



Mumbai Metro Rail Corporation Limited

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

RESPONSE TO QUERIES REGARDING SEMI-NAMING RIGHTS RFP

Date: October 23, 2020

Ref.: Request for Proposal (RFP) for 'Semi-Naming Rights at Mumbai Metro Line 3 Stations' published on October 7, 2020

Given below is a compilation of response to the queries received from interested parties regarding the 'Semi-Naming Rights at Mumbai Metro Line 3 Stations' RFP. You may take this into consideration in your bid submission. The last date for bid submission is Friday, November 6, 2020.

SN	Query Received	MMRCL Response
1	In Clause 3 of the RFP, it is mentioned that <i>MMRCL envisages to award Semi-Naming Rights for 5-8 stations which receive the highest Financial Bids; however, it reserves the right to change the number of stations for which such rights shall be awarded.</i> Please clarify if this RFP is limited to only 5-8 stations? If yes, then which stations?	Bids are invited for all stations. MMRCL shall identify the top 5-8 stations which it will licence out based on the financial bids. MMRCL reserves the right to increase or decrease the number of stations for which naming rights shall be awarded.
2	In Clause 10.4.i, please clarify if the winning bidder will be permitted to locate its branding on all possible locations (top and sides) on a selected entry/exit structure? E.g. If the winning bidder chooses Entry / Exit structure 'A', can it brand the whole structure i.e. top and side?	Yes. However, the bidder shall prepare a branding plan and submit to MMRCL for approval.
3	Clause 10.4.i – Please provide the number of entry/exit structures for each station and its dimensions.	Each station has 3 to 7 exits. The dimension of each entry/exit is length 15m x width 5m x height 5m. However, this varies from station to station and across the entry/exits at each station. These are civil dimensions as per the proposed design and may change further with design development in reference with the finishing materials selection.
4	Clause 10.4.ii – Please provide the total advertising space that is envisaged to be available inside the station (including winning bidder's and other available space)	The estimated advertising space within the station (entry/exit, concourse and platform) is approx. 200 sqm. The winning bidder will get first choice of 100 sqm of advertising space. The rest will be leased out to an OOH agency for all stations. The OOH agency cannot advertise any brands competing with the naming rights agency.
5	Clause 10.4.ii – Is the winning bidder allowed to choose advertising space in parts at different locations inside station, totalling to 100 sqm?	Yes

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6	Please provide the total floor space that will be available for promotions inside the station (including winning bidders and other available)	Approx. 5-20 sqm of promotion space shall be available as specified in 10.4 iii. The total space within stations vary significantly across stations which will be available for other commercial purposes like ATMs, F&B kiosks, etc.
7	Is it envisaged to provide a total of 5/20 sqm floor space for promotions that can used at multiple areas inside the station? Further, the promotion space for some stations is 5 sqm which is inadequate according to us. Can we get a promotion space of 20 sqm for all stations?	As the underground stations are very compact, it is difficult to carve out commercial space which will not hamper passenger movement. Therefore 5 sqm is the maximum that can be provided at some stations. This can go up to a maximum of 20 sqm where the station design permits additional commercial space.
8	In the promotion space provided along with the branding panels, can we create an experience centre/interaction zone e.g. what Magicbricks has done at Andheri Highway metro station?	The winning bidder can use the promotion space as it deems fit; however, shall require MMRCL approval as per RFP clause 10.5.
9	Please clarify who will be responsible for bearing costs of damage caused to the fixtures in case of water seepages or certain force majeure events such as riots / floods etc?	MMRCL O&M team will be looking after the maintenance of the station. Licensee O&M staff too are expected to monitor the health of the advertising fixtures periodically and flag off any issues pertaining to seepages, etc. to MMRCL which will take necessary remedial action. MMRCL shall provide security at stations which will oversee all station assets. However, MMRCL shall not be responsible for any theft or damage to any fixture of the licensee.
10	Clause 10.1.iii.ii - Please clarify that if the bidding entity holding brands X,Y,Z would be allowed to advertise brand X at one time and then allowed to refresh the complete branding space with brand Y later at any time during the license period.	Yes, refreshing the branding is freely permissible for the same brand. However, if the group intends to change from one sub-brand to another, then it will have an impact on station maps and announcements which should be minimized and will require express MMRCL approval.
11	Clause 10.3.ii – Please specify the total advertising package for OOH for each station.	Overall ~200-250 sqm of visibility space can be carved out.
12	Clause 10.3 – Please clarify if a NOC would be taken from the licensee before giving advertising space to others as in the absence of it a competing brand might acquire the advertising space.	In the OOH concession terms, it will be clearly mentioned that they cannot advertise any brands competing with the naming rights brand at that station. MMRCL will monitor this. In case the naming right brands comes to know of any such conflict, they should inform MMRCL which will look into it and take necessary action if required. Final decision rests with MMRCL.
13	Is it compulsory to register on the tender portal with the annual subscription fee?	Yes

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14	Are organization who didn't submit EOI also eligible to bid?	Yes
15	Given the current financial situation and the long waiting period till metro commissioning, can the payments be waived off till commissioning?	MMRCL has kept payments to the minimum with only 10% of the quoted fee to be provided as a bank guarantee at the time of signing of the license agreement. This is believed to be nominal and cannot be waived off.
16	As a Govt Undertaking, our accounts team can only make payments to a registered beneficiary and not through online payment portals. How do we process the payments?	There is provision of creating a challan on the portal which can be given to your accounts department for payment.
17	Given the COVID situation, is the expected ridership going to materialize?	Metros across the country have resumed operations and ridership is recovering slowly but steadily. We expect that ridership will fully recover within the next year and since Line-3 is 2 years away, projected ridership will not have any impact.
18	Is there scope for changes in the license agreement after award?	After award, winning bidder can share a mark-up document with the suggested changes. MMRCL legal team will try to accommodate reasonable changes only. In case the winning bidder fails to execute the agreement within the stipulated period from award, the LOA will lapse and will be offered to the 2 nd highest bidder.
19	Is there a reserve price expected by MMRCL?	There is no reserve price. MMRCL will evaluate the bids received and award the rights for 5-8 stations which receives the highest bid. MMRCL may increase or decrease the number of stations.
20	What is the approx. cost of the fixtures to be put up?	The cost of the fixtures depends on your media plan which includes LED screens, backlit and non-backlit panels. The media plan is to be determined by the bidder.
21	Are municipal hoarding/signage charges applicable to the signage's inside or outside metro station? Can a list & percentage/amount of statutory taxes, municipal, other levies, insurance etc. be shared with us for better understanding? Can a sample bill with a hypothetical amount be shared with us?	All signages visible from a public road attract municipal charges. So only those on entry/exits visible overground will attract charges. The MCGM charges are ~Rs. 65-300 per sqm depending on whether it is illuminated or non-illuminated hoarding. Refer MCGM schedule - https://tinyurl.com/y5gzsydn No such sample bill is available.
22	If name of station is "Phoenix Science Centre" then shall the licensee bear the cost of only "Phoenix" & will MMRC bear the cost of "Science Centre" for installation, operation & maintenance?	Cost of station name signages across the station will be borne by MMRC for the full station name including brand name; licensee has to bear the cost of installing and operating fixtures against the 100sqm advt and 5-20sqm promo space eligibility.

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	Is there any cost budgeted/freeze for installation of these signage's?	Your OOH vendor would be able to tell you the fixture costs based on fixture type
	Will MMRCL vendor install these signage's or licensee is permitted to appoint a vendor for signage installation?	Licensee has to appoint a vendor for installation
	Are the operation & maintenance cost frozen or will it vary?	O&M costs for electricity, data connectivity, etc. will be billed on actuals as per the prevailing tariff of the service providers at the time.



Executive Director (Planning)
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