



**NAMMA METRO INSURANCE AWARENESS EVENT: APPLICATION FOR PARTICIPATION**

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To,  
The Managing Director  
Bangalore Metro Rail Corporation Limited  
3<sup>rd</sup> Floor, BMTC Building, KH Road, Shanthinagar  
Bangalore 560 027

Dear Sir,

We refer to your letter No. .... dated .....

We are pleased to submit our application for participation in the Namma Metro Insurance Awareness Event as per details below:

**ORGANISATION DETAILS**

Name of the organisation \_\_\_\_\_

Address \_\_\_\_\_

City /Pin Code \_\_\_\_\_

Contact Person \_\_\_\_\_ Designation \_\_\_\_\_

Email ID \_\_\_\_\_ Mobile No. \_\_\_\_\_

**PAYMENT DETAILS**

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**(1) PARTICIPATION FEES OF INR FIVE LAKHS PLUS 10.3% SERVICE TAX:**

CHEQUE / DEMAND DRAFT NO. \_\_\_\_\_ DATED \_\_\_\_\_

BANK \_\_\_\_\_ BRANCH \_\_\_\_\_

AMOUNT (in figures) \_\_\_\_\_

AMOUNT (in words) \_\_\_\_\_

(all payments in favour of "BMRCL, Bangalore" payable at Bangalore)



**REFUNDABLE SECURITY DEPOSIT:**

CHEQUE / DEMAND DRAFT NO. \_\_\_\_\_ DATED \_\_\_\_\_

BANK \_\_\_\_\_ BRANCH \_\_\_\_\_

AMOUNT (in figures) \_\_\_\_\_

AMOUNT (in words) \_\_\_\_\_

(all payments in favour of "BMRCL , Bangalore", payable at Bangalore)

**LOCATIONS (STATIONS) CHOSEN – TICK YOUR PREFERRED 3 (ONLY 1 FROM EVERY CLUSTER)**

Cluster		Tick your preference here		Tick your preference here
Cluster 1	Baiyappanahalli		Swami Vivekananda Road	
Cluster 2	Indiranagar		Halsoor	
Cluster 3	M.G. Road		Trinity	

Note: Choosing more than 1 station from the same cluster will invalidate your application

**Declaration: I/We have read and understood the "Terms and Conditions" and "Annexure A1" relating to the above event and are attaching the signed copies of the same along with this form expressing our intent for participation in the said event. It is further understood that submission of a valid application does not necessarily guarantee confirmation of participation, as the event is restricted to a maximum of eight companies, on a first come first served basis.**

**Authorised Signatory (with company seal)**

**Name :**

**Designation :**

**Place :**

**Date :**

## Namma Metro Insurance Awareness Event – Terms and Conditions

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### Terms and conditions of participation

1. Participation is open to all corporate bodies involved in the business of Insurance of any nature, i.e. Life, Health, General etc.
2. Participation is restricted to a maximum of eight participants only.
3. Completed Applications from organisations will be received on all working days from 24<sup>th</sup> February 2012 till 28<sup>th</sup> February, 2012. Applications shall be submitted along with (a) the participation fee of Rs. 5,51,500 lakhs (Rupees Five lakhs fifty one thousand five hundred only )inclusive of Service tax and (b) security deposit of Rs. 50,000 (Rupees Fifty thousand only). All payments in the form of Cheque/ Demand Draft favouring “BMRCL, Bangalore” payable in Bangalore.
4. Participation will be confirmed on a first-come first-served basis only. If there are simultaneous submissions of application form on the opening day of the counter for receiving the application, and if such submission exceed 8 in number, then a draw of lots will determine the final selection of eight participants.
5. In each of the above days during the above mentioned period, applications will be received from 10.00 am till 5.00 pm. The **TIME** and date of submission will be recorded by BMRCL.
6. The place for submission of application is the front office of BMRCL, BMTCL Complex, 3<sup>rd</sup> Floor, KH Road, Shanthinagar, Bangalore 560027.
7. Applications beyond 8 Insurance companies will be considered only IF there are any vacant slots available at any of the stations.
8. All participating organisations to be given pre-fabricated kiosks of approx size 6 ft x 6ft x 8ft for each of the 3 stations as chosen by the participating organisation. (size is indicative)
9. Size of kiosk may be adjusted marginally to facilitate movement of commuters / pedestrians if considered necessary. Any such adjustment will be applied uniformly for all participants in a transparent and uniform manner.
10. In each of the 3 stations as mentioned above, the kiosk will be placed in convenient locations which will not hamper the commuter circulation area. BMRCL reserves the right to shift the kiosk to an alternate location, if the need arises. Participants should have no objection to the same.
11. The kiosks will be placed in proximity of each other to ensure that all eight participants have equal representation.
12. Each station will be provided with a common working area (which will basically constitute a certain number of chairs and tables to facilitate paperwork etc)
13. While the kiosk will be supplied by BMRCL, there will be no branding on the kiosk provided by BMRCL. All branding on the kiosks will be the cost and responsibility of the respective participating organisations. If any additional branding is done by the BMRCL at the request of the participant, then the same will be charged on actual(s).

14. After the closure of the day, the kiosk shall be dismantled and kept inside the station premises. The same shall be taken out and reassembled the next day. The day to day Set-up, supervision and re-assembly operation is the responsibility of the Participant.
15. TVC: The participants will be provided with TVCs as part of its entitlement. It is the responsibility of the participant to provide 10 second slots in the format required by BMRCL.
16. Branding put up by the participating organisations should not exceed the dimensions of the kiosk as mentioned above. Participants should also note that the branding elements as put up them should not cause any damage or leave any marks / prints / impressions on the respective kiosks. For the purposes of better understanding, the branding elements should be such that they can be placed (either by tape or fastened by a cord etc.) on to the kiosk without causing any damage to the kiosk
17. The entire branding and other entitlements are detailed in Annexure A1 of the offer letter made by BMRCL
18. No participating organisation will be allowed to carry or set up any other infrastructure other than what is being provided by BMRCL. Participants are expected not to exceed the boundaries of the kiosks, working space and branding entitlements provided herein.
19. In case a participating organisation does not wish to utilise any kiosk in any of the specified location(s), it may do so at its own discretion. However, the participating organisation will not be allowed any alternate space / location / station and neither will there be any reduction in the participation fees
20. Set up time for participating organisations will commence at 08.00 hours and they need to vacate the station premises by 21.45 hours on each participation day.
21. Manning the kiosk: Each participant is responsible for the care of its own kiosk. The kiosks are the property of BMRCL and care must be taken to ensure no damage is done on the same or any other property of the BMRCL. BMRCL reserves the right to penalise the participants in case of damages if any and recover the same from the security deposit or further legal proceedings. However, the individual branding component (on kiosks) is the sole property of the participant and should be removed by the participating companies on the last day of the entitlement
22. Promoters: Each individual Kiosk may be attended by 2 promoters only. In case additional promoters are required, then based on specific requests BMRCL may at its discretion allow additional promoters. Any such decision taken by BMRCL will be communicated in writing to all participants as they will automatically become applicable to all participants in a uniform and transparent manner.
23. It is mandatory that promoters of each participant should be clearly distinguished and identified by means of a corporate (colour coded) apparel and/or identification badge.
24. Promoters, financial planners, agents, company staff, representatives etc who wish to be present in an official capacity on the premises during the event must have the necessary security and official clearance from BMRCL. In this direction, the necessary forms of the individuals must be submitted at least 24 hours in advance to BMRCL.
25. Each participating organisation will be allowed to put 4 standees in each of the 6 stations
26. In each of the 6 stations as mentioned above, 4 areas will be marked for standee branding. All standees will be placed in order to provide equal representation to all participants.
27. The size of each standee has to be 5.0 feet x 2.5 feet (h x w).

28. The location of the above mentioned standees will be as specified by BMRCL
29. Each participating organisation will be allowed to enrol new subscribers or accept cheque payments from existing subscribers.
30. No pamphlets, leaflets or any kind of paraphernalia is allowed to be distributed. There will be no exception to this under any circumstance.
31. In order to maintain the cleanliness of the premises, the promoters / financial planners etc present inside the kiosk should not litter or consume eatables inside the event area
32. No audio to be played from inside / outside the respective kiosks
33. No additional branding in any form at any place inside or outside the stations, apart from the permitted branding already mentioned
34. Ethics & Fair Practice: No communication, messaging or pitch against any competitor will be permitted
35. Ethics & Fair Practice: No participant shall issue gift hampers or other such freebies which could hinder the operations / visibility of other participants or cause any sort of excessive crowding and public inconvenience in the event area
36. Corporate Responsibility: No message or communication which may be deemed as misleading or offensive or derogatory will be permitted
37. While BMRCL understands and appreciates the importance of insurance in modern society and is hence facilitating this event inside its premises. The participation in the event by an Insurance Company does not constitute any official endorsement of any specific insurance company or policy by the BMRCL under any circumstances. This facilitation of the event does in any way constitute that BMRCL is partnering with any Insurance Company in anyway other than the fact that BMRCL has on commercial terms let its premises for the event.
38. The participant shall indemnify BMRCL against all losses, inclusive of costs, liability, damages, expenses and lawsuits arising out of or in connection with breach of the terms of any of this Agreement or activity pursued during this event.
39. All disputes civil/criminal/other matters arising in or in connection with the event stipulated herein above, shall be subject to the respective jurisdictional courts of Bangalore.

I hereby agree to all the above terms and conditions

**Name** \_\_\_\_\_

**Designation** \_\_\_\_\_

**Organisation** \_\_\_\_\_

**Signature (with company seal)** \_\_\_\_\_

**Date** \_\_\_\_\_

**Place** \_\_\_\_\_

## ANNEXURE A1

### ENTITLEMENTS

#### TO PARTICIPANTS OF NAMMA METRO INSURANCE AWARENESS EVENT

**Duration of event:** Monday, 5<sup>th</sup> March, 2012 to Monday, 19<sup>th</sup> March, 2012 (including both days)

**Timings:** 8.00 am to 9.45 pm on all days of the event; including set-up and dismantling time

**Location / Stations:** One station each from the three clusters of stations as given below :

Cluster 1	:	Baiyappanahalli, Swami Vivekananda Road
Cluster 2	:	Indiranagar, Ulsoor
Cluster 3	:	M.G. Road, Trinity

#### 1. **BRANDING ENTITLEMENTS DURING EVENT (March 05, 2012 to March 19, 2012)**

##### a. **Kiosks (unbranded kiosk to be provided by BMRCL)**

- i. One kiosk per station in each of the 3 selected stations (3 in total)
- ii. Kiosk Size: 6 ft. x 6ft. x 8ft (l x b x h) \* approx sizes – final size may be modified if so required
- iii. Kiosks will be supported by separate working area i.e. tables and chairs for paperwork
- iv. One Drop Box inside the ticketed area. Size of the box to be informed later.

##### b. **Standees (only space to be provided)**

- i. Space to put 4 standees in each of the selected 3 stations
- ii. Size of standees should be uniform at 2.5 feet x 5 feet (width x height)

##### c. **TVCs**

- i. 3000 x 10 sec TVCs to be played on the in-train display screens during the event period
- ii. Participants to provide their respective TVC in the format specified by BMRCL

#### 2. **ADDITIONAL BRANDING ENTITLEMENTS**

##### a. **Drop Box (only space to be provided by BMRCL) March 20, 2012 to March 31, 2012**

- i. One drop box per station in each of the 3 selected stations (3 in total)
- ii. Location and specifications of drop box to be provided by BMRCL

##### b. **Standees (only space to be provided) March 20, 2012 to April 01, 2012**

- i. 4 standees in each of the selected 3 stations
- ii. Size of standees should be uniform at 2.5 feet x 5 feet (width x height)

##### c. **TVCs (March 20, 2012 to March 27, 2012)**

- i. 1500 x 10 sec TVCs to be played on the in-train display screens after the event period
- ii. Participants to provide their respective TVC in the format specified by BMRCL