

Request for Proposal (REP) for Licensing Advertising Hoardings at Designated Sites

Date of Issue 10.01.2025

Invitation for Bids

The Municipal Corporation Shimla (MC Shimla) invites bids from interested and eligible parties to acquire licenses for advertising hoardings at designated sites within MC Shimla's jurisdiction. The licenses will be issued for a period of one year.

Scope of Work

The selected agency will be responsible for:

1. Erecting, maintaining, and managing hoardings at designated locations approved by MC Shimla.
2. Ensuring compliance with MC Shimla's advertising guidelines, including structural and aesthetic standards.
3. Keeping all sites clean and well-maintained throughout the license period.
4. Following all legal requirements and obtaining any necessary permissions.
5. Design and Fabrication: The Bidder shall be responsible for the design, fabrication, and installation of hoardings as per the specifications and guidelines provided by the Corporation.
6. Maintenance: The Bidder shall ensure the proper maintenance of hoardings, including regular cleaning, repairs, and replacements as required.
7. Removal: The Bidder shall be responsible for the safe and timely removal of hoardings upon contract expiration or as directed by the Corporation.
8. Compliance: The Bidder shall ensure strict compliance with all applicable laws, rules, and regulations, including those pertaining to building bylaws, and environmental norms.

Eligibility Criteria

Bidders must:

1. Have a minimum of 5 years of experience in outdoor advertising.
2. Possess necessary certifications and approvals from relevant authorities.
3. Submit proof of financial capability, such as audited financial statements.
4. Not have any legal cases or blacklisting records with any government agency.

Advertising Sites and Pricing

MC Shimla has identified designated sites for hoardings. Detailed maps and specifications will be provided upon request (Annexure B).

Base Price:

The minimum licensing fee is fixed at Rs 60 per square foot per month, which will serve as the base price for financial proposals.

Bid Submission Requirements

Bidders must submit:

1. A completed bid form (attached as Annexure A).
2. Copies of company registration, relevant licenses, and tax clearance certificates.
3. A financial proposal indicating annual fee to MC Shimla, considering the base price of Rupees 60 per square foot
4. Details of proposed advertisement designs, including dimensions.
5. An Earnest Money Deposit (EMD) of Rs.15,00,000/- in the form of DD payable to Commissioner/Joint Commissioner MC Shimla

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Compliance with eligibility requirements.
2. Financial proposal, including revenue share or annual fee above the base price.
3. Previous experience in outdoor advertising.
4. Proposed design and maintenance plan.
5. The Bidder must be a legally constituted and registered company/agency with a proven track record in the outdoor advertising industry.
6. The Bidder must possess the necessary financial, technical, and managerial resources to undertake and complete the project successfully.
7. The Bidder must have a valid GST registration and PAN card.
8. The Bidder must not have been blacklisted or debarred from participating in any government tender in the past.

Duration of Contract: The contract will be applicable for one (1) year from the commencement. Renewal or extension of this contract may be considered based on performance and mutual agreement.

Terms and Conditions

1. License Period: One year from the date of contract signing.
2. Revenue Share: A minimum percentage of revenue generated from hoardings will be shared with MC Shimla. The base price of Rs.60 per square foot applies
3. Renewal Options: Subject to satisfactory performance, licenses may be considered for renewal.
4. Insurance and Liabilities: The agency must maintain insurance coverage for each site and is liable for any damage or injury due to the hoardings.
5. The highest tenderer will have to deposit 25% of the total tender amount within one week of acceptance of the tender and the remaining 75% amount in the form of 10 postdated cheques per month in the estate branch before taking possession, otherwise the highest tender will be cancelled along with forfeiture of the security amount. The

tenderer will have to pay additional 18% GST on the highest tender amount as per the instructions of the Central/State Government. If the government makes any amendment in this, then GST will have to be paid accordingly.

6. If the highest tenderer leaves the allotted contract before the time period, the security amount deposited will be forfeited. In case of any dispute regarding the allotted properties, the decision taken by the Commissioner Municipal Corporation Shimla will be binding on both the parties. In case of dispute, the court having jurisdiction will be Shimla. Commissioner, Municipal Corporation, Shimla reserves the right to postpone/cancel/modify the tender
7. Compliance with Municipal Guidelines: The agency must comply with all MC Shimla regulations and guidelines regarding advertisement hoardings.
8. Rent shall be calculated within 15 days of award
9. In the event of any disputes or disagreements arising from or relating to this RFP or the resulting contract, the parties shall first endeavor to resolve such disputes through amicable negotiations and consultations within 30 days of the occurrence of the dispute. If the parties fail to reach an amicable resolution within the stipulated timeframe, the dispute shall be finally and conclusively settled in High Court

Bid Submission Timeline

Pre- Bid Meeting:	:	20.01.2025
Last Date of Submission	:	24.01.2025
Bid Opening Date	:	31.01.2025

Contact Information

Joint Commissioner
Municipal Corporation Shimla

Annexures

Annexure A: Designated Sites and Specifications

Commissioner
Municipal Corporation Shimla

DETAIL OF IDENTIFIED HOARDING SITES AT DIFFERENT LOCATION WITH IN MC LIMIT.

SR.NO.	Location	No. of hoarding	Size 18x9	Size 10x8	Size 16x8
1	Sanjauli Opp Gurudwara Wall	4	4	-	-
2	Sanjauli Chowk to Dhalli Tunnel Road wall	5	5	-	-
3	Sanjauli Nr Police Station On Public Toilet	2	1	-	1
4	Dhali Tunnel	4	4	-	-
5	Dhali Chowk to By Pass Sanjauli Collage	2	1	1	-
6	Navbahar Chowk	2	1	1	-
7	Hilmfed Petrol Pump	4	4	-	-
8	Nr Secretariat Bus Stop	2	2	-	-
9	Tolland Chowk	4	3	1	-
10	Khalini Chowk	6	3	2	-
11	Lower Khalini Chowk	2	3	-	-
12	BCS Chowk Opp Mahila Thana	6	4	1	1
13	BCS Chowk Bus stop	5	4	-	1
14	Panthagahati Chowk	2	1	-	1
15	Mehli Chowk	2	-	1	1
16	MC Parking High Court Nala	6	4	1	1
17	Lift Opp Congress Bhawan	5	4	-	1
18	Old Bus Stand Nr Panchayat Bhawan	5	5	-	-
19	Below Winterfield Wall	3	-	-	3
20	Victory Tunnel	5	5	-	-
21	103 Chowk	5	3	-	2
22	Bolleaganj Crossing	8	4	2	2
23	By Pass tuti kandi Crossing	2	-	-	2
24	Bolleaganj Chowk	2	2	-	-
25	Tawi Mod	3	3	-	-
26	Totu Chowk	4	2	2	-
27	Nala Near Mahinder Show room	2	1	-	1
28	Opp Barriel Petrol Pump	1	1	-	-
29	Tara Devi	4	-	2	2
30	ISBT Tutikandi	8	4	2	2
31	Auckland tunnel Both Side	8	8	-	-
32	Opp Diploment Hotel Lakkor Bazar	8	-	-	8
33	Opp IGMC Gate	2	2	-	-
34	Bhatokufar Apple Mandi	1	1	-	-
35	Between Dhali To Mashobra	4	2	2	-
36	Panthaghatti Chowk	3	3	-	-
37	Opp Tenzin Hospital Reatining Wall	5	3	2	-
	Total	146	97	20	29