

# Notice Inviting Tender

## Bid No. 2AFC-Card

Bangalore Metro Rail Corporation Limited (BMRCL) invites sealed bids under two packet system from Corporate Companies, Banks, Financial Institutions and Advertising Agencies, companies related to media and sponsorship business and consortia meeting the Eligibility Criteria to bid as given below to bid for advertisement rights on Namma Metro Contactless Smart Cards (CSC).

Under this bid 2, 00,000 (two lakhs) CSC (dimension 85.60mm x 53.98mm) in two different lots will be printed wherein on one face of the card will have the BMRCL logo and design and the other face is offered to bidders for advertisement. Each lot of 1 lakh cards can have a separate set of advertisements. These CSCs which are required to be shown/flushed at the Namma Metro station AFC gates (Entry and Exit) have got a large advertisement potential in terms of visibility and reach. These cards shall become an essential part of the daily transportation need of almost all Bangalorians – especially higher middle, middle and low income groups. The cards will catch eyeballs of the passenger including that of his family members everyday. It means the advertisements have potential to catch eyeballs regularly everyday. The CSC that are initialized by BMRCL for circulation will have a validity of minimum 5 (five) years from the date of initialization.

### **Eligibility Criteria to bid:**

The bid is open for end users viz. Media and sponsorship companies, consortiums, Corporate Companies, Firms, Banks, and Financial Institutions and to advertising agencies fulfilling the following criteria:

The End users must have an annual turnover exceeding Rs. 50 (fifty) crores in the last 3 financial years and must have been in business for at least 5 years.

In case of Advertising agencies, they must have an annual turnover exceeding Rs.5 (five) crores in the last 3 financial years and must have been in business for at least 5 years.

Please refer to all the important information in the table on Key details given below.

The bid document can be purchased by payment of Rs 5,000 by Demand Draft or pay order, in favour of Bangalore Metro Rail Corporation Limited, payable at Bangalore.

If in an event any of the day specified in the Key Details, happens to be a holiday for BMRCL, the next working day shall be key date. Please note carefully the requirements for submitting bids and the date and time for submittal. The bids must be received in the office of BMRCL not later than the specified date and time. Bids received after the due date and time or those which are incomplete are liable to be rejected.

Further, corrigendum/ addendum, if any, issued to the Bid document, shall also be published on the website and also intimated to the Bidders. It is the bidder's responsibility to submit the completed bid document taking into account all addenda/corrigenda issued. Bids which are incomplete will be rejected.

BMRCL reserves the right to accept or reject any or all bids received at its absolute discretion without assigning any reason whatsoever.

#### **KEY DETAILS**

1.	Notice Inviting Tender notification	<b>No. BMRCL/Card/S&amp;T-0003/vol-1/2010-11 dated 20-09-2010</b>
2.	Cost of Bid document	Prescribed Non-refundable fee in the form of crossed demand draft or pay order from a Scheduled Commercial Bank in India in favour of Bangalore Metro Rail Corporation Limited, payable at Bangalore for an amount of Rs 5,000/-
3.	Dates for Purchase of Bid document	On all working days between 11.00 hrs and 17.00 hrs (IST) from <b>22-09-2010 to 04-10-2010</b>
4.	Address for purchase of Bid document	O/o The Managing Director, Bangalore Metro Rail Corporation Limited, 3 <sup>rd</sup> Floor, BMTC Complex, K H Road, Shanthinagar, Bangalore-560027
5.	Bid Security Amount	<b>Rs. 1,00,000/-(Refundable)</b>
6.	Last date for submission of queries/clarifications to bid document	<b>11-10-2010</b>

7.	Last date and time for submission of Bids	<b>Upto 26-10-2010, 1500 hrs. IST</b>
8.	Date and time of opening of Bids	<b>26-10-2010, 1530 hrs. IST</b>
9.	Contact Details	<b>Chief Engineer (S&amp;T) / Dy. CE (Telecom &amp; AFC) Ph. 22969234, 22969336 Fax-22969222</b>

Managing Director  
BMRCL, Bangalore-560 027