed as default by the Bidding Entity in honoring contractual obligations and the defaulting Bidding Entity after termination of the License Agreement shall thus be liable for penal action so as to debar the defaulting Bidding Entity from having dealing with the Authority either permanently or for the period as shall be decided by the Authority.
- x. Penal action shall be without prejudice to the rights and remedies available to the Authority and also be in addition to the action instituted against the defaulting Bidding Entity under other terms and conditions of the License Agreement.

2.5 Other Tender Terms

i. Bid Validity:

- a) Bids must remain valid for 180 days from the last date of Bid submission as per this RFP.
- b) The Authority will make its best effort to complete the evaluation within the Bid validity period, however, should the need arise, the Authority may request, in writing, all Bidding Entities who submitted Bids prior to the submission deadline to extend the Bids validity.
- c) If the Bidding Entity agrees to extend the validity of its Bid, it shall be done without any change in the original Bid.
- d) The Bidding Entity has the right to refuse to extend the validity of its Bid in which case such Bid will not be further evaluated.

ii. Clarifications & Amendments to RFP

- a) The Bidding Entity may request a clarification of any part of the RFP in the pre-bid meeting. Any request for clarification must be sent via email to the email address mentioned in this document.
- b) The Authority will respond via email to all Bidding Entities and if it deems it necessary to amend the RFP as a result of a clarification.
- c) At any time before the Proposal submission deadline, the Authority may amend the RFP by issuing a Corrigendum and communicating the release of the same to the Bidding Entities via email. the Corrigendum shall be sent to all Bidding Entities and will be binding on them.
- d) If the amendment is substantial, the Authority may extend the submission deadline to give the Bidding Entities reasonable time to take the amendment into account in their Proposals.
- e) The Bidding Entity may submit a modified Proposal or a modification to any part of it at any time prior to the submission deadline. No modifications to the Proposal shall be accepted after the deadline.

iii. Conflict of Interest

- a) A Bidding Entity shall not have a Conflict of Interest that affects the Bid Process. Any Bidding Entity found to have such a Conflict of Interest shall be disqualified.
- b) In the event of disqualification, the Authority shall appropriate the Bid Security (EMD) as damages payable to the Authority for, inter alia, the time, cost and effort of the Authority, including consideration of such Bidding Entity's Proposal, without prejudice to any other right or remedy that may be available to the Authority under this RFP or otherwise.
- c) Without limiting the generality of the above, a Bidding Entity shall be deemed to have a Conflict of Interest affecting the bidding process, if:
 - i. A constituent of Bidding Entity is also a constituent of another Bidding Entity.
 - ii. Bidding Entity, its Member or any Associate thereof receives or has received any direct or indirect subsidy, grant, concessional loan or subordinated debt from any other Bidding Entity, its Member or Associate, or has provided any such subsidy, grant, concessional loan or subordinated debt to any other Bidding Entity, its Member or any Associate thereof.
 - iii. Bidding Entity has the same legal representative for purposes of this Bid as any other Bidding Entity.
 - iv. Such Bidding Entity, or any Associate thereof, has a relationship with another Bidding Entity, or any Associate thereof, directly or through common third party/ parties, that puts either or both of them in a position to have access to each other's information about, or to influence their Bids.
 - v. Such Bidding Entity or any Associate thereof has participated as a consultant/contractor to the Authority in the preparation of any documents regarding this RFP.

iv. Corrupt & Fraudulent Practices

- a) The Bidding Entity and their personnel shall observe the highest standard of ethics during the tender process and must not indulge in any corrupt or fraudulent practice defined here under:
 - i. 'Corrupt practice' is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party.
 - ii. 'Fraudulent practice' is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead a party to obtain financial or other benefit or to avoid an obligation.
 - iii. 'Collusive practices' is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party.
 - iv. 'Coercive practices' is impairing or harming or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party.

v. Confidentiality

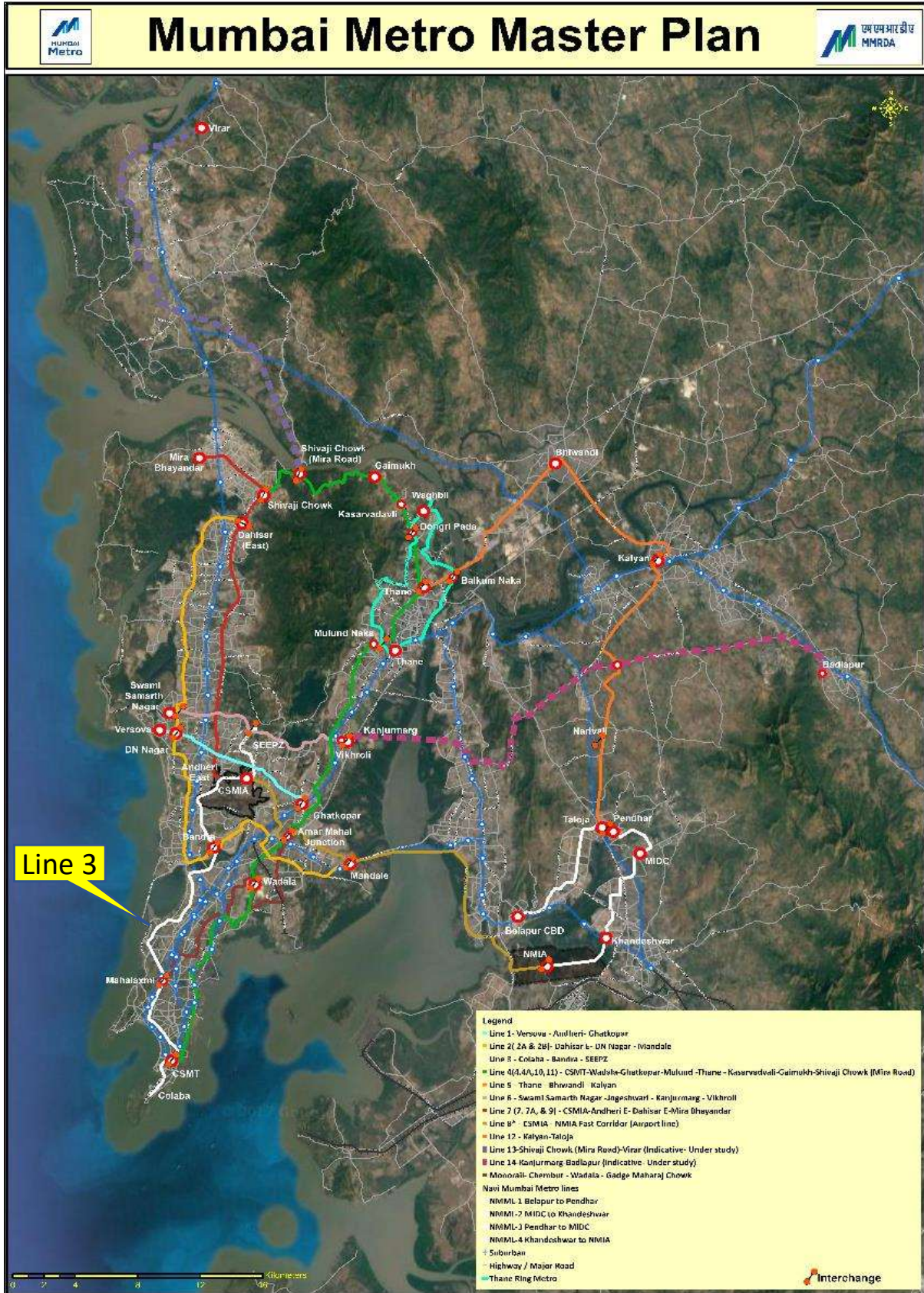
- a) From the time the Proposals are opened to the time the License is awarded, the Bidding Entity should not contact the Authority on any matter related to its Proposal or Financial Bid.
- b) Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Bidding Entities who submitted the Proposals or to any other party not officially concerned with the process, until the License is awarded.
- c) Any attempt by Bidding Entities or anyone on behalf of the Bidding Entity to influence the Authority improperly in the evaluation of the Proposals or License award decisions may result in the rejection of its Proposal.
- d) Notwithstanding the above provisions, from the time of the Proposals' opening to the time of License award, if a Bidding Entity wishes to contact the Authority on any matter related to the selection process, it should do so only in writing.

3. Terms of Reference

3.1 About Mumbai Metro Line 3

- a) Mumbai Metro Rail Corporation Ltd (MMRC), 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 underground metro corridor with 26 underground stations and 1 at grade station.
- b) As per the Union Cabinet approval granted for this project, Rs 1,000 Cr is to be mobilized from Non-Fare Box Revenue sources.
- c) Work on the construction of Mumbai Metro Line 3 is in full swing, with overall project progress of 82.0% as of 31-May-2023.
- d) The metro is scheduled to be commissioned in two phases (actual commissioning phases may be different):
 - a) Phase 1: Aarey to BKC by December 2023 – 88.2% complete
 - b) Phase 2: BKC to Cuffe Parade by June 2024 – 77.3% complete
- e) Salient features of the line:
 - a) Train capacity 3,000 passengers (8 cars @ 8 passengers/m²), designed for peak hour peak direction traffic (PHPDT) of 72,000 passengers
 - b) Energy efficient modern rolling stock (25 KV AC traction) with regenerative braking system
 - c) Fully air conditioned
 - d) Platform screen doors for passenger safety and energy efficiency
 - e) Communication Based Train Control (CBTC) signaling system for driverless train operations
 - f) 2-level stations provided with escalators & lifts, designed as barrier free access for persons with disabilities
 - g) Automatic Fare Collection (AFC) system that can lead to integrated ticketing
 - h) Maximum train design speed of 95 kmph; journey speed of ~35 kmph

3.2 Alignment



<https://mmrda.maharashtra.gov.in/documents/10180/6672054/Map2/1cc63636-3aab-4330-b4ba-200c7d851a18?t=1663825042043>



3.3 Connectivity

- i. 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:
 - a) ~ 30 employment clusters; Government and private offices
 - b) ~ 12+ education institutions - schools, colleges & university
 - c) ~ 11 major hospitals
 - d) ~ 10 major transportation hubs
 - e) ~ 25 religious & recreations areas
 - f) ~ 3 million population in influence zone
- ii. The planned interchanges will allow for unparalleled rapid access to all parts of the city.
 - a) Interchanges with operational lines –
 - i. Versova-Ghatkopar Line 1 at Marol Naka
 - ii. Chembur-Jacob Circle Monorail at Jacob Circle
 - b) Interchanges with upcoming lines –
 - i. Andheri West-Mankhurd Line 2B at Bandra Kurla Complex
 - ii. Andheri East-Mumbai Airport Line 7A at CSIA T2
 - iii. Mumbai Airport-Navi Mumbai Airport Line 8 at CSIA T2
- iii. Line 3 also provides rapid connectivity to –
 - a) Major transport hubs and transport stations in the city including the CSMT, Churchgate, Mumbai Central (suburban & long distance) train stations.
 - b) Business Districts of Nariman Point, Lower Parel, Worli, BKC and SEEPZ
 - c) Airport Terminals of T1 (Domestic) and T2 (International)
 - d) Retail Malls like Phoenix High Street Lower Parel, Jio World Drive BKC, etc.
 - e) Educational Institutions like Jai Hind, KC & HR Colleges at Churchgate, St. Xaviers College at CST, Rachana Sansad, Kalina University, etc.
 - f) Tourist & Religious locations like Colaba, Fort, Girgaon, Siddhivinayak Temple, etc.

3.4 Estimated Ridership

- i. Ridership as per the Detailed Project Report (DPR) had been forecasted for the years 2025 and 2031.
- ii. Ridership figures for each station given in the table below is the total of boarding and alighting passengers. Total daily ridership in the table below accounts for only unique riders and does not double count boarding and alighting passengers.
- iii. Total ridership forecasted for 2025 is ~13 lakh passengers per day which is expected be one of the busiest lines in the world. For comparison, based on media reports, daily ridership of the operational Mumbai Metro Line 1 was 4.5 lakh prior to the pandemic.
- iv. While these estimates were made at the time of drafting the DPR, bidders are expected to do their own, independent due diligence while submitting their bids.

SN	Station	2025	2031
1	Cuffe Parade	1,51,208	1,85,320
2	Vidhan Bhavan	1,19,085	1,45,951
3	Churchgate	96,108	1,20,788
4	Hutatma Chowk	1,22,253	1,49,832
5	CSMT	1,63,850	2,00,801
6	Kalbadevi	1,07,103	1,28,265
7	Girgaon	94,750	1,16,129
8	Grant Road	77,486	96,965
9	Mumbai Central	91,887	1,20,620
10	Mahalaxmi	92,885	1,21,836
11	Science Museum	54,179	70,319
12	Acharya Atrey Chowk	1,06,319	1,35,302
13	Worli	98,731	1,28,008
14	Siddhivinayak	1,05,969	1,32,882
15	Dadar	1,85,907	2,27,847
16	Shitladevi	1,17,148	1,43,576
17	Dharavi	1,07,069	1,32,222
18	Bandra Kurla Complex (BKC) (X)	1,93,857	2,33,591
19	Vidyanagari	64,177	82,688
20	Santacruz	77,144	87,590
21	CSIA Domestic	85,668	1,02,997
22	Sahar Road	70,147	81,973
23	CSIA International (X)	79,890	96,914
24	Marol Naka (X)	1,06,933	1,23,061
25	MIDC	86,166	98,609
26	SEEPZ	1,18,057	1,35,689
27	Aarey (at grade station)	-	-
	TOTAL boarding + alighting	27,73,976	33,99,775
	TOTAL unique passengers	13,86,988	16,99,888

Phase 1 stations, X = Interchange with other Metro Lines

3.5 Typical Corridor Design

- i. The metro stations are typically designed over two underground levels - concourse and platform.
- ii. Concourse level is typically located 10-14 meters below ground level and serves as the place where commuters shall arrive after taking the escalator / elevator or stairs from the ground level.
- iii. Concourse level is split into two parts - unpaid area and paid area. Unpaid area is where the commuters shall land and is where commuters can purchase tickets from ticket vending windows and ticket vending machines. Unpaid area is separated from the paid area located at the center of the station box by the security gates and fare collection barriers. Paid area accommodates vertical circulation elements (lifts, escalators and stairs) which allow for connectivity between the concourse and platform levels.
- iv. Platform level is typically located 18-20 meters below ground level and is typically 185 meters long and 12 meters wide and is planned as an island with the tracks located on either side of it.
- v. Along the platform are platform screen doors which screen the platform from the train and ensure high levels of safety for commuters by reducing the likelihood of accidents.

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3.6 Scope of the License

3.6.1 Station Semi-Naming & Branding Rights Inclusions

- i. Brand name and logo as approved by the Authority to be prefixed / suffixed to the station name at all places wherever the station name is displayed at the station.
- ii. The brand name shall be pre-fixed/suffixed to the station name:
 - a) To all station name signages across the station,
 - b) To station name announcements inside trains,
 - c) To station name on the station maps inside the train,
 - d) To station name during train announcement (on station), while train approaches the station.
- iii. Neon signs of the brand logo / name to be put up at all entry / exit structures to the station.
- iv. First choice for selecting the locations of 300 sqm of advertisement space at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platform screen doors, pillars, entry / exit gates, etc.
- v. Floor space of 5-20 sqm for promotions / campaigns / ATMs at the concourse level; this space may be non-contiguous depending on availability of space at the station.
- vi. Painting of station areas with the colour theme of the brand including subtle brand motifs.
- vii. In-train announcements on the public announcement system to prefix the brand name as train approaches the station.
- viii. Brand logo to be displayed at the bottom of station maps as 'Brand Partner'.

Please note that any branding / advertising (except semi-naming) visible from a public road shall attract the provisions of Brihanmumbai Municipal Corporation(BMC); any charges payable to BMC shall be over and above the License Fee payable to MMRC.

3.6.2 Brand Name Provisions

- i. The Licensee may prefix / suffix the brand name with the name of the station as “Brand Name Station Name” or “Station Name Brand Name”.
- ii. The brand name to be displayed should only be from the following:
 - a) Name of the Bidding Entity
 - b) Brands owned and controlled by the Bidding Entity
- iii. At any given time, only one brand name from the above shall be displayed at the stations.
 - a) 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.
 - b) For further clarification, the Bidding Entity cannot display brand X at a few locations, brand Y at other locations and so on.
- iv. MMRC may permit change in brand name for which the Bidding Entity shall have to seek formal written consent of MMRC under exceptional circumstances. Exceptional circumstances include 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. In such cases, the cost of the change in station maps, station name signage, announcement, etc. shall be borne by the Licensee on actuals as determined by MMRC.

3.6.3 Branding Prohibitions

- i. Prohibited categories on which branding is not allowed:
 - a) Racial ads or those propagating caste, community or ethnic differences
 - b) Ads of drugs, alcohol, cigarette or tobacco items
 - c) Ads propagating exploitation of women or children
 - d) Ads with objectionable, indecent portrayals of people or objects
 - e) Ads depicting cruelty to animals
 - f) Ads depicting any nation, state or institution in poor light
 - g) Ads glorifying violence or those of explosives or weapons
 - h) Lottery, sweepstakes and related advertisements
 - i) Ads which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing
 - j) Ads of any political party (however, ads pertaining to achievements of different governments, their departments, ministries, govt undertakings and other govt authorities shall be permitted)
 - k) Ads banned by the Advertising Council of India or by Law
- ii. Surrogate advertisement of the above shall be permitted only via prior written permission by MMRC; decision to grant permission shall rest with MMRC.
- iii. The use of MMRC name, logo or title without prior written permission is prohibited; no co-branding with MMRC shall be allowed without prior permission.
- iv. Any type of audio advertisement including those via digital media is prohibited at the station (this does not include the in-train announcements which is permitted).

3.6.4 Non-Compete Provisions

- i. MMRC shall be tendering out remaining advertisement space (approx. 300 to 450 sqm) inside stations and at entry / exit structures as part of the larger advertisement package for all stations, for which MMRC envisages to tender out this package to a single Out-Of-Home (OOH) firm.
- ii. Similarly, MMRC will be leasing out remaining available floor space for commercial use to various firms.
- iii. However, these OOH firms shall not be allowed to display advertisements or promote brands that compete with the Licensee's Brand at the Awarded Station, for which a non-compete clause is being provisioned as illustrated below -
 - a) If Semi-Naming Rights for a station is awarded to a Bank, other agencies shall not be allowed to display advertisements of Banks or promote core banking products and services or setup ATMs of competing brands at that Awarded Station; however, ads of other financial services products like insurance shall be allowed.
 - b) If Semi-Naming Rights for a station is awarded to a conglomerate with multiple business interests, other agencies shall not be allowed to display advertisements or promotions relating to the core businesses of the conglomerate.
- iv. Both MMRC and the Licensee shall be reasonable regarding the interpretation of competing brands / businesses and the final decision in this matter will rest with MMRC.
- v. As part of the contract with other agencies, they shall be asked to prepare a Media Plan which shall be approved by MMRC through which MMRC will ensure compliance of this non-compete clause.
- vi. MMRC shall also conduct periodic audits to ensure continued compliance.
- vii. In case the Licensee finds that the non-compete clause is being violated by any agency, they shall inform MMRC which will impose appropriate penalty on such violating agencies if the violation of the non-compete clause is proved on substantial grounds.

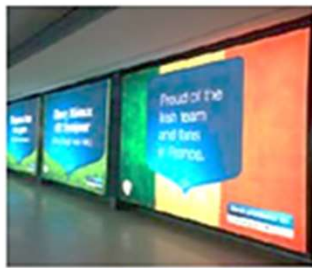
3.6.5 Branding Space Provisions

- i. Branding space at entry / exit structures
 - a) All underground metro stations will be accessible via 4 to 6 entry / exit structures that are located at street level typically on a footpath; there is potential for locating branding fixtures on top of the entry / exit structures and on the sides of the structures.
 - b) The Licensee shall be provided with first choice for selecting half the number of entry / exit structures rounded off upwards to the nearest integer; for example, if a station has 5 entry / exit structures, Licensee shall be provided first choice for selecting any 3 entry / exit structures.
- ii. Branding space inside stations -
 - a) First choice for selecting the locations of 300 sqm of advertisement spaces within the station at the concourse, platform levels and entry / exit structures.
- iii. Floor space for promotions -
 - a) MMRC shall earmark floor space to be provided to the Licensee
 - b) 20 sqm to be provided at these 4 stations: Cuffe Parade, CSIA Airport Terminal 1, CSIA Airport Terminal 2 and Aarey
 - c) 5 sqm to be provided at all other stations
 - d) MMRC shall provide the Licensee with plain, unoccupied floor space without finishes which shall be furnished by the Licensee as per their requirement at their own cost after approval of Branding Plan by MMRC

3.6.6 Minimum Material Specifications

- i. Licensee shall install branding fixtures conforming to international standards of high-quality advertising comparable to airports and global metro stations
- ii. Branding panels shall be installed by the Licensee conforming to the following minimum specifications or its equivalent:
 - a) Stainless Steel SS-304 frame
 - b) Galvanized iron backing sheet
 - c) Internal cables of fire-retardant, low smoke, zero halogen (FRLSZH) for underground spaces
 - d) Tube Luminescent tubes for back lighting / illumination with electronic ballast
 - e) Polycarbonate sheet as cover of GE make or equivalent
 - f) Energy saving technologies like LED, etc.

3.6.7 Indicative Branding Fixtures & Locations



Backlit Panel



Panels



Pillar Wraps



Pop-up Kiosks



Lift Wall



Light Box



Standees



Digital Boards



Brand name pre-fixed to station name across all displays at station



Fare collection gates have brand stickers pasted prominently on it



Lift Wraps



Staircase and Elevators covered with Banners



Platform Screen Doors Station Branding



Floor Stickers



Brand name pre-fixed to station name at entrance/ exit of the station



Concourse

3.7 Eligibility Criteria & Tender Structure

- i. The Bidding Entity to be a company incorporated under the Companies Act 1956 / 2013 or any other legal entity as per Indian law.
- ii. Bidding Entity should fulfil the minimum Technical Eligibility and Financial Eligibility criteria as specified in the next page of this RFP.
- iii. Consortium or Joint Ventures are not permitted.
- iv. Bidding Entity or any of its immediate / ultimate parent entity should not have been debarred from participating in tenders with any of the following authorities:
 - a) MMRC or any other Metro / Railway Organization in India
 - b) Any Planning Authority in Maharashtra including MMRDA, BMC, etc.
 - c) Any Central or State Ministry or Department in India
 - d) The Bidding Entity shall make this declaration in its Application Letter as per the prescribed format
 - e) In case at a subsequent date, the successful Bidding Entity is found to be debarred, Authority shall have full rights to terminate the License or disqualify for this tender as applicable. In such cases, Bid Security / Performance Security furnished by the Bidding Entity / Licensee shall be forfeited.

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Criteria	Description	Documentary Proof Acceptable
Technical Eligibility Criteria	<ul style="list-style-type: none"> Bidding Entity to be a company incorporated under the Companies Act 1956 / 2013 or any other legal entity as per Indian law Bidding Entity should have been incorporated at least 3 years before the last date of bid submission Organizations who want to utilize the rights for its own brands only are eligible to bid 	<ul style="list-style-type: none"> For companies incorporated in India, Certificate of Incorporation/ Registration under Companies Act 1956 / 2013 or Partnership Deed for Partnership Firms or Partnership Firm's Registration under the LLP Act. In case of Sole Proprietorship, PAN & GST registration certificate All documents to be self certified by the authorized signatory
Financial Eligibility Criteria	<ul style="list-style-type: none"> Minimum average annual turnover of Rs 50 Crore in the preceding three financial years AND Net Worth is positive as of 31-Mar-2022 	<ul style="list-style-type: none"> Audited financial statements (complete set) for preceding three financial years FY20, FY21, FY22 For the purposes of this RFP – “Turnover” shall mean Gross Revenue of the Bidding Entity “Net Worth” shall mean the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the audited balance sheet, but does not include reserves created out of revaluation of assets, write back of depreciation and amalgamation Bidding Entity shall produce Statutory Auditor / Chartered Accountant Firm certificate for the above in the prescribed format
Consortium or Joint Venture	<ul style="list-style-type: none"> Not permitted 	<ul style="list-style-type: none"> -

Key Terms	Description
Bid Security	<ul style="list-style-type: none"> • Bid Security is to be paid online through the payment gateway on the tender portal. • Bid Security shall be refunded to the non-winning bidders. • Bid Security shall be refunded to the Selected Bidder after furnishing of the Performance Security by the Selected Bidder as described in this RFP. • Bid validity is 180 days and Bid Security shall be in force till the expiry of such period. • If Bidders withdraw or modify their Bid during the Bid validity period, then their Bid shall not be considered for further evaluation and their Bid Security shall be forfeited. • If a Bidder is awarded the License and they fail to sign the License Agreement, or to furnish the Performance Security within the prescribed timelines, then their Bid Security shall be forfeited, and they shall be liable for suspension from participating in future tenders published by the Authority. • Micro & Small Enterprises (MSE) shall be exempt from Tender Document Cost & Bid Security payment, subject to furnishing of valid MSE certificate. MSEs are requested to make the necessary payments of Rs. 10,000 + GST for Tender Document on the portal. The amount will be reimbursed separately after submission of the proof of payment and valid MSE / UAM registration certificate.

Key Terms	Description
Bid Parameter	<ul style="list-style-type: none"> • Single Bid Parameter is the Year 1 License Fee for the station • Bidders are encouraged to undertake site visits and undertake their own due diligence regarding the feasibility of implementing Station Semi-Naming & Branding Rights at the stations
Bid Evaluation	<ul style="list-style-type: none"> • Bidder quoting the highest Financial Bid as per Single Bid Parameter defined in this RFP shall normally be declared as the Selected Bidder for Award for that station • Authority envisages to award Semi-Naming & Branding Rights for about 7 stations which receive the highest Financial Bids; however, it reserves the right to award less or more number of stations • In case of a tie where more than one Bidding Entity quotes the same value for a station, the Bidding Entity which has higher Average Annual Turnover over the last 3 years shall be declared as the Selected Bidder • The Authority reserves the right to reject any / all bids and / or annul this RFP at any time for whatsoever reason
Bid Award	<ul style="list-style-type: none"> • Authority shall issue a Letter of Award (LoA) to the Selected Bidder after the opening and evaluation of Financial Bid • The Selected Bidder is required to give its Acceptance to the LoA within 2 weeks of receipt of the LoA • The Selected Bidder is required to furnish the Performance Security and execute the License Agreement within 30 days of issue of LoA, failing which the LoA is liable to be cancelled and Bid Security liable to be forfeited besides debarring of the Bidding Entity by the Authority

3.8 Key Commercial Terms

Key Terms	Description
License Description	Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)
Contract Type	License Agreement between Licensor (MMRC) and Licensee (Selected Bidder)
Components of License	Exclusive rights for commercial monetization of components as described under “Scope of License” section of this RFP
License Period	5 years from the Revenue Operations Date (ROD) of the station for which License is granted
Pre-Commencement Period	From the date of execution of the License Agreement till the start of the License Period (License Fee-free period)
Handover of Site by Authority	After execution of the License Agreement; as the station and tunnel works are ongoing the handover of the sites will be done at the earliest as per the completion schedule in phases which will be informed to the Licensee
Lock-In Period	2 years from signing of the License Agreement
Notice Period	6 months’ notice for termination by Licensee (after expiry of Lock-In Period) for e.g., if License Period starts on 1-Oct-2023 and Lock-in Period ends on 30-Sep-2025 then earliest Notice for termination may be served is on 01-Apr-2025
Right of First Refusal	Licensee shall have the Right of First Refusal (RoFR) in subsequent tenders to match the highest bid if the Licensee's bid is within 10% of the winning bid, and the License shall be as per the updated terms and conditions of the new License Agreement
Sub-Licensing	Not permitted; this tender is only available for organizations to bid who want to utilize the rights for its own brands.

Key Terms	Description
License Fee	<ul style="list-style-type: none"> License Fee shall be the amount quoted in the Financial Bid in Rs for Year 1 for the entire scope under this contract License Fee shall be escalated by 5% every year License Fee amount of 50 paisa and above will be rounded off to the next Rupee, and lower than 50 paisa will be dropped Licensee Fee mentioned above is exclusive of GST and applicable taxes
Costs Involved for the Licensee	<p>Licensee is required to incur following costs during the License Term:</p> <ul style="list-style-type: none"> License Fee and Performance Security Installation of meters, utility charges on actuals Cost of cabling, cable trays and clamps, and all other material required for installation and operations Applicable taxes including GST and stamp duty Statutory levies as applicable BMC charges as applicable Applicable insurance premium for full insurance cover of all fixtures, installations, manpower of the Licensee (Insurance policies from authorized insurers should be submitted to the Authority prior to installation / commencement of operations / deployment of manpower).
Electricity & Utilities	<ul style="list-style-type: none"> Separate meter shall be procured and installed by the Licensee based on recommendation of Discom as advised by the Authority; utility charges for electricity to be paid directly by the Licensee to the Discom within the prescribed due date The Licensee shall be permitted to utilize the spare OFCs available with the OFC Licensee of MMRC, appointed through separate tender, at negotiated commercial rates. Alternatively, the Licensee may be provided Right of Way (RoW) to install their own OFCs to provide data connectivity to the branding fixtures and permitted to take fibre from outside. The Licensee is not permitted to sublet the fibre cables installed/being used by them for commercial purposes. Selected Bidder is required to submit a technical installation & operations proposal for their fixtures including provision for data connectivity which will be vetted by MMRC and objections if any will be raised with regards to safety, conflict with metro operations, etc., which will have to be accommodated Authority shall accommodate provision for earthing required by the Licensee at no additional cost

Key Terms	Description
Payment Terms	<ul style="list-style-type: none"> License Fee is payable annually in advance Invoice shall be raised by the Authority by 5th of the month immediately preceding each year of the License and payable by Licensee 20th of the same month; delayed payment shall attract interest as per provisions specified in this RFP In case of non-receipt of any invoice, Licensee shall collect the same from the office of the Authority Licensee shall make payment of License Fee by demand draft, banker's cheque payable at Mumbai or online banking modes in favour of Mumbai Metro Rail Corporation Limited
Performance Security	<ul style="list-style-type: none"> Interest-Free Performance Security to be furnished by the Licensee within 30 days of issue of LoA It shall be furnished in the form of a Demand Draft, Bankers Cheque or irrevocable Bank Guarantee from Nationalized or Scheduled Commercial Bank in India Before execution of the License Agreement, Performance Security to be furnished shall be for an amount equal to 6 months License Fee of the 5th year of the License adjusted for annual escalation with validity of 5 years plus 6 months (in case of Bank Guarantee) The Authority has the right to invoke the Performance Security in case of Event of Default by the Licensee or other such situations as described under various sections in this RFP.
<i>Refer Bidding Form on Performance Security Format</i>	

3.9 Conditions of Contract

3.9.1 General Provisions

- i. The Selected Bidder has been licensed space for Station Semi-Naming & Branding Rights at selected metro stations on an 'as is where is' basis subject to the terms and conditions specified in the License Agreement in pursuant to the bidding process.
- ii. The subject space for bidding shall be used only for the bona fide purpose of the License only by the Bidder and Authority reserves the right to ensure that there is no violation of the same.
- iii. Activities undertaken in the licensed space should neither interfere with metro activities nor causes any inconvenience to metro commuters.
- iv. The Licensee shall solely bear the cost of installation, operations, repair and maintenance of all fixtures installed at the stations.

3.9.2 License Period

- i. The License Period shall be as per Key Commercial Terms, unless otherwise terminated by the Authority or surrendered by the Licensee.
- ii. Lock-In Period within which the License cannot be terminated by the Licensee shall be as per the Key Commercial Terms from the Date of Commencement of the License Period.
- iii. The Licensee shall be provided sufficient pre-commencement period before commissioning of License to install fixtures. Time period to design and install the fixtures prior to the commissioning shall not be considered as part of the License Period.
- iv. After successful completion of the full term of the License Period, the Authority shall undertake a fresh bidding process to grant License for the commercial space. The existing Licensee shall be provided the right to match the highest financial bid, if they participate in the bidding process and their bid is within 10% of the highest bid. In case the Licensee successfully exercises this right and matches the highest financial bid, it shall be granted the new License as per the terms and conditions of the updated License Agreement at that time.

3.9.3 Licensee Fee & Payment Terms

- i. The Licensee shall, in consideration of the License granted by the Authority, pay to the Authority Licensee Fee and furnish Performance Security as detailed in the Key Commercial Terms.
- ii. The Licensee voluntarily and unequivocally agrees to make all payments to the Authority as may be due before the due date, based on the Invoice raised by the Authority.
- iii. The reconciliation of License Fee and other dues shall be carried out annually. Based on reconciliation, the adjustment of License Fee payable to the Authority be carried out along with payment of next periods' License Fee.
- iv. The payment of dues should preferably be made by RTGS/NEFT/ECS mode to the Authority with the laid down procedure. The details for the Authority's bank account for e-payment shall be provided separately. Licensee may also submit the dues in the form of Demand Draft/ Bankers Cheque in favour of "Mumbai Metro Rail Corporation Limited" payable at Mumbai.
- v. The payment of the License Fee to the Authority by the Licensee shall be completed by the Due Date as per Key Commercial Terms failing which interest at the rate of 12% per annum shall be charged on dues outstanding up to 30 days of delay from Due Date (the "Cure Period"). After expiry of 30 days from Due Date, if the default still persists, the applicable penalty shall be 18% per annum till the dues are settled or till the License is terminated.
- vi. Non-payment of License Fee and other dues:
 - a. Non-payment of License Fee and other dues within 30 days from Due Date shall constitute Material Breach of Contract and Licensee's Event of Default under this Agreement and shall entitle the Authority to terminate the License Agreement as per provisions stipulated in this Agreement.
 - b. The Authority shall issue a notice of intent to terminate the License or grant the Licensee further extension in case of exceptional circumstances subject to the Authority's assessment and shall be free to invoke the Performance Security furnished by the Licensee after adjustment of all dues whatsoever and take such other action available to it under this Agreement and as per Law.
 - c. The utilities being provided to the Licensee may be disconnected after 15 days of the Termination Notice if the Licensee fails to deposit the outstanding dues.
 - d. Any representation or any request by the Licensee in this regard shall only be entertained if the Licensee deposits 100% dues as per issue / demand within 15 days of issue of Licensee's Event of Default Notice, along with a written request in the matter.

- vii. In no case, payments shall be allowed to remain outstanding for a period of more than 60 days. If at any stage, the dues remain outstanding for the period of more than 60 days, this Agreement shall stand automatically terminated without giving any notice to the Licensee and the Performance Security shall stand forfeited to the Authority.
- viii. The Licensee shall vacate the Licensed Premises within 30 days of termination of this Agreement. A certificate from concerned Station Manager or its authorized representative in proof of Licensee having vacated the Licensed Premises will be required to be submitted by the Licensee. Any claim of vacation / non-vacation without the endorsement of Station Managers or its authorized representative shall not be entertained.
- ix. In case of non-vacation of Licensed Premises within stipulated period after termination on account of non-payment of License Fee and other dues, the Licensee voluntarily agrees to permit the Licensor to disconnect all utility services including electric supply to the Licensed Premises and to seal the Licensed Premises. The Licensee agrees voluntarily and also undertakes not to seek any claim, compensation or any other consideration whatsoever, which may arise due to such disconnection and sealing by the Licensor.

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3.9.4 Performance Security

- i. Prior to signing of the License Agreement, the Selected Entity shall furnish Interest Free Performance Security to the Authority within 30 days of issue of LoA as prescribed in the Key Commercial Terms. Licensee shall furnish single Performance Security for all stations Licensed to it. It shall be an irrevocable Bank Guarantee (BG) issued by a Nationalized or a Scheduled Commercial Bank or Demand Draft / Bankers Cheque payable at branches of the said bank located in Mumbai.
- ii. In case of allotment/handing over of any new/additional location/stations the Performance Security shall be paid / updated by factoring in the additional location allotted and handed over.
- iii. In case the Licensee fails to furnish the prescribed BG/ Demand Draft from time to time as specified in the Key Commercial Terms, the Authority shall issue a notice with a 15-day cure period; if the Licensee still fails to furnish the BG/ Demand Draft within the cure period, then the Authority shall have the right to terminate the License and Licensee shall forfeit the License Fee paid in advance.
- iv. In the event of failure, negligence or breach on the part of the Licensee in complying with all or any of the conditions of the License Agreement, in the opinion of the Authority, the Authority shall be entitled and be at liberty to terminate the License forthwith. The Authority shall have the right to invoke the Performance Security / recover outstanding dues as per the clauses mentioned in the License Agreement.
- v. If the Licensee neglects or fails to do anything agreed as per the terms of the License Agreement, the Authority may serve a notice on the Licensee asking them to do things agreed upon as aforesaid, and on their neglect or failure to do so, cause the same to be done by the Authority and recover the costs thereof from the Licensee, by invoking the Performance Security, or through other means, without prejudice to any other right the Authority may have on account of such defaults.
- vi. The Authority reserves the right for deduction of dues from Licensee's Performance Security for:
 - a) Any amount imposed as a fine by MMRC for irregularities committed by the Licensee.
 - b) Any amount which the Authority becomes liable to the Government/ Third party due to any default of the Licensee or any of his director/ employees/ representatives/ servant/ agent, etc.
 - c) Any payment/ fine made under the order/judgment of any court/consumer forum or law enforcing agency or any person duly empowered in his behalf.
 - d) Any outstanding payment/ claims of the Authority which remain due after completion of relevant actions as per agreement.
- vii. Once the amount as above is debited, the Licensee shall replenish the Performance Security to the extent the amount is debited within 15 days period, failing which, it shall be treated as Licensee's Event of Default.

3.9.5 Payment of Statutory Levies & Taxes

- i. All statutory taxes including GST, municipal and other levies, as applicable to this License shall be borne by the Licensee directly or billed by the Authority to the Licensee, as the case may be, and shall be paid along with the License Fee for onward remittance to the relevant government authorities.
- ii. The Authority shall provide security at stations which will oversee all station assets including branding fixtures of the Licensee. However, the Authority shall not be liable for any theft, loss or damage caused to the Licensee, on any account whatsoever, despite the security provided and the Authority.
- iii. Onus of registration of License Agreement and payment of applicable stamp duty and registration fee shall rest solely with the Licensee. Provisions of the Maharashtra Stamp Act shall apply.
Refer <https://igrmaharashtra.gov.in/Home/acts>
- iv. Direct taxes on respective income shall be borne by the respective Parties.
- v. The property tax if applicable on the licensed commercial space, shall be paid by the Authority as per applicable rates of concerned municipal corporation / local authorities in advance. Subsequently, the aforementioned property tax/ service charge will be charged and recovered from the Licensee.
- vi. Insurances:
 - a. It shall be the responsibility of the Licensee at all time during the License Period, in line with industry best practices for such businesses, to obtain adequate all risk coverage, including but not limited to fire, theft and burglary insurance coverage in respect of all its immovable and movable assets in the licensed space. The Licensee shall also obtain insurance policy for its manpower deployed (Client's liability and worker's compensation insurances, insurances covering death, hospitalization, accident, travel, others) and towards third-party liability insurance for claims / damages. The Authority shall be indemnified against all claims arising out of the above.
 - b. The Licensee shall submit to Authority, suitable evidence that the foregoing policy or policies are in effect. Proof of all insurances taken shall be furnished by the Licensee to the Authority one week prior to the deployment of fixtures and / or manpower in various phases.

3.9.6 Applicable Regulations

- i. The Licensee shall observe and adhere to all the relevant rules and regulations and other policies approved or any amendments thereto from time to time by the Authority / concerned competent authority.
- ii. Obtaining all approvals for conducting the business under this License shall be the sole responsibility of the Licensee, and the Authority shall not be liable or responsible for any of the act or omissions on the part of the Licensee.
- iii. The Authority shall facilitate sourcing of such approvals where required and feasible.
- iv. Licensee shall install and operate its fixtures in the said premises after duly obtaining all necessary approvals from the Authority, permissions, licenses, approvals, permits, no objection certificates, etc. from other statutory and/or local authorities as may be required under the law in force, at its own cost.
- v. The Licensee shall at all times adhere to all provisions of the Metro Railway (Operation and Maintenance) Act, 2002 and amendments thereto and shall also comply with all notices and circulars issued by the Authority.
- vi. The Licensee's attention is drawn to the Contract Labour (Regulation and Abolition) Act, 1970 and the Maharashtra Contract Labour (Regulation and Abolition) Rules, 1971. The Licensee shall comply with the provisions of the said Act and Rules framed there under.

3.9.7 Site Access

- i. Access to stations for the purpose of installation of fixtures and its maintenance shall be regulated by the office of the Director (Operations) and the Licensee is required to take necessary permissions in this regard as per the policy of the Authority. It is clarified that the permission to the Licensee shall not be unduly denied or delayed by the Authority.
- ii. Licensee shall ensure strict adherence to Permit-to-work (PTW) process and safety guidelines of the Authority.
- iii. Right of Way to the station shall be provided by the Authority to the Licensee as per pre-agreed schedule for installation, operations and maintenance. Non-intrusive O&M shall be permitted during non-peak hours, while intrusive O&M shall be permitted during non-operational hours (12 am to 5 am) barring emergency situations, where intrusive is interpreted as interfering with core station operations.

3.9.8 Utility Provisions

- i. Authority shall provide access to electricity to the Licensee through typical plug points. The Licensee shall install a separate meter at its own cost, as per the recommendation of the Authority, for measuring electricity consumption. Licensee shall pay for the electricity charges on actuals.
- ii. Utility charges for electricity shall be billed by the Authority to the Licensee on actuals. Rate of electricity chargeable from Licensee shall be at the rate at which Electricity Company / Distribution Company / Agency would levy on such a customer, had he obtained supply directly from Electricity Company / Distribution Company / Agency.
- iii. Authority shall provide right of way to the Licensee for data connectivity required for the License at no additional cost and
- iv. Authority shall accommodate provision for earthing required by the Licensee at no additional cost.

3.9.9 Fire Safety

- i. All materials used, including electrical materials should be fire resistant.
- ii. The Licensee shall not store or use flammable or explosive substances in the said premises, except as required in the normal course of the Licensee's business and with the Authority's prior consent.
- iii. The Licensee shall ensure that all electrical wiring, power outlets and gadgets are used and maintained properly, for guarding against short circuits/fires.
- iv. The Licensee voluntarily and unequivocally agrees to provide unfettered and unconditional access to the licensed space for security and fire checks by security and fire officers of the Authority, and also agrees to comply with all directives as may be given from time to time by the officers of the Authority. Non-compliance may be treated as Licensee's Event of Default.
- v. Firefighting installations inside the licensed space, if any, including fire alarms and smoke detection systems shall be arranged by the Licensee and integrated in seamless manner with the Authority's system. Such firefighting arrangements would conform to the National Building Code, relevant Building Byelaws / Indian Standards (IS) Codes, Fire Safety (Fire Prevention) Rules and any other instructions issued by the Authority in this regard. Only after certification by the fire officer / authorized representative of the Authority, shall the Licensee be permitted to occupy and use the licensed space for commercial purposes. The fire clearance before and after installation of the fire detection / fire-fighting system shall be obtained by the Licensee for the licensed space.
- vi. The Licensee should also ensure that all notified statutory provisions and standards are observed in this regard.

3.9.10 Installation & Operations

- i. The Licensee shall submit the details mentioned below for approval of Authority before installation of any fixtures at the licensed space:
 - a) Layout plan of space showing placement of fixtures
 - b) Specifications of materials to be used, utility specifications of electricity, data connectivity, other services specifications
- ii. All the specifications proposed by the Licensee in the plan shall be subject to approval by Authority with regard to structural stability, operational feasibility, safety and security concerns and aesthetics. Designing of all units / structures should complement station architecture.
- iii. In this regard, the layouts, installation and operations plan of the Licensee shall be checked by Authority and upon approval, permission shall be granted for installation of fixtures. If the plan/ design does not conform to the requirement of this License Agreement or standards of BIS / other relevant codes/ guidelines, Authority may reject the plans / proposals, duly specifying the reasons thereof. In such case, Licensee shall resubmit its plan/ proposal after incorporating necessary modification for approval. Licensee shall install the fixtures only in accordance with the written approval by the Authority at any licensed space.
- iv. Licensee shall ensure that fixtures installed does not interfere with the sensitive electronic equipment installed at the station and along the alignment by the Authority.
- v. The Licensee will be allowed to carry out installations within the said space at its own cost after receiving approval from the Authority, but without altering or damaging the main/shell structure, load bearing / structural members and any services / utilities, etc. of the said premises.
- vi. Authority shall facilitate the installation by providing access to cable trays, optic fibre cables, earthing pits, etc. to the Licensee based on the submitted installation and operations plan. Any incidental costs of providing such access shall be paid borne by the Licensee. The Licensee shall, at their own risk and cost, use existing / install new cable trays, instal clamps, etc. where such provision is not available. No claim on this account will be entertained by the Authority.
- vii. Any waste or debris will need to be disposed into the designated common waste area provided /indicated by the Authority. Garbage and debris should be disposed of as per pollution control guidelines given by the state government and local bodies.
- viii. The Licensee shall use materials as per standards prevalent in the industry for such businesses. All structural members, bolts, etc. shall be galvanized or any better method to be used as per the latest technology, industry standard for safety consideration.

3.9.11 Safety of Commuters & Personnel

- i. The Licensee shall, throughout the License Period, have full regard for safety of all persons entitled to be at the site, appropriate to the avoidance of danger to such persons during the installation, operations and maintenance work. The Licensee shall provide and maintain adequate lights, warning signs, guards, as relevant, when and wherever required.
- ii. Licensee shall ensure that Licensee and its employees or other persons involved in the execution of the work do not, in any way, impinge on the safety and security of metro operations, safety and convenience of commuters, safety of metro properties and its assets. Any physical damage or injury to the commuters or passers-by due to lapses on the part of the Licensee will be the sole responsibility of the Licensee only and Authority will have no legal obligations or liability towards the injured.
- iii. In case of a serious accident caused due to negligence of the Licensee resulting in injury, death of a commuter, Authority's staff, Licensee's staff, or any third party, or loss to Authority's property, it shall constitute Material Breach of Contract and considered Licensee's Event of Default that shall entitle the Authority to terminate the License Agreement with 30 days written notice.

3.9.12 Licensee's Personnel

- i. The Licensee shall, at its own expense, employ/ engage suitable trained, skilled and qualified personnel for installation, operations and maintenance and providing efficient services in respect of operations of the said services at the said premises.
- ii. The Licensee shall submit the details of personnel whom it intends to deploy at the site for carrying out the installation and O&M. The personnel deployed shall be decent, courteous, well-groomed, sanitized and without any adverse or criminal background and behave in an orderly and disciplined manner. Such personnel are prohibited from carrying on any unlawful, unfair activities or demonstrations.
- iii. All the Licensee's personnel shall be required to possess ID card issued by the Authority while working in the Authority's premises as per prevailing procedure at the time. Access to the paid areas at the station shall be through smart cards issued by the Authority.
- iv. The Licensee shall submit details along with contact of its authorized representative, who shall be available at the metro station at a short notice, for inspection of space.
- v. Licensee O&M staff is expected to monitor the health of the fixtures periodically and flag off any related issues to the Authority which will then take necessary remedial action.
- vi. The Licensee shall ensure that its staff are fully aware of the building safety and emergency procedures and obey all fire safety drills while at the site.

3.9.13 Damages & Penalties

- i. The Licensee shall be responsible for damages to the common areas of the complex like flooring, lift cars, etc. during the process of installation and operations. In case of any damage to Authority property, actual costs for restoration to its original position will be recovered from the Licensee and same will not be challenged by the Licensee in any manner whatsoever.
- ii. The Authority shall have the right to impose a fine on the Licensee up to Rs.5,000/- per offence / per instance for the following offenses:
 - a. Dishonour of drafts and cheques given by the Licensee in favour of the Authority
 - b. Failure to remove interference from the sensitive electronic equipment installed at the station and along the alignment
 - c. Debris / waste is found disposed off by the Licensee on undesignated Authority premises
 - d. Any staff of Licensee found in drunken condition, indulging in bad conduct, creating nuisance on duty, misbehaving with commuters / Authority's staff / other vendor's staff, holding a demonstration, etc.
 - e. Not following safety and security norms and other instructions as may be indicated by authorized representative of the Authority
 - f. Any staff of the Licensee found without ID Card
- iii. Repeated offence/instances may lead to MMRC imposing stringent penalty and/or termination of the License.

3.9.14 Procedure at the time of Expiry of License

- i. At the time of the successful completion of the License Period or at the time of termination, the Licensee shall dismantle and remove all fixtures and debris ensuring no damage to the station structures, utilities and finishes.
- ii. After the Licensee has removed all the fixtures, the Authority will take 2 weeks to assess the cost of the damages caused by the Licensee, if any, and shall bill the Licensee for the same, payable within 15 days.
- iii. Interest Free Performance Security (Bank Guarantee) furnished by the Licensee shall be returned to the Licensee after all payments against damages and other dues payable to the Authority are recovered.
- iv. If balance outstanding dues is more than the Performance Security, it shall also be recoverable from the Licensee before Licensee is permitted to remove their installations.
- v. The Authority reserves the right to recover the outstanding dues from the other contracts between the Licensee and the Authority, if any.
- vi. Further, any sum of money due and payable to the Licensee including any sum returnable to the Licensee under the License Agreement may be appropriated by the Authority and set off against any claim of the Authority for the payment of any sum of money arising out of or under any other contract made by the Licensee with the Authority.
- vii. The uninstallation should be initiated 1 month prior to the end of the License Period such that the above process is completed by the time License Period ends.
- viii. The Licensee shall vacate the space licensed out by the due date as per the above process, otherwise the Authority shall take over the possession of the fixtures, installations, fittings, etc. be evacuated and its ownership shall be vested in the Authority at Zero/ Nil value.
- ix. Further the Authority shall be free to dispose off these goods by any procedure as it deems fit. The Licensee hereby voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration thereafter in future in this regard.

3.9.15 Rights under this License

- i. The Licensed space at platform and/ or concourse levels of the metro station shall exclusively belong to the Authority, without creating any right, title or interest of whatsoever nature in the said premises in favour of the Licensee.
- ii. Under no circumstances shall the tendered space or facilities constructed or installed at the licensed space be mortgaged, charged or otherwise put under any lien (including negative lien), charge or encumbrance be created or agreed to be created in favour of any person, including the lenders.
- iii. Sub-licensing of rights under this License to any entity is not permitted.
- iv. No tenancy / sub-tenancy is being created by the Authority in favour of Licensee under or in pursuance of this License Agreement and it is distinctly and clearly understood, agreed and declared by / between the parties hereto that:
 - a. The Licensee shall not have or claim any interest in the said licensed units as a tenant / sub-tenant or otherwise
 - b. The rights, which Licensee shall have in relation to the said premises, are only those set out in this License Agreement
 - c. The relationship between the Authority and Licensee under and / or in pursuance of this License Agreement is as between Licensor and Licensee. Consequently, neither Party shall be entitled to represent the other and/ or make any commitment on behalf of and/ or with traders or any other party. Furthermore, no relationship in the nature of partnership or association of persons is hereby being created or intended to be created between the Authority on the one hand and Licensee on the other hand in connection with and/ or relating business to be operated by Licensee at the said premises.

3.9.16 Obligations under this License

- i. Licensee shall utilize the licensed space for installation and operation of fixtures only for Station Semi-Naming & Branding Rights at select metro stations.
- ii. Procurement, fabrication, installation and erection of fixtures within the Licensed Premises only.
- iii. Operate, manage and maintain the licensed space and fixtures.
- iv. Ensure regular and timely payments of all amounts due to Authority and discharge all obligations as per License Agreement.

- v. Appoint a competent, authorised representative to interact with nodal Authority representative to bring clarity in understanding of space, coordinate and implement decisions taken.
- vi. For the purpose of placement of branding fixtures, the Licensee shall submit the design/ layout of the location of placement of fixtures along with other relevant details. The Authority shall consider the plan with respect to structural stability, operational feasibility, safety and security and aesthetics. If the whole plan or a part of plan is not approved by the Authority, Licensee is required to submit revised plan for approval. All further modification/ revision in plan are required to be approved by the Authority.
- vii. Designing of all units / structures to complement station architecture and aesthetics for installation of fixtures.
- viii. Obtain all approvals, permits, etc. from all relevant authorities including different tiers of government, statutory, local, civic authorities, legal, statutory, etc. at its own cost as per the applicable laws for operation of business.
- ix. Comply with all statutory requirements in connection with License Agreement.
- x. GST and surcharge thereon, as applicable from time to time, shall be paid by the Licensee.
- xi. Payment of all applicable statutory taxes, local levies, stamp duty, etc. (except property tax which shall be borne by MMRC) as and when due and the onus of payment of these taxes shall be on the Licensee.
- xii. Licensee shall also adhere to procedure of MMRC regarding release of electric supply and specification of materials to be used for use of electric supply, air-conditioning work, Fire Protection System, Fire NOC and Material Specification for renovation/ refurbish of premises.
- xiii. Installation of any fixtures, cables and accessories in any of Mumbai Metro Line 3 premises shall be compliant o fire standards such as NFPA-130 or any other applicable standards prescribed by MMRC.
- xiv. Bidders are encouraged to adopt Indian sources to the maximum possible extent and comply with the guidelines of 'Make in India' issued from time to time. Pursuant to the office memorandum of the Government of India for "Registration of bidders from countries which shares land border with India" No. P-45021/112/2020-PP(BE-II)(E-43780), dated 31-Aug-2020, the bidders having beneficial ownership in countries which share land border with India shall be required to register with the competent authority to be eligible to bid in public procurement. Relevant links -

<https://eprocure.gov.in/cppp/rulesandprocs/kbadqkdlcswfjdelrquehwuxcfmijmuixngudufgububgubfugubububjxcgfvbdiibgfGhdFgFHytyhRtMTM50Dc4>

[https://dot.gov.in/public-procurement-preference-make-india#:~:text=PP%2DPreference%20to%20Make%20in%20India,-Public%20Procurement%20\(Preference&text=DoT%20PPP%20MII%20is%20based,view%20to%20enhance%20income%20%26%20employment.](https://dot.gov.in/public-procurement-preference-make-india#:~:text=PP%2DPreference%20to%20Make%20in%20India,-Public%20Procurement%20(Preference&text=DoT%20PPP%20MII%20is%20based,view%20to%20enhance%20income%20%26%20employment.)

3.9.17 Indemnity

- i. The Licensee saves the Authority harmless from any liability or dues and indemnifies the Authority from any claims that may arise from the statutory authorities or any third-party in connection with this License.
- ii. The Licensee shall, indemnify the Authority (refer Bidding Form annexure on Performance Security Format) and keep it indemnified for the entire License Period against all claims, actions, demands, losses, costs, charges and expenses which the Authority may incur, or which may arise by reason of the exercise of the right to utilize space hereby granted, including claims or actions arising out of any space being challenged or held to be libelous or defamatory or any part thereof from any clause whatsoever, and also for any claim made by any local authority or any other person in respect thereof or any claim for rates or taxes levied in respect of anything done under the License Agreement.
- iii. The Authority shall not be liable to pay any compensation in case the Licensee, his servants, agents or any other person meets with an accident or in case any injury is caused to or suffered by any one of them or any third party or to any property whatsoever, whether owing to the negligence or carelessness or any other conduct of the Licensee, its agents or servants and others or in case of injury due to any act of God or any circumstances beyond the control of the Authority, while the work under the License Agreement is undertaken by the Licensee, it shall be the liability of the Licensee, who shall keep the Authority indemnified in that respect throughout.

3.9.18 Suspension of License

- i. The Authority may suspend the License in whole or in part, by written notice to the Licensee, if the Licensee fails to perform its obligations under this License.
- ii. Such notice of suspension shall specify the nature of the failure and shall provide the Licensee a cure period to remedy such failure within a period not exceeding 30 days after receipt by the Licensee of such notice of suspension, failing which the Licensee shall be required to decommission the branding fixtures. The Licensee shall not be permitted to install any new fixtures for the period of such suspension.
- iii. There shall be no adjustments to the License Fee paid by the Licensee in advance for the duration of such suspension.

3.9.19 Termination of License

- i. The Authority shall, by not less than 30 days, give a written notice of termination to the Licensee after the occurrence of any of the following Events of Default -
 - a. If the Licensee fails to remedy a failure in the performance of their obligations under the License, as specified in the notice of suspension, within 30 days of receipt of such notice or within such further period as the Authority may have subsequently approved in writing.
 - b. If the Licensee becomes insolvent or bankrupt or enters into any agreements with their creditors for relief of debt or takes advantage of any law for the benefit of debtors or go into liquidation or receivership whether compulsory or voluntary.
 - c. If the Licensee fails to comply with any final decision reached as a result of arbitration proceedings.
 - d. If the Licensee submits to the Authority, any information/ document or representation which the Licensee knows to be false, and which has a material effect on the rights, obligations and interests of the Authority.
 - e. If, as a result of Force Majeure, the Licensee is unable to perform a material portion of the License for a period of not less than 60 days.
 - f. If the Licensee, in the judgment of the Authority has engaged in corrupt or fraudulent practices in competing for or in executing the License.
- ii. If the Licensee terminates the License Agreement within the Lock-in Period, the License Agreement shall be deemed to be terminated on the date mentioned in termination/surrender notice, subject to confirmation by the Authority. In such a case, the Performance Security shall be forfeited in favour of the Authority.
- iii. If the Licensee wants to terminate their License Agreement after the Lock-in Period, it shall give an advance notice prior to the termination to the Authority as prescribed in the Key Commercial Terms.
- iv. In case of abrupt termination without an advance notice as per the Key Commercial Terms prior to the termination by the Licensee, the Authority shall invoke their furnished Performance Security.
- v. Upon termination or expiry of this License, all rights and obligations of the Parties hereunder shall cease, except (i) Such rights and obligations as may have accrued on the date of termination or expiration, (ii) The obligation of confidentiality, (iii) Any right which a Party may continue to have under applicable law.

3.9.20 Force Majeure

- i. Force Majeure here refers to an extraordinary event or circumstance beyond the control of the parties, such as a war, strike, riot, crime, pandemic, etc. which prevents one or both the parties from fulfilling their obligations under the License Agreement.
- ii. The failure of a Party to fulfil any of its obligations under the License Agreement shall not be considered to be a breach of, or default under this License, so far as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out terms and conditions of this License.
- iii. A Party affected by an event of Force Majeure shall take all reasonable measures to remove such Party's inability to fulfil its obligations hereunder with a minimum of delay.
- iv. A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any event, not later than 15 days following the occurrence of such event, providing evidence of the nature and causes of such event and shall similarly give notice of restoration of normal conditions as soon as they are restored.
- v. The Parties shall take all reasonable measures to minimize the consequences of any event of Force Majeure.
- vi. The Authority shall partially / fully waive off the License Fee for the period of force majeure and / or extend the License Period to compensate for the period of reduced / NIL revenue.

3.9.21 Dispute Resolution

- i. Except where otherwise specified in the License Agreement and subject to the powers delegated to him / her by the Authority in force, the decision of Executive Director (Planning) shall be final, conclusive and binding on all Parties to the License for all questions relating to the meaning and interpretation of the License conditions or regarding any other question, claim, right, matter or things whatsoever arising out of or relating to the License.
- ii. If the Licensee is not satisfied with the order passed by Executive Director (Planning) as aforesaid, the Licensee may within 30 days of receipt by him / her of any such order, appeal against it to the Managing Director (MD) of the Authority who, if convinced that prima facie the Licensee's claim rejected by Executive Director (Planning) is not frivolous and that there is some substance in the claim of the Licensee and would merit a detailed examination through a suitable committee appointed for the purpose by the MD if necessary and in that case, decision taken by the committee shall be finalized by the Authority and same shall be binding to the Licensee.

iii. Arbitration:

- a. If the dispute cannot be settled amicably within sixty (60) days after serving notice of dispute, the Parties may endeavour to settle the dispute by way of an arbitration under the provisions of the Arbitration & Conciliation Act, 1996 including its amendments thereof.
- b. The sole arbitrator shall be appointed by mutual consent of both the parties within 30 days from the date of first written intimation of the intent to resolve the dispute by arbitration.
- c. Matters to be arbitrated upon shall be referred to a sole Arbitrator if the total value of the claim is up to Rs. 50 Lakh and to a panel of three Arbitrators, if total value of claims is more than Rs. 50 Lakh. The same shall be appointed as per the provision of the Arbitration and Conciliation Act, 1996, including its amendments thereof.
- d. The seat of arbitration shall be Mumbai and the language of arbitration shall be English.
- e. The decision of the arbitrator shall be final and binding upon the Parties.
- f. Both the parties shall bear the cost of the arbitration in equal proportion unless otherwise decided by the sole arbitrator.
- g. The parties agree that the existence and content of the arbitration and the terms of the order or award made in the arbitration shall, except as may be required by law, be kept confidential.
- h. During the pendency of arbitration proceedings, the Licensee shall continue to perform and make due payments to the Authority as per the License Agreement.
- i. If the Licensee / Authority is still not satisfied with the Arbitration award, they may approach the relevant courts of law. Courts at Mumbai shall have exclusive jurisdiction over all disputes arising under, pursuant to and/ or in connection with the License.

4. Bidding Forms

4.1 Application Letter Format

< to be submitted on Bidding Entity's letterhead >

To

Executive Director (Planning),

Mumbai Metro Rail Corporation Limited (MMRC),
Hallmark Business Plaza, 8th Floor, Sant Dnyaneshwar Nagar,
Bandra East, Mumbai 400051

Sub: Application towards RFP for Appointment of Licensee for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)

Sir,

Being duly authorized to represent and act for and on behalf of
(the 'Bidding Entity'), the undersigned hereby submits our Proposal for Appointment of Licensee for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2), according to the terms and conditions of Request For Proposal no. MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023 dated June 08, 2023. Our Technical and Financial Proposals have been uploaded in the prescribed format on the tender portal.

MMRC's representatives may contact the following for further information:

Name & Designation:

Phone & Email:

This application is made with full understanding that MMRC reserves the right to reject or accept any / all bids and / or cancel the bidding process, for which MMRC shall not be liable nor under any obligation to inform the Bidding Entity of the same.

We, the undersigned, declare the statements made and the information provided in our Proposal are complete and accurate. We confirm that we have read, understood and accepted the terms and conditions of this RFP. We agree to keep our offer valid for 180 days from the date of our submission. We undertake that we are not debarred by any of the central or state government bodies as listed in this RFP in terms of participation in any public tender.

Sincerely,

Name, Designation & Sign of authorized signatory:

Name & Seal of Bidding Entity:

Date & Place:

4.2 Power of Attorney

< To be executed on Non-Judicial Stamp Paper of appropriate value as prescribed by the Stamp Act of the respective State in which this document is executed (but not less than Rs.100) and duly notarized >

Know all men by these presents, we, <name of firm and address of the registered office> do hereby constitute, nominate, appoint and authorise Mr. / Ms. <name of person> son / daughter / wife of _____ and presently residing at _____, who is presently employed with us and holding the position of <designation> as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid / Proposal towards Request For Proposal no. MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023 dated June 08, 2023 for “Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2) (the “Project”)” proposed by Mumbai Metro Rail Corporation Ltd (the “Authority”), including but not limited to signing and submission of all applications, Bids / Proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our Bid / Proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Bid / Proposal for the said Tender / Project and/or upon award thereof to us till the entering into of the Agreement with the Authority.

AND whereby we agree to ratify and confirm and do ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS <date> DAY OF <month>, 2023.

Date & Place:

For _____

(Signature, name, designation and address of the person authorized by Board Resolution)

Accepted:

(Signature, name, designation and address of the Attorney)

Witnesses:

- 1.
- 2.

Person identified by me/ personally appeared before me/signed before me/Attested/
Authenticated*

(*Notary to specify as applicable)

(Signature, Name and Address of the Notary)

Seal & Registration Number of the Notary:

Date:

Notes:

- 1) The Bidder shall submit a Power of Attorney or Company Board Resolution in favour of the authorized signatory which should specify that the signatory is authorized to submit bids on behalf of the Bidding Entity against tenders released.
- 2) The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 and duly notarised by a notary public.
- 3) Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.
- 4) For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, Applicants from countries that have signed the Hague Legislation Convention 1961 need not get their Power of Attorney legalised by the Indian Embassy if it carries a conforming Apostille certificate.

4.3 Statutory Auditor's Certificate

< on letter head of Statutory Auditor / Chartered Accountant Firm >

TO WHOMSOEVER IT MAY CONCERN

We, <name of the CA firm>, hereby certify that the Turnover and Networth of <name of firm> is as follows –

Financial Year	Figures in Rs Cr
FY 2019-20 Gross Revenue	
FY 2020-21 Gross Revenue	
FY 2021-22 Gross Revenue	
Average of the above 3 years	
Networth as of 31-Mar-2022	

Authorized Signatory:

Chartered Accountants

Membership Number:

UDIN:

Date:

Note:

Figures in Rs Cr to be shown with two decimal points

4.4 Litigation History Details

< on company letter head >

List of Cases

SN	Case Particulars	Date of Filing	Case Outcome / Present Status
1			
2			
3			
...			

Name, Designation & Sign of authorized signatory:

Name & Seal of Bidding Entity:

Date & Place:

Note:

Bidder to disclose those litigation history and cases pending where any action of show cause notice, blacklisting, debaring, banning, suspension, deregistration and cheating is involved with State or Central Government, Statutory Authorities, leading to penal action such as forfeiture of bidders' performance security, recovery of fee, or any other penalties including debaring in bidding process of 12 months or more, initiated against the company or firm in contract agreement under which services are provided, for last 10 years from the date of submission of bid.

4.5 Indemnity Bond

< to be submitted on non-judicial stamp paper of Rs 100 duly notarized >

This Indemnity is made and executed at on this [*] day of [*] 2023 by M/s [name of firm] represented by [name of representative], its [designation], having its administrative office at [*] hereinafter referred to as the INDEMNIFIER – LICENSEE;

IN FAVOUR OF Mumbai Metro Rail Corporation Ltd (MMRC) hereinafter called INDEMNIFIED – LICENSOR;

Towards its License of Space for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3.

The terms “INDEMNIFIER-LICENSEE” and the “INDEMNIFIED – LICENSOR” unless repugnant to the context shall mean and include legal representatives, successors, executors and administrators.

I hereby irrevocably agree to indemnify and protect MMRC from and against all claims and proceedings, actions, suits, claims, damages, losses, expenses and demands of every nature and description, by reasons of any act or omission by myself or by my representative or by my employees in the execution of the License Agreement. This indemnification obligation includes but is not limited to claims, damages, losses, damage-proceedings, charges and expenses which are attributable to -

- a. Sickness or disease or death or injury to any person, and
- b. Loss of, or damage to, or destruction of any property including consequential loss or use, and
- c. Loss or damage or costs arising from the carriage of materials of any subcontractor or any third-party

All sums payable by way of compensation under these conditions shall be considered reasonable compensation payable to MMRC without reference to actual loss or damage sustained and whether or not any damage shall have been sustained. The decision of MMRC as to compensation claimed shall be final and binding.

IN WITNESS whereof, the Licensee have put their signatures in the presence of the witnesses.

(Name, signature, seal, date and address of Licensee)

Two Witnesses' Signature Name and Address

4.6 Performance Security

< to be submitted on non-judicial stamp paper of Rs 100 duly notarized >
< to be furnished after award of the License and not at the time of the bid >

IRREVOCABLE BANK GUARANTEE BOND TOWARDS PERFORMANCE SECURITY DEPOSIT

1. This irrevocable Deed of Guarantee made this day of (month & year) between Bank of....., hereinafter called “the Bank”, on the one part, and Mumbai Metro Rail Corporation (MMRC), hereinafter called “the Licensor”, on the other part.
2. Whereas Mumbai Metro Rail Corporation (MMRC) has awarded the License for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3, hereinafter called “the License”, to (Name of Licensee) hereinafter called “the Licensee”.
3. AND WHEREAS the Licensee is bound by the said License Agreement to submit to the Licensor a Performance Security for a total amount of (Amount in figures and words).
4. Now we, the Undersigned (Name of the Bank), being fully authorized to sign and to incur obligations for and on behalf of and in the name of..... (Full name of Bank), hereby declare that the said Bank will guarantee the Licensor the full amount of Rs. (Amount in figures and Words) as stated above.
5. After the Licensee has signed the aforementioned License Agreement with the Licensor, the Bank is engaged to pay the Licensor, any amount up to and inclusive of the aforementioned full amount upon written order from the Licensor to indemnify the Licensor for any liability of damage resulting from any defects or shortcomings of the Licensee or the debts he may have incurred to any parties involved in the Works/ Services under the License Agreement mentioned above, whether these defects or shortcomings or debts are actual or estimated or expected. The Bank will deliver the money required by the Licensor immediately on demand without delay and demur and without reference to the Licensee and without the necessity of a previous notice or of judicial or administrative procedures and without it being necessary to prove to the Bank the liability or damages resulting from any defects or shortcomings or debts of the Licensee. The Bank shall pay to the Licensor any money so demanded notwithstanding any dispute/disputes raised by the Licensee in any suit or proceedings pending before any Court, Tribunal or Arbitrator/s relating thereto and the liability under this guarantee shall be absolute and unequivocal.

6. At any time during the period in which this Guarantee is still valid, if the Licensor agrees to grant a time extension to the Licensee or if the Licensee fails to complete the Works/ Services within the time of completion as stated in the License Agreement, or fails to discharge himself of the liability or damages or debts as stated under Point 5 above, it is understood that the Bank will extend this Guarantee under the same conditions for the required time on demand by the Licensor and at the cost of the Licensee.
7. The Guarantee hereinbefore contained shall not be affected by any change in the Constitution of the Bank or of the Licensee.
8. The neglect or forbearance of the Licensor in enforcement of payment of any moneys, the payment whereof is intended to be hereby secured, or the giving of time by the Licensor for the payment hereof shall in no way relieve the Bank of its liability under this Deed.
9. The expressions “the Licensor”, “the Bank” and “the Licensee” hereinbefore used shall include their respective successors and assigns.
10. Notwithstanding anything contained herein:
 - i. Our liability under this Bank Guarantee shall not exceed Rs..... (Rupees.....)
 - ii. This Bank Guarantee shall be valid up to
 - iii. We are liable to pay the guarantee amount or part thereof under this Bank Guarantee only and only if you serve upon us a written claim or demand on or before

In witness whereof I/We of the Bank have signed and sealed this Guarantee on the day of (month & year) being herewith duly authorized.

For and on behalf of the..... Bank.

Signature of Authorized Bank official

Name:

Designation:

Stamp/Seal of the Bank:

Signed, sealed and delivered for and on behalf of the Bank by the above named in the presence of:

Witness 1

Signature.....

Name

Contact

Witness 2

Signature.....

Name

Contact

4.7 FIN-1: Financial Proposal Submission Form

< to be submitted on Bidding Entity's letterhead >

To

Executive Director (Planning),

Mumbai Metro Rail Corporation Limited (MMRC),
Hallmark Business Plaza, 8th Floor, Sant Dnyaneshwar Nagar,
Bandra East, Mumbai 400051

Subject: Financial Proposal Submission Form

Sir,

We, the undersigned, offer to provide the services in accordance with your Request for Proposal for **“Appointment of Licensee for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)”** dated 08-June-2023 and our Technical Proposal. Our attached Financial Proposal for **“Appointment of Licensee for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)”** is [*Insert amount in words and figures*]. This amount is exclusive of GST. [Please note that all amounts shall be the same as in Form FIN-2].

Our Financial Proposal / Bid shall be binding upon us, subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, as mentioned in this RFP.

Sincerely,

Name, Designation & Sign of authorized signatory:

Name & Seal of Bidding Entity:

Date & Place:

4.8 FIN-2: Financial Bid Format

- Refer Financial Bid excel format (BOQ) enclosed; Financial Bid is to be uploaded only in the designated financial bid section in the portal and not along with the technical proposal.
- Figures to be rounded off to the nearest whole Rupee.
- Bidders may bid for one or more stations given below:

SN	Station	Year 1 License Fee	
		In figures (Rs)	In words
1	Cuffe Parade		
2	Vidhan Bhavan		
3	Kalbadevi		
4	Girgaon		
5	Grant Road		
6	Mumbai Central		
7	Mahalaxmi		
8	Science Museum		
9	Acharya Atrey Chowk		
10	Worli		
11	Dadar		
12	Shitladevi Temple		
13	Dharavi		
14	Vidyanagari		
15	Santacruz		
16	CSIA Domestic		
17	Sahar Road		
18	CSIA International		
19	Marol Naka		
20	MIDC		
21	SEEPZ		
22	Aarey		

5. Draft License Agreement

< To be executed on non-judicial stamp paper of Rs 500, stamped in accordance with the Stamp Act of the Government of Maharashtra >

This 'LICENSE AGREEMENT' is made on this _____ day of _____ two thousand twenty one between Mumbai Metro Rail Corporation Limited (MMRC), a company incorporated under the provisions of the Companies Act, 1956/2013, having its corporate office at Hallmark Business Plaza, 8^o Floor, Sant Dnyaneshwar Nagar, Bandra East, Mumbai 400051, hereinafter referred to as the 'LICENSOR' or the 'AUTHORITY' on the one part, represented by _____ (name and designation of representing officer), MMRC, which term shall, unless excluded by or repugnant to the context, be deemed to include its representatives, successors and assignees.

And,

_____ (Name of the successful Bidding Entity), Company / Corporation / Trust incorporated / registered under the provisions of the _____ Act, _____ bearing registration number _____ and having its registered office at _____ represented by _____ (name and designation of representing officer) on the other part, hereinafter referred to as the 'LICENSEE', which term shall, unless excluded by or repugnant to the context, be deemed to include its representatives, successors and assignees.

WHEREAS,

The Licensor, with a view to maximize its revenues through Non-Fare Revenue initiatives had invited proposals (via Request For Proposal no. MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023 dated June 08, 2023 (the 'RFP') from interested parties for Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2). After evaluation of the bids, the Licensor has selected as the Licensee for Station(s) on "as is where is basis".

The Licensor has agreed to provide to the Licensee Space for Station Semi-Naming & Branding Rights on payment of License Fee and other specified utility charges as per the terms and conditions mentioned in this License Agreement. It is deemed necessary and expedient to enter into this License Agreement to record the terms and conditions of the said Agreement.

NOW THEREFORE,

In consideration of the mutual promise and consideration set out herein, the Licensor and the Licensee (hereinafter collectively called 'Parties') witness and hereby agree as follows:

1. The following documents hereto shall be deemed to form an integral part of this License Agreement:
 - i. The Letter of Acceptance (LOA) issued by the Licensor in favour of the successful Bidding Entity
 - ii. All the submission Proposals and documents made by the Licensee as part of the RFP submission
 - iii. Corrigendum to the RFP if issued by the Licensor
 - iv. RFP No. MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023 dated 08-June-2023 in its entirety along with all its Annexures
2. In case of any conflict between the RFP (including any corrigendum and / or addendum thereof) and this License Agreement, the latter shall prevail insofar as the spirit of the RFP is not affected thereby.
3. The Licensee has furnished Interest Free Performance Security, a sum equal to _____ vide irrevocable Bank Guarantee No. _____ dated _____ or via Demand Draft dated _____ drawn on _____ Bank in favour of Mumbai Metro Rail Corporation Limited with a validity till _____ (date).

LICENSOR AND LICENSEE REPRESENT AND WARRANT THAT THEY ARE AUTHORIZED TO EXECUTE THIS LICENSE AGREEMENT.

In witness whereof, the Parties hereto have caused this License Agreement to be signed in their respective names as of the day and year first written above.

Authorized Signatory Sign & Stamp

For Mumbai Metro Rail Corporation Limited (Licensor)

Name & Designation:

Phone & Email:

Authorized Signatory Sign & Stamp

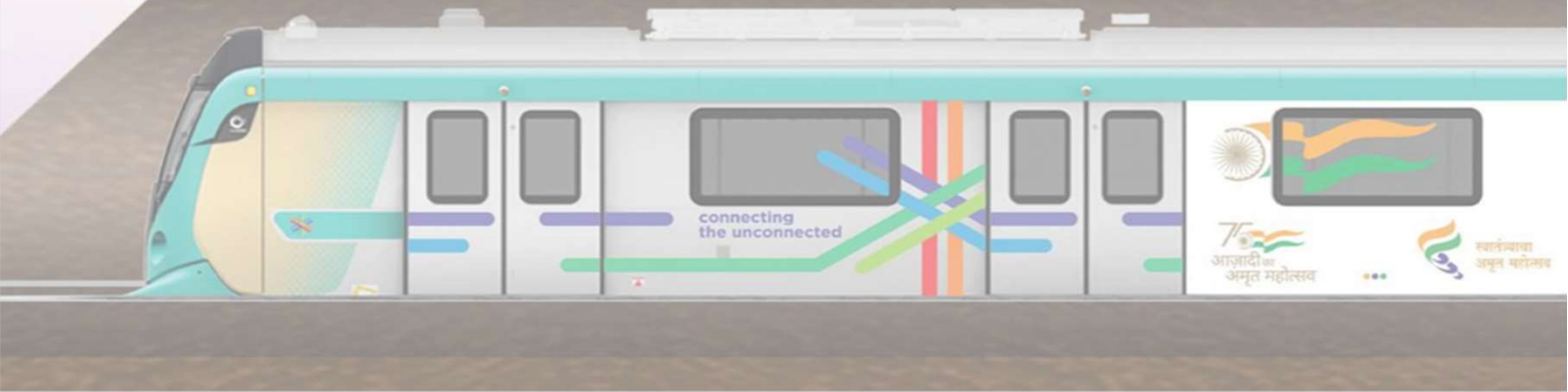
For _____ (Licensee)

Name & Designation:

Phone & Email:

Witness:

- i. Name, Designation, Contact
- ii. Name, Designation, Contact



MUMBAI METRO RAIL CORPORATION LTD
(JV of Govt. of India and Govt. of Maharashtra)

END OF DOCUMENT

Mumbai Metro Rail Corporation Limited (MMRC)
Hallmark Business Plaza, 8th Floor, Sant Dnyaneshwar Nagar, Bandra East, Mumbai 400051
www.mmrcl.com

