

**ATAL INDORE CITY TRANSPORT SERVICES LIMITED, INDORE**

**AICTSL»**

**E-TENDER**



**TENDER FOR ENGAGEMENT OF AGENCY  
FOR ADVERTISEMENT RIGHTS ON 154  
SUTRA SEWA (MIDI BUS ON CLUSTER  
BASIS) OF AICTSL IN THE STATE OF  
MADHYA PRADESH**

**October-2019**

**30, Residency Area, A.B. Road, Opp. MGM College, Indore**

**Ph. : (0731) 2499888, 2904488, 9754-999-888,**

**E-Mail Id : [info@citybusindore.com](mailto:info@citybusindore.com), Website : [www.citybusindore.com](http://www.citybusindore.com)**

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**1. Notice Inviting E-Tender :**

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS (MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

**ATAL INDORE CITY TRANSPORT SERVICES LIMITED**

Plot No.- 30, Residency Area, A. B. Road, Opposite M.G.M. College,



Indore, M.P. Telephone No. 0731-2499888, 2904488

**CORRIGENDUM - I**

AICTSL/2019-20/No. 431

Date: 26/10/2019

The following amendments are hereby made in the Notice Inviting Tender no. AICTSL/2019/NIT/EPROC/No 427, Dated 12/10/2019 for "Tender for Engagement of Agency for Advertisement rights on Total 154 Sutra Sewa (Midi Buses on cluster basis) of AICTSL, Indore in the State of Madhya Pradesh".

Particulars	As Per NIT	Amended
Last date for online purchase of E-tender document	31/10/2019 till 1730 hrs.	14/11/2019 at 17:30 Hrs
Last date for online submission of E-tender technical and financial document	01/11/2019 till 1730 hrs.	15/11/2019 at 17:30 Hrs
Earnest money and technical bid will be opened online.	02/11/2019 after 1530 hrs.	16/11/2019 at 15:30 Hrs
Last date for submission of hard copy tender with technical bid submission.	02/11/2019 till 1600 hrs.	16/11/2019 at 16:00 Hrs
Pre-bid date at AICTSL Office	18/10/2019 at 1600 hrs.	02/11/2019 at 1600 hrs

**Note:**

- The other terms & condition of Tender remain unchanged.



8x15cm

**AICTSL» ATAL INDORE CITY TRANSPORT SERVICES LIMITED**

Plot No. : 30, Residency Area, A.B. Road, Opposite M.G.M. College, Indore, M.P.  
Telephone No. 0731-2499888, 2904488

**NOTICE INVITING E-TENDERS (Second Call)**

AICTSL/2019/NIT/EPROC/No.427

Indore, Date: 12/10/2019

Atal Indore City Transport Services Ltd. (AICTSL) is a special purpose vehicle in the form of a Public Limited Company set up to operate and manage Public Transport in the city of Indore. AICTSL invites online tenders from reputed & established Advertisement Agencies for advertising rights on Total **154 Sutra Sewa (Midi Buses on cluster basis)** on high travel demand routes of the urban & suburban area per bus per month that could be paid to AICTSL Indore. Important dates for tender processing are as under:-

<b>Name of Work</b>	Tender for Engagement of Agency for Advertisement rights on Total <b>154 Sutra Sewa (Midi Buses on cluster basis)</b> of AICTSL, Indore in the State of Madhya Pradesh
<b>Pre-bid date at AICTSL Office</b>	18/10/2019 at 1600 hrs.
<b>Start date of tender purchase</b>	12/10/2019
<b>Last date for online purchase of E-tender document</b>	30/10/2019 till 1730 hrs.
<b>Start date of submission</b>	31/10/2019
<b>Last date for online submission of E-tender technical and financial document</b>	01/11/2019 till 1730 hrs.
<b>Earnest money and technical bid will be opened online.</b>	02/11/2019 after 1530 hrs.
<b>Last date for submission of hard copy tender with technical bid submission.</b>	02/11/2019 till 1600 hrs.

1. Tender document purchase, submission, detailed terms and conditions, specification and other eligibility criteria details shall be available on Website :- [www.mptenders.gov.in](http://www.mptenders.gov.in) and NIT can be seen only on AICTSL official Website :- [www.citybusindore.com](http://www.citybusindore.com).
2. Cost of tender form ₹ 5,000/- (non refundable). To be purchased online.
3. Earnest money deposit ₹ 7,000/- Per Bus (₹ Seven Thousand only) to be submitted via online method on the above mentioned website.
4. The bidder fulfilling the criteria as per NIT is eligible to participate in the tenders.
5. Tender document shall not be sold to those Parties having outstanding dues of Atal Indore City Transport Services Limited on the date of issue of NIT.
6. The provisions of all applicable tax regulations of the Indore Municipal Corporation, State of Madhya Pradesh and GOI to be borne by successful bidder.

AICTSL reserves to itself the right to reject any or all the tenders or extend the date and time of its sale, submission or opening under its sole discretion without assigning any reason whatsoever.

**Managing Director**  
Atal Indore City Transport Services Limited

## **2. DISCLAIMER**

This RFP document is being issued by Atal Indore City Transport Services Ltd. (AICTSL), hereinafter referred to as the “Regulator” for inviting RFPs to engage entities and organizations for advertisement on city buses on such terms and conditions as set forth in this RFP or that may subsequently be provided to bidder(s) in documentary form by or on behalf of AICTSL.

It is hereby clarified that this RFP document is not an agreement and the purpose of this RFP is to provide the bidder(s) with information to assist them in the formulation of their proposals. Bidder should carefully examine and analyze the RFP document and to carry out its own investigation with respect to all matters related to the project, seek professional advice on technical, financial, legal, regulatory and taxation matters and satisfy itself of consequences of entering into any agreement and / or arrangement relating to the project. AICTSL makes no representation or warranty and shall incur no liability under any law as to the accuracy, reliability or completeness of the information contained in the RFP.

The RFP Document, if purchased by the Bidder is not transferable.

### **3. BRIEF OVERVIEW**

#### **1 PREAMBLE**

Atal Indore City Transport Services Limited (AICTSL) has been incorporated to operate and manage the public transport system with Private sector participation in Indore City. The new SPV is ideally constituted as a Public Limited Company incorporated under the Companies Act, 1956. The Registered Office of the company is registered office at Plot No. 30- Residency Area, A.B. Road, Opp. M.G.M. Medical College, Indore 452001.

#### **2 Procedure & Management**

The company issues the RFPs to the interested, reputed & established advertisement agencies and individual companies to display & advertise on the Sutra Sewa Buses (Midi Bus on Cluster Basis) on various routes on a per bus per month basis offer in the form of a fee amount to be paid to the company.

The advertisement agencies will have to follow the rules and regulations as decided by AICTSL

#### **3 Number of buses and routes**

Atal Indore City Transport Services Limited is currently Number of Buses and Routes operating a fleet of 82 City Buss on 8 routes, 65 atal city buses (midi bus) on 11 urban r o u t e s and 44 ibuses (BRTS AC Bus) on 39 (Niranjanpur to Rajeev Gandhi) and 5 BRTS Feeder Routes buses carrying totaling 1,20,000 passengers per day. AICTSL intends to further procure additional buses on routes and total may lead to urban and sub urban buses. However the offer should not be linked with the operation of buses or routes, increase & decrease of number of buses or routes as the payment of advertisement on buses will be charged on number of buses & routes actually running. The detailed specifications are given in Schedule 4.

**4 Period of Contract: The Term of advertisement contract will be for a time period** commencing from the Appointed Date and extending till the expiry of 3 (Three years) years from Appointed Date and is renewable for further period and periods at the discretion of the AICTSL.

**Spaces / Area provided for Advertisement:** The Company (or the selected agency through the bidding process – as an Agency on behalf of the company) will operate Sutra Sewa Buses (Midi Bus on Cluster Basis) Area for advertisements/name/logo shall not exceed 75% of the surface area on each side of the vehicle except the entire front portion. The detailed specifications are given in Annexure-D.

#### **4. DEFINITIONS & ABBREVIATIONS**

In this RFP, the following word(s), unless repugnant to the context or meaning thereof or defined in the Advertisement Agreement (as defined below), shall have the meaning(s) assigned to them herein below:

1. **“Advertisement Agreement”** means the agreement including, without limitation, any and all annexure thereto which will be entered into between AICTSL, and the Successful Bidder/ agency through which rights will be granted to the Successful Bidder to provide advertisement on sutra sewa buses in Indore.
2. **“Advertisement Fee”** means the fee to be paid by the Agency to AICTSL per bus per month for the right to advertise on sutra sewa buses in Indore
3. **“Agency”** means the Successful Bidder for advertisement on Buses under in accordance with the terms and conditions of the Advertisement Agreement.
4. **“Applicable Law”** means all the laws, acts, ordinances, rules, regulations, notifications, guidelines or bye-laws, in force and effect, as of the date hereof and which may be promulgated or brought into force and effect hereinafter in India, including judgments, decrees, injunctions, writs or orders of any court of record, as may be in force and effect during the subsistence of this Agreement and applicable to the Project.
5. **“Appointed Date”** means the date of the Advertisement Agreement.

**“Buses”** means specified number of new buses that are operated by AICTSL or its selected Agency on the Sutra Sewa Buses (Midi Bus on Cluster Basis) routes of Indore.

1. **“Event of Default”** shall have the same meaning as provided in Clause 9 of Advertisement Agreement.
2. **“Force Majeure”** or **“Force Majeure Event”** means circumstances or situations that are unusual occurrences which tend to disrupt normal activities and which are beyond the control of the Party affected by them (“Affected Party”) which is not attributable to the other Party and include, but not be limited to the following:



- a. earthquake, flood, inundation and landslide;
  - b. storm, tempest, hurricane, cyclone, lightning, thunder or other extreme atmosphere disturbances;
  - c. fire caused by reasons not attributable to the Affected Party or any of the employees, representatives or agents appointed by the Affected Party
  - d. acts of terrorism;
  - e. strikes, labour disruptions or any other industrial disturbances not arising on account of the acts or omissions of the Affected Party;
  - f. national emergency or declaration of police emergency; and
  - g. war, hostilities (whether declared or not) invasion act of foreign enemy, rebellion, riots, weapon conflict or military actions, civil war, ionising radiation, contamination by radioactivity from nuclear fuel, any nuclear waste, radioactive toxic explosion, volcanic eruptions.
9. **“Regulator”** shall mean Atal Indore City Transport Services Ltd. (AICTSL).
10. **“Parties”** means the parties to the Advertisement Agreement and “Party” means either of them, as the context may admit or require.
11. **“Passenger”** means any individual who has purchased the ticket or pass or card for using the Bus Service.
12. **“Person”** means any individual, corporation, partnership, joint venture, trust, unincorporated organization, government or governmental authority or agency or any other legal entity.
13. **“Performance Guarantee”** shall have the same meaning as provided in Section V Clause 27 of this Agreement
14. **“Project”** means the project of providing advertisement on buses, in accordance with the terms and conditions of the Advertisement Agreement.
15. **“RFP”** means this Request for Proposal document issued by AICTSL on 12.10.2019 for the

purposes of selecting an Operator for the Project on a competitive bidding basis including Disclaimer, Brief Overview, Notice Inviting RFP, Instructions To Bidders, Letter Of Acceptance and Bus Operators Agreement any Amendments thereto.

- 16. “Routes”** means the routes, as determined by AICTSL, from time to time, on which the Buses would operate as part of the Bus Service which are provided in **Section II Clause 3**.
- 17. “Successful Bidder”** means Person who has been selected by AICTSL pursuant to competitive bidding process pursuant to the RFP.
- 18. “Termination”** means the early termination of the Advertisement Agreement pursuant to Termination Notice or otherwise in accordance with the provisions of the Advertisement Agreement but shall not, unless the context otherwise requires, include expiry of the Advertisement Agreement from the Appointed Date due to efflux of time in the normal course.
- 19. “Termination Date”** means the date specified in the Termination Notice as the date on which Termination occurs.
- 20. “Termination Notice”** means the notice of Termination by either Party to the other Party, in accordance with the Advertisement Agreement.

## **5. INSTRUCTIONS TO BIDDERS**

- 1. Due Diligence:** The bidder is expected to examine all instructions, forms, terms and specifications in the RFP document. The bid should be precise, complete and in the prescribed format as per the requirement(s) of the RFP document.
- 2. Cost of Bidding and RFP document:** The bidder shall bear all costs associated with the preparation and submission of its bid and AICTSL will not be liable for any costs, regardless of the outcome of the bidding process. The RFP document would cost **Rs. 5,000 (Rupees five thousand only) nonrefundable** and is available at the office of Managing Director, Atal Indore City Transport Services Ltd. Plot. No. 30- Residency Area, A.B. Road, opp. M.G.M. Medical College, INDORE 452001, Ph.+91-731-2499888
- 3. Amendment of Bidding Documents:** At any time before the deadline for submission of bids, AICTSL may, for any reason, modify the RFP document by amendment. Any amendments / modifications to the RFP shall be through the issue of addendum(s) to the RFP, which shall set forth the said amendments / modifications thereto (hereinafter referred to as the "Addendum(s)"). All prospective bidders who have purchased the RFP document shall be informed of such Addendum(s) through website, Email, post as the case be. The contents, terms and conditions of all such Addendums(s) shall be binding on all bidders and shall form part of the agreement.
- 4. Documents constituting Bid:** In order for bidder(s) to qualify to bid for this RFP document, the bidder(s) shall be liable to submit the amount quoted per bus per month by the advertisement agency/ individual companies to display & advertise in the sutra sewa buss (Midi Bus on Cluster Basis) buses on various routes in Indore city in the form and manner set forth in **Form T1 to Form T5** of the RFP along with all documents required to be submitted as per the said appendix including the bid security. The Price Bid Offer given in these RFP document shall be firm and shall not be subjected to any exchange variations, labour conditions and fluctuations in railway freight, taxes and any conditions whatsoever.
- 5. Preparation of Bids**  
**Earnest Money Deposit:** Bid submitted in response to the NIT shall be accompanied by a bid security of Earnest money deposit Rs. 7,000/- Per Bus (Rs. Seven Thousand only) to be submitted via online method on the above mentioned website.

- a. If the earnest money deposit is not found in accordance with the prescribed mode & amount mentioned as mentioned above, offer will not be opened and the same will be returned unopened.
- c. **Authentication of Bid:** The original bid shall preferably be typed and shall be signed by a person or persons duly authorized by the bidder in this behalf by way of a power of attorney duly executed by the bidder in the form set forth in **Form T2** hereto. The person or persons signing the bid shall initial all pages of the bid document and provide full name and signature on the signature pages. Bidder should submit the self attested copies of all the supporting documents.
- d. **Number of Copies of Bid:** The bidder shall submit technical bid separately, clearly marking each "Technical Bid", as appropriate. Bidder shall submit only one original of the financial bid, clearly marking the same as "Financial Bid".
- e. **Online E-Tender submission process for Bidder :**

**Tender terms and conditions will be according to the department.**

**Instructions regarding website are as follows:-**

- i) For participation in e-tendering module for any department, it is mandatory for prospective bidders to get registration on website [www.mptenders.gov.in](http://www.mptenders.gov.in) . Therefore, it is advised to all prospective bidders to get registration by making online registration fees payment at the earliest.
- ii) Tender documents can be purchased only online and downloaded from website [www.mptenders.gov.in](http://www.mptenders.gov.in) by making online payment for the tender documents fee.
- iii) Service and gateway charges shall be borne by the bidders.
- iv) Since the bidders are required to sign their bids online using class – III Digital Signature Certificate, they are advised to obtain the same at the earliest.
- v) For further information regarding issue of Digital Signature Certificate, the bidders are requested to visit website [www.mptenders.gov.in](http://www.mptenders.gov.in) . Please note that it may take upto 7 to 10 working days for issue of Digital Signature Certificate. Department will not be responsible for delay in issue of Digital Signature Certificate.
- vi) If bidder is going first time for e-tendering, then it is obligatory on the part of bidder to fulfil all formalities such as registration, obtaining Digital Signature Certificate etc. well in advance.
- vii) Bidders are requested to visit our e-tendering website regularly for any clarification and / or due date extension.
- viii) Bidder must positively complete online e-tendering procedure at [www.mptenders.gov.in](http://www.mptenders.gov.in).

- ix) Department shall not be responsible in any way for delay /difficulties /inaccessibility of the downloading facility from the website for any reason whatever.
- x) For any type of clarification bidders can / visit [www.mptenders.gov.in](http://www.mptenders.gov.in). and help desk contract no. 18002588684 Mail id : eproc\_helpdesk@mpsdc.gov.in Support timings: Monday to Saturday from 10:00 AM to 7:00 PM.
- xi) Interested bidders may attend the free training programme in Bhopal at their own cost. For further query please contact help desk.
- xii) The bidder who so ever is submitting the tender by his Digital Signature Certificate shall invariably upload the scanned copy of the authority letter as well as submit the copy of same in physical form with the offer of particular tender.

#### **PREPARATION OF BIDS**

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

#### **SUBMISSION OF BIDS**

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.

- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.
- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 1) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) Upon the successful and timely submission of bids (ie after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 9) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

#### **ASSISTANCE TO BIDDERS**

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to MP TENDERS Portal in general may be directed to the 24x7 MP TENDERS Portal Helpdesk.

6. **Evaluation of bids:** Notwithstanding anything contained in this RFP document, AICTSL will have sole and absolute right to evaluate each bid received in accordance with this RFP document.
7. **Validity Period:** Bids shall remain valid for a period of **180 days** (one hundred and eighty) from the date of submission of the bid. AICTSL reserves the right to reject a bid as *non-responsive* if such bid is valid for a period of less than **180** (one hundred and eighty) days and AICTSL shall not be liable to send an intimation of any such rejection to such bidder
8. **Extension of Period of Validity:** In exceptional circumstances, AICTSL may solicit the bidder's consent for an extension of the period of bid validity period. Any such request by AICTSL and the response thereto shall be made in writing and such extension of bid validity period by the bidder should be unconditional. A bidder may refuse AICTSL's request for such extension without forfeiting the Bid Security. A bidder accepting the request of AICTSL shall not be permitted to modify its bid.
9. **Mailing Address for Bids:** Bids shall be addressed to AICTSL and sent (through either registered post or courier) at the following address :  
**Managing Director, AICTSL**  
Plot. No. 30, Residency Area, A.B. Road,  
Opp. M.G.M. Medical College, INDORE 452001  
Ph. : +91-731-2499888  
E-mail - info@citybusindore.com
10. **Last Date and Time for online submission:** The bids must be received by AICTSL, at the specified address, latest by 1730 hrs. on 15.11.2019. In the event of the specified date which is stipulated as the deadline for submission of bids is declared as a holiday for AICTSL, the bids will be received up to the appointed time on the next working day at the same time.
11. **Extension of Deadline for Submission of Bids:** If the need so arises, AICTSL may, in its sole discretion, extend the deadline for submission of bids by amending the RFP in this behalf. In such event, all rights and obligations of AICTSL and bidders will be subject to the deadline as extended. Any such change in the deadline for submission of bids shall be notified to the bidders.
12. **Late Bids:** Any bid received by AICTSL after the deadline for submission of bids prescribed by AICTSL will be summarily rejected and may be returned unopened to the bidder. AICTSL

shall not be responsible for any postal delay or non-receipt / non-delivery of any documents.

- 13. Modification and Withdrawal of Bids:** Bidder shall not be allowed to modify any part of its bid after the bid submission. In order to avoid forfeiture of Bid Security, a bidder may withdraw its bid after submission thereof, provided that AICTSL receives written notice of such withdrawal before the expiry of deadline for submission of bids.

**14. Bid Process**

- a. Opening of Prequalification Bid:** All technical bids received by AICTSL in response to this RFP document shall be opened by AICTSL in the presence of bidders' representatives who choose to attend the opening of technical bid at 1530 hrs. on 28.08.2019 in the office AICTSL Indore,
- b. Opening of Financial Bids:** After the evaluation of technical bid has been completed, AICTSL shall open the financial bids, on the date and time intimated at a later stage, of only those bidders who qualify the prescribed criteria for the technical bid. Financial bids of those bidders whose technical bid are rejected shall not be opened and shall be returned to such bidders.
- c. Announcement of Bids:** After every round of bid bidder's names, presence or absence of requisite Bid Security and such other details as AICTSL in its sole discretion may consider appropriate, will be announced.

**15. Criteria for Technical Bid Evaluation (Online Mandatory documents)**

**E-Technical Eligibility Criteria : -**

Technical Bid will be evaluated on Pass-Fail basis subject to fulfilment of the following criteria:

- i. The agency should have experience of working as an advertisement agency for at least 3 years.
- ii. Average Turnover of last three financial years minimum Rs. 3 Cr. (F.Y. 2015-2016, 2016-2017,2017-2018)

OR

Average Net Worth of last three financial years minimum Rs. 50 lacs (Rupees Fifty Lacks).

Turnover and Net worth Certificate Should be on the letter head of Chartered Accountant.

- iii. A bidder should be submitted last three Financial year balance sheet and IT return shall be reckoned as F.Y. 2015-2016, 2016-2017,2017-2018.



- iv. Agency needs to submit the PF & ESIC registration certificate within 15 days after issuing of the LOA.
- v. Tender document shall not be sold to those Parties having outstanding dues of Atal Indore City Transport Services Limited on the date of submission of tender. (The company/Agency/Partnership or proprietary firm who is working or worked with AICTSL the should attached No dues certificate)
- vi. The agency should not have been blacklisted by any authority self-declaration to this effect shall have to be furnished.

**Note : A bidder shall be submitted as defined mandatory documents online scan copy, otherwise technical evaluation immediately disqualified. The financial bid will be opened only for technically qualified bidders**

#### **16. Sealing and Marking of Bids**

**1. “Envelope : Technical Bid for Tender for Engagement of Agency for Advertisement rights on 154 Sutra Sewa Buses (Midi Bus on Cluster Basis) of AICTSL in the State of Madhya Pradesh”**

Should contain:

- (a) The original of the Technical Bid.
- (b) Original RFP document/MoM/any other correspondence, certificates and samples duly signed by authorized signatory
- (c) Original EMD

i. The inner and outer envelopes shall be addressed to The Managing Director, Atal Indore City Transport Services Limited, Indore, and marked as below:

**“Tender for Engagement of Agency for Advertisement rights on 154 Sutra Sewa Buses (Midi Bus on Cluster Basis) of AICTSL in the State of Madhya Pradesh”**

ii. The outer as well as inner envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened in case it is received late.

iii. If the outer envelope is not sealed and marked as above, AICTSL will assume no responsibility for the misplacement or premature opening of the Bid.

- 2. All technical documents & EMD copy also should be submitted in online website [www.mptender.gov.in](http://www.mptender.gov.in)**

**3. Financial Bid :** The Financial Bids open in online after technical evaluation.

- 17. Determination of Successful Bidder:** The Successful Bidder shall be determined on the basis of highest advertisement rate per month. Successful Bidder shall, have non-exclusive non-transferable rights to advertise on the buses in the city.
- 18. Clarification of Bids:** During evaluation of bids, AICTSL may, at its discretion, ask the bidder(s) for a clarification of its bid. The request for clarification and the response shall be in writing. If the response to the clarification is not received by AICTSL before the expiration of the deadline prescribed in the written request for clarification, AICTSL reserves the right to make its own reasonable assumptions at the total risk and cost of the bidder.
- 19. Rejection of Bid**
- a. A bid is likely to be rejected by AICTSL without any further correspondence, as non-responsive, if:-
    - i. bid is not submitted in the manner as prescribed in the Instructions to Bidders Section of this RFP document and is otherwise not in conformity with the terms and provisions of this RFP; or
    - ii. bid is not submitted in the bid-forms annexed in the RFP document; or
    - iii. bid is submitted by telex, fax or email; or
    - iv. Bid Security does not conform to the provisions set forth in this RFP document; or
    - v. Failure of any one (or more) of the conditions set forth herein above shall result in rejection of bid.
    - vi. In addition to the foregoing, in the event a bidder makes an effort to influence AICTSL in its decisions on bid evaluation, bid comparison or selection of the Successful Bidder, it may result in rejection of such bidder's bid.
- 20. Discharge of Bid Security of unsuccessful bidder(s):** The Bid Security of unsuccessful bidders will be discharged / returned as promptly as possible after the expiry of bid validity period,
- 21. Forfeiture of Bid Security:** The Bid Security of a bidder shall be forfeited if a bidder withdraws or amends the proposal during the period of bid validity, or in the case of a Successful Bidder, fails to sign the Advertisement Agreement or fails to furnish the required Performance Guarantee within stipulated time in accordance with the Advertisement Agreement.
- 22. Award of Contract:** AICTSL shall issue a letter of acceptance ("LoA") to the Successful

Bidder. AICTSL shall issue the LoA in duplicate to the Successful Bidder and the Successful Bidder would be required to sign and return the duplicate copy of the LoA as acknowledgement within 7 (seven) days of the receipt of the LoA by the Successful Bidder. In the event the duly signed duplicate copy of the LoA by the Successful Bidder is not received within the stipulated 7 (seven) days, AICTSL shall have the option to either extend such time limit for the receipt of the duplicate copy or deduct from the Bid Security of such Successful Bidder an amount which at the sole discretion of AICTSL is believed to be the loss and/ or damages suffered by AICTSL as a result of the delay in providing the acknowledgement.

- 23. Signing of Advertisement Agreement:** Bidders should note that in the event of acceptance of its bid, the Successful Bidder(s) would be required to execute the Advertisement Agreement in the form annexed hereto. It is clarified that the issuance of the LoA shall be followed by signing of the Advertisement Agreement (as aforesaid) and thereafter the Successful Bidder shall be given rights to advertise on the buses as per the Advertisement Agreement. The signing of the Advertisement Agreement shall be completed NOT later than 15 days of the issuance of the LoA to the Successful Bidder or within such extended time frame as extended by AICTSL in its sole discretion. In the event the Successful Bidder is unable to execute the Advertisement Agreement within the time period, its bid security will be forfeited & his tender canceled.
- 24. Annulment of Award:** Failure of the Successful Bidder to comply with the requirements set forth in this RFP and /or the provisions of the Advertisement Agreement shall constitute sufficient grounds for the annulment of the award of the bid and forfeiture of the Bid Security and cancellation of his tender.
- 25. Failure to abide by the Advertisement Agreement:** The conditions stipulated in the Advertisement Agreement shall be strictly adhered to by the Agency and any violation thereof by the Agency may result in termination of the Advertisement Agreement without prejudice to any rights available to AICTSL upon such termination as set forth in this RFP and/or the provisions of the Advertisement Agreement.

**26. Prohibited**

1. The advertisement is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products. The licensee shall conform to all the provisions of COTPA Cigarettes and Other tobacco products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, as amended from time to time.
2. The bidder should adhere to all applicable & relevant clauses from the Delhi Outdoor Advertisement Policy 2008 (Finalized as per the directions of the Hon'ble Supreme Court). You may please download the same document from the mentioned URL : [http://www.cpcb.nic.in/upload/NewItems/NewItem\\_119\\_Delhi\\_outdoor\\_advt\\_policy2008.pdf](http://www.cpcb.nic.in/upload/NewItems/NewItem_119_Delhi_outdoor_advt_policy2008.pdf)
3. The advertisement will have no objectionable and indecent portrays of people, products or any items. The advertisements should not hurt the sentiments of any group or groups of the society.
4. Political advertisements are not allowed.
5. The use of AICTSL's name, logo or title without the licensor's prior permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.

**27. Performance Guarantee:**

- (1) The Successful Bidder shall be required to furnish an irrevocable and unconditional Performance Guarantee in the form of a bank guarantee from a scheduled bank of equal amount of three months bill amount(as per rate quoted by Agency \* Sutra Sewa Buses (Midi Bus on Cluster Basis)buses\* three months) on or before the date of signing the Advertisement Agreement. The Bid Security of a Successful Bidder shall be discharged only after the Successful Bidder furnishes the Performance Guarantee. The Successful Bidder's Bid Security shall not be adjusted against the Performance Guarantee. The Performance Guarantee shall remain valid for after a maximum of 6 (six) months from expiry of agreement date it's means performance guarantee should be valid for 42 months from the date of singing of the agreement or before the agreement.
- (2) The Performance Guarantee shall be returned to the Agency after a maximum of 6 (six) months following the expiration of the Term, pursuant to adjustment of any damages, losses or claims suffered by AICTSL, if any.

**28. Miscellaneous:**

- a) Failure to furnish all information required by the RFP or submission of a bid not responsive to the RFP in every respect will be at the bidder's risk and may result in rejection or disqualification of the bid.
- b) All amounts are non-refundable (unless otherwise provided in the RFP) and AICTSL will in no case be held responsible or be liable for the cost, regardless of the conduct or outcome

- of the bidding process.
- c) Nothing in this section shall be taken to mean or read as compelling or requiring AICTSL to respond to any questions or to provide any clarification to a query of a bidder. AICTSL reserves the right to not respond to questions it perceives as non-relevant which may be raised by a bidder or not to provide clarifications, if AICTSL in its sole discretion considers that no reply is necessary.
  - d) The terms and conditions of the RFP are frozen unless otherwise, AICTSL specifically issues Addendum(s).
  - e) AICTSL shall have the right to seek any additional information or document from the bidder in the manner AICTSL deems fit in its sole and absolute discretion.
  - f) The bid prepared by the bidder, as well as all correspondence and documents relating to the bid exchanged by the bidder and AICTSL shall be written in English language only. However, in case bidder chooses to enclose certain supporting document(s) in any language other than English, then bidder shall also enclose certified / authentic translated copies of the same in English language. Any document which is not translated into English will not be considered and the bid shall be considered incomplete and therefore, liable for disqualification. For the purpose of interpretation and evaluation of the bids, the English language translation shall prevail.
  - g) All prices quoted in the bid shall be quoted in Indian National Rupee(s) (INR)
  - h) Any interlineations, insertion, erasures or overwriting shall be valid only if the person or persons signing the bid have authenticated the same with their respective signature alongside such interlineations, insertion, erasures or overwriting.
  - i) In the event of any discrepancy between the original and the copies, the bid shall be disqualified.
  - j) AICTSL shall not be responsible in any manner possible for the contents of the bids, including if the envelope is not sealed and marked in the manner indicated in the RFP or where bidder does not receive any notification or documentation from AICTSL.
  - k) AICTSL will examine the bids to determine whether these are complete, whether these meet all the conditions of the RFP and whether the documents have been properly signed and the Bids are generally in order. If there is a discrepancy between words and figures, the amount in words shall prevail.
  - l) Any and all expenses relating to the execution of the Advertisement Agreement shall be borne by the Successful Bidder, including taxes and duties, incidental expenses, payment of stamp duty and registration charges, as applicable.
  - m) Unless specifically requested by AICTSL for a clarification, no bidder shall contact AICTSL

on any matter relating to its bid, from the time of the prequalification bid opening to the time the Advertisement Agreement is executed with the Successful Bidder.

- n) The bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process and subsequent to the issue of the LOA and during the subsistence of the Advertisement Agreement. Notwithstanding anything to the contrary contained herein, or in the LOA or the Advertisement Agreement, AICTSL shall reject a bid, withdraw the LOA, or terminate the Advertisement Agreement, as the case may be, without being liable in any manner whatsoever to the bidder or the Agency, if it determines that the bidder or Agency, as the case may be, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process. In such an event, AICTSL shall forfeit and appropriate the Bid Security or Performance Guarantee, as the case may be, without prejudice to any other right or remedy that may be available to AICTSL hereunder or otherwise.

## **SCHEDULE-1 PLACES OF ADVERTISING**

Area for advertisement/name/logo shall not exceed 75% of the surface area on each side of the vehicle except the entire front portion and rear window of vehicle. The advertisement material shall be flex printed and pasted by SR998 Adhesive. And one way vision film (Perforated Vinyl) details in Annexure-D

Advertisements shall be affixed, painted, magnetically applied on the outer surfaces of the vehicle or mounted on the vehicle as specified.

Advertisement of Alcoholic drinks, tobacco and other vulgar in vision or other restricted items are completely banned. Any advertisement displayed on buses, if found contrary to the law of the land, Agency have to remove / alter the display immediately.

Advertising devices shall not interfere in any way with the mandatory vehicle signs such as purpose of the bus service, number plate etc.

In addition to the advertisements, the buses would have logo of AICTSL on non openable surface at the following locations:

- **Outside the bus :-**

1. Front Side: above the wind screen
2. Rear Side: on both sides of the number plate.
3. Driver Side: between the front and rear wheel towards the lower side of the bus body.
4. Passenger Side: p,k
5. 0 0 between the rear wheel and the rear door.
6. In the glass area : Branding and advertising material use only "one way vision".

- **Inside the bus :-**

1. Bus grab handles
2. Backside passenger seat.

**Note :**

1. **It is mandatory to use advertisements print material have best quality.**
2. **When Advertising agency do not get advertisement on buses, during that period, he will exhibit advertisement of AICTSL/IMC free of cost.**

The Specification of the logos and bus route details will be as follows:

**AICTSL** located horizontally on non openable space, at strategic places on either side of the bus. Logo size would be minimum 750mm x 250mm (length x height), with the size of the letters as 200mm in English/ Hindi language. The size of the monogram would be 450mm x 250mm. The logo should be a permanent sticker type of reflective material (radium). The material needs to be UV resistant and water proof.

located horizontally on non openable space, at strategic places on either side of the bus. Logo size should be minimum 1000mm x 250mm (length x height), in English language on one side and Hindi on the other. The logo would be a permanent sticker type of reflective material (radium). The material would to be UV resistant and water proof. MP Gov. LOGO and Buses route details will be pasted according predefined .

**Note : All the Govt. , AICTSL logo and Bus Route details should not be covered by the advertisements and any other printed material.**



## **SCHEDULE 2**

### **FORMAT FOR PERFORMANCE GUARANTEE**

(To be issued by a Scheduled Bank's Branch in \_\_\_\_\_)

**(On a Non-Judicial Stamp Paper as per value applicable in \_\_\_\_\_)**

**THIS DEED OF GUARANTEE** executed on this the ----- day of --- at ----- by -----  
----- (Name of the Bank) having its Head/Registered  
office at ----- hereinafter referred

to as "the Guarantor" which expression shall unless it be repugnant to the subject or context thereof include its successors and assigns; **In favour of Managing Director, AICTSL**, having its registered office at **\_Indore**, having its registered office at \_\_\_\_\_ **Indore**, hereinafter referred to as **AICTSL**, which expression shall unless it be repugnant to the subject or context thereof include successors and assigns.

- A. By the Advertisement Agreement dated ----- ("the Advertisement Agreement") entered into between AICTSL and M/s. \_\_\_\_\_, having its registered office at -----, hereinafter called "**the Company**", the Company has been allotted advertisement rights on Sutra Sewa Buses (Midi Bus on Cluster Basis) buses \_\_\_\_\_  
(description of buses) the provision of advertisement on \_\_\_\_\_ number of sutra sewa buss buses under the City Bus Services project.
- B. In terms of Clause [7.1 ] of the Request for Proposal (RFP) Document,  
C ue

and punctual performance/ discharge by the Company of its obligations under the Advertisement Agreement.

**NOW THEREFORE THIS DEED WITNESSETH AS FOLLOWS:**

- (1) The capitalized terms used herein but not defined shall have the meaning assigned to them respectively in the Advertisement Agreement.
- (2) The Guarantor hereby guarantees the due and punctual performance by the Company of all its obligations under the Advertisement Agreement and accepts that the decision of AICTSL, in this behalf shall be final, conclusive and binding on the Guarantor.
- (3) The Guarantor shall, without any protest or demur and merely on a demand by AICTSL, pay to AICTSL sums not exceeding in aggregate Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only), within five (5) days of receipt of a written demand therefore from AICTSL stating that the Company has failed to meet its performance obligations under the Advertisement Agreement. The Guarantor shall have no obligation to go into the veracity of any demand made by AICTSL and shall pay the amounts specified in the demand notwithstanding any direction to the contrary given or any dispute whatsoever raised by the Company or any other Person.
- (4) In order to give effect to this Guarantee, AICTSL shall be entitled to treat the Guarantor as the principal debtor. The obligations of the Guarantor shall not be affected by any variations in the terms and conditions of the Advertisement Agreement or other documents or by the extension of time for performance granted to the Company or postponement/non exercise/delayed exercise of any of its rights by AICTSL or any indulgence shown by AICTSL to the Company and the Guarantor shall not be relieved from its obligations under this Guarantee on account of any such variation, extension, postponement, non-exercise, delayed exercise of any of its rights by AICTSL or any indulgence shown by AICTSL provided nothing contained herein shall enlarge the Guarantor's obligation hereunder.
- (5) This Guarantee shall be absolute, unconditional and irrevocable and shall remain in full force and effect until discharged by the Guarantor of all its obligations hereunder.
- (6) This Guarantee shall not be affected by any change in the constitution or winding up of the Company/ the Guarantor or any absorption, merger or amalgamation of the Company/ the Guarantor with any other Person.
- (7) The Guarantor has power to issue this guarantee and discharge the obligations contemplated herein, and the undersigned is duly authorized to execute this Guarantee pursuant to the power granted under \_\_\_\_\_.

- (8) The jurisdiction in relation to this Guarantee shall be the Courts at Indore and Indian law shall be applicable.
- (9) This Guarantee shall be released or discharged only by an express release letter issued by AICTSL.
- (10) The Guarantor hereby agrees that without the concurrence of the Guarantor, the Parties to the Advertisement Agreement shall be at liberty to vary, alter or modify the terms and conditions of the Advertisement Agreement and further agrees that its liability under this Guarantee shall in no manner be affected by such variation etc.
- (11) The Guarantor agrees that time is the essence of this Guarantee.
- (12) To give effect to this Guarantee, AICTSL may act as though the Guarantor were the principal debtor to AICTSL. AICTSL shall be entitled to proceed to institute proceedings against the Guarantor notwithstanding that no legal proceedings or recovery action is commenced simultaneously or even during the course of recovery proceedings against the Company. The postponement of action against the Company shall be a matter of the sole discretion of AICTSL and the Guarantor expressly agrees to such course of action and waives any objection thereto. The Guarantor accepts that the present guarantee is the prime security to AICTSL and the realizations from the Company's assets can be postponed by AICTSL till after the recovery of the amounts claimed or demanded from the Guarantor.
- (13) A certificate in writing signed by a duly authorized official of AICTSL shall be conclusive evidence against the Guarantor of the amount for the time being due to AICTSL from the Company in any action or proceeding brought on this Guarantee against the Guarantor.
- (14) This Guarantee shall not be wholly or partially satisfied or exhausted by any payments made to or settled with AICTSL by the Company and shall be valid and binding on the Guarantor and operative until repayment in full of all moneys due to AICTSL under the Advertisement Agreement.
- (15) The Guarantor represents and warrants that it has the full authority to make and execute this Guarantee. The Guarantor further represents that all regulatory approvals, permits and authorisations as are necessary for the issuance of this Guarantee have been received and are in full force and effect.
- (16) The Guarantor represents that there is no litigation or arbitration or other proceedings pending against the Guarantor, which could reasonably be expected to have a material adverse effect of change in the Guarantor's ability to perform its obligations under this Guarantee

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS  
(MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

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(17) Any demand for payment or notice under this Guarantee shall be deemed to be sufficiently given if sent by post to or left at the last known address of the Guarantor or its successors or assigns, as the case may be.

**IN WITNESS WHEREOF THE GUARANTOR HAS SET ITS HANDS HEREUNTO ON THE  
DAY, MONTH AND YEAR FIRST HEREIN ABOVE WRITTEN.**

Signed and delivered by the above named \_\_\_\_\_ Bank by its Authorized Signatory as authorized by Resolution/Regulation/Decision of its Regional Board/Central Board in accordance with the decision/resolution passed on \_\_\_\_\_

Authorized Signatory

In the presence of:

1.

2.

**NOTE: The word Company may be replaced with word/ phrase which purports and reflects the entity**

## **SCHEDULE-3**

### **PENALTIES**

1. Matter and type of advertisement should be as per the prevailing law/act. If not, action will be taken as per the prevailing law and vendor will be sole responsible for such action.
2. If any damage is caused to any instrument or part of body/chassis/colour of the bus while sticking/removing advertisement discoloration of the paint, the cost of repairing such damage/replacing body parts, instruments or paint will be reimbursed by vendor as per actual costs.
3. If the vendor causes any discoloration of the paint on the bus while sticking/removing advertisements on the bus, s/he shall be liable to pay Rs. 5000/- per bus.
4. In case of installing advertisements beyond the area/space as specified by the AICTSL, the vendor is liable to pay Rs. 1000/- per bus.

**SCHEDULE-4**

**ROUTE DETAILS**

NOTE:- Number of Buses and Routes- Currently Atal Indore City Transport Services Limited is intends to further procure 154 Sutra Sewa Buses (Midi Bus on Cluster Basis) on urban and sub-urban routes. However the offer should not be linked with the operation of buses or routes, increase & decrease of number of buses or routes as the payment of advertisement on buses will be charged on number of buses & routes actually running. The detailed specified as above.

154 Sutra Sewa Buses (Midi Bus on Cluster Basis) <b>Buses)</b>			<b>(Cluster-A of 50</b>
<b>Sr. No.</b>	<b>Route Name</b>	<b>Route No.</b>	<b>No. Of Buses</b>
1	<b>Dewas Naka to Gangwal Bus Stand Via</b> Niranjn Pur, Brilliant Convention Center, Sayaji, Vijay Nagar, Hotel Radisson Sq. Khajrana Sq. Bengali Sq., Pipliyahana, Kesharbagh Bridge, Annpurna Road, Mhow Naka, Gangwal Bus Stand	M-31	8
2	<b>Bada Bangarda to M.Y. Hospital Via</b> Super Coridor, Chhota Bangarda, Nyay Nagar, Indore Wire, Laxmibai Pratima, Jinsi Sq., Imli Bazar, Nagar Nigam, Kothari Market, Regal Sq., Railways Station, Madhumilan sq., Dawa Bazar.	M-32	6
3	<b>Bangali Sq. to Bada Ganpati,</b> Telephone Nagar, Patrakar Colony, Gayatri Mandir, Old Palasiya Sq., 56 Dukan, Indraprasth Tower, High Court, Regal Sq., M.T.H., Nagar Nigam, Rajwada, Jawahar Marg, Narsing Bazaar, Malganj, Raj Mohalla Sq., Antim Chouraha, Bada Ganpati	M-33	6
4	<b>Kanadiya Gram to Bada Ganpati Via</b> Musakhedi, Pipliyahana Sq., Teen Imli, Creastal I.T. Park, Takshshila Prisar, Bhanwarkua, Tower Sq., Jabran Colony, Palsikar, Collector Sq, Old G.D.C., Mahow Naka, M.O.G. Line, Gangwal, Rajmohalla.	M-37	6
5	<b>Nipaniya,</b> Mahalaxmi Nagar, M.R. 09, Pipliyahana, White Church, Madhumilan Chouraha, Sarwate Bus Stand, Railway Station, Regal Sq., M.T.H., Nagar Nigam, Rambagh, Imli Bazar, Badwali Chouki, Jinsi Chouraha, <b>Bada Ganpati Chouraha.</b>	M-38	6
6	<b>Indore Railway Station To Pithampura Via Mahow</b>	Sub Urban	6
7	<b>Indore Railway Station To Indorama Via Pithampur</b>	Sub Urban	6
8	<b>Indore to Gutampura</b>	Sub Urban	6
<b>Total Buses</b>			<b>50</b>

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS  
(MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

154 Sutra Sewa Buses (Midi Bus on Cluster Basis) (Cluster-B of 54 Buses)			
Sr. No.	Route Name	Route No.	No. Of Buses
1	<b>Indore Railway Station to Mangliya Toll Naka Via</b> Shastri Bridge, Nehru Park, Rajkumar Bridge, Mukti Dham, Subhash Nagar, Pardeshipura, Kankeshwari Devi Dham, Electronic Complex, Gouri Nagar, Bapat Sq., Maghdut Garden, Fortune Landmark, Sayaji Petrol Pump, Vijay Nagar, Mangal City, Satya Sai Sq., Jain Nursery, Shalimar Township, Scheme No. 78, Nai sadak, Dewas Naka, Laxmi Petrol Pump, Agrawal Toll Kanta, Lasudia, sanghi, tat Power & Godown, Panchwati, Talawali Chanda Panchayat, Ruchi Soya, Hanuman Mandir, Mangliya, Indian Oil Petrol Pump	M-17	6
2	<b>Silicon City to Indore Railway Station Via</b> Rau, New Bijalpur, Rajendra Nagar Police Station, Ghunghat Garden, Lal Bagh, G.D.C. College, Collector Office, Moti Tabela, Pandhrinath, Gurudwara, Sanjay Setu, saify Hotel, Sardar Patel Bridge.	M-18	6
3	<b>Rajwada to Rangwasa Via</b> Collectorate, Lal Bagh, Mhow Naka, Annpurna Mandir, Rajendra Nagar, Cat	M-20	6
4	<b>Sarwate Bus Stand to Nayta Mundla Via</b> Madhumilan Sq., Navlakha, Teen Imli, Palda Naka.	M-22	6
5	<b>Nagar Nigam Gate to Mahalxmi Nagar Via</b> Kothari Market, Regal Sq., High Court, lantern Sq., S.G.S.I.T.S. Sq., rani sati Garden, Malwa Mil, Baikary Gali, Patnipura, Anup Talkies, Bhamouri, Girdhar Mahal, Sayaji, Vijay Nagar Police Chouki, Satya Sai Sq., Bombe Hospital.	M-25	6
6	<b>Aurovindo Hospital To Nayta Mundla Via</b> MR-10, Ujjain Naka, Badganga, Marimata Sq, Imli Bazaar, Rambag, Rajwada, Nagar Nigam, Regal Sq, Railway Station, Madhu Milan Sq, White Church, Pipliyahana Sq, Musakhedi Sq, Teen Imli Sq, Palda Naka, Nayta Mundla Bypass.	M-34	8
7	<b>Medicaps College To Aurovindo:-Via</b> Rau Circle, Rau Bus Stand, Akashvani, I.P.S. College, Rajendra Nagar, Choithram Sabji Mandi, Choithram Sq, Choithram Hospital, Madikbag Bridge, Collector Office, Yashwant Road, Gurudwara, Rajwada, Kishanpura, Nagar Nigam, Bhandari Meel, Pardeshipura, Electronics Complex, Chandragupt Mourya Sq, Aurovindo Hospital.	M-35	8
8	<b>MR-10 To RajwadaVia</b> Sardar Patel International School, Mehak Vatika, Ring Road, Khajrana Sq. (U Turn) Service Road, L.I.G. Link Road, Life Line Hospital, LIG Thana, Patnipura, Malwa Mill, Janjirwala, Indraprast Tower Sq., Geeta Bhawan Sq., Bhakkanwala, Madhumilan, Patel Bridge, Kishanpura Bridge.	M-36	8
Total Buses			54

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS  
(MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

154 Sutra Sewa Buses (Midi Bus on Cluster Basis) 50 Buses)			(Cluster-C of
Sr. No.	Route Name	Route No.	No. Of Buses
1	<b>Bhawarkua to Simrol Via</b> , IT Park, Radha Swami, Limbodi, Tejaji Nagar, Umrikheda, ChokhiDhani, SellCity, IIT, Simrol	M-19	8
2	<b>Bhanwarkua to Kampel Via</b> Holkar Collage, Navlakha Sq. Prakash Nagar, Chitawad, Teen Imli, Palda Naka, Shriram Nagar, Babul Nagar, Udyog Nagar, Prabhu Toll Naka, Shivnagar Sq., Lakhani By Pass, Trenching Ground, Devguradiya Temple, Sanavdiya, Jamniya khurd, Rajdhara, Ujjaini, Mundla, Pivday.	M-23	6
3	<b>Indore Railway Station to Hatod Hospital Via</b> Shastri Bridge, Nehru Park, Rajkumar, Bridge, D.R.P. Line, Chiman Bagh, Nagar Nigam, Lokhande Pul, Ahilya Ashram, Polo Ground, Marimata, Mahesh Guard, New G.D.C., Kila Maidan, Jinsi Sq. Kandilpura, Bada Ganpati, Ramchandra Nagar, Palhar Nagar, Shikshak Nagar, Sukhdev Nagar, Ambikapuri, Aerodrum thana, Bijasan, Super Coridor, Gandhi Nagar, Gommatgiri, Bhairav Baba Mandir, Budhaniya, Khedapati Hanuman Mandir, Hatod Police Station.	M-24	6
4	<b>Indore Railway Station to Mahow Naka Via</b> Sarwate Bus Stand, Christian College, Mission Hospital, Chhawni Sq., Agrasen Sq., Sapna Sangeeta, Tower Sq., Manik Bagh Bridge, Collectorat.	M-26	6
6	<b>Dewas Naka to Sirpur Lake Via</b> Bambay Hospital, Khajrana, Bangali Sq., World Cup Sq. Crystal IT Park, rajiv Gandhi Sq., Choithram Mandi Sq., Vaishali Nagar, Chandan Nagar.	M-27	8
7	<b>Mahow Naka to Bicholi Hapsi Via</b> Balda Colony, Blyabani, Malganj, Narsingh Bazar, Gurudwara, Rajwada, Nagar Nigam, Gandhi Hall, Railway Station, Dawa Bazar, White Church, Pipliyahana Sq., Bangali Sq. Bijli Nagar, Columbia Convent, Bicholi Bypass.	M-28	4
8	<b>Mahow Naka to Impetus Via</b> Balda Colony, Blyabani, Malganj, Narsingh Bazar, Gurudwara, Rajwada, Nagar Nigam, Gandhi Hall, Regal Sq., D.A.V.V., Madhumilan Sq., Dawa Bazar, M.Y. Hospital, White Church, Krishi Collage, Pipliyahana Sq., Scheme No.140, J.M.B. Agrawal Public School, Barsana Garden, Shri Vaishnav Dham, Bypass, Power House, Bicholi Mardana, Shyam Hights, Kalindi Mid Town, Kalindi Bypass.	M-29	6
9	<b>Kabit khedi to Indore Railway Station Via</b> Chandr gupty Sq., Veena Nagar, Mangal Nagar , ITI Sq., Bhagiratpura, Subhash Nagar, Malwa Mill, Neelkamal Talkies, Janjirwala sq., Lantern Sq., SGSITS College, Indore Railway Station	M-30	6
Total Buses			50



**Note:-** Routes once granted to bus operators shall be subject to change at any time with in cluster assigned to the operators during the term of the Contract with mutual consent with bus operators & approval of Aictsl Indore or as per requirement of Atal Indore City Transport Services Limited.

**ANNEXURE-A**

**FORM T1: COVERING LETTER**

Dated : .....

**Managing Director,**  
**Atal Indore City Transport Services Limited,**  
Plot. No. 30- Residency Area, A.B. Road,  
Opp. M.G.M. Medical College, INDORE 452001  
Ph. : +91-731-2499888  
E-mail - info@citybusindore.com

**Re: Advertisement on City Buses on Specified Routes in Indore**

Dear Sir,

Attached to this letter is the authority regarding Power of Attorney appointing me/us as designated person(s) to make these representation for and on behalf of the bidder in respect of the proposal as per RFP bearing number \_\_\_\_\_ dated \_\_\_\_\_ 2019 \_\_\_\_\_ issued by AICTSL \_\_\_\_\_.

For and on behalf of the bidder, I/we confirm:

1. Our offer is in accordance with the terms and conditions of the RFP issued by AICTSL, and we agree to sign the Advertisement Agreement enclosed with the RFP, and we have initialled each page of it to convey our acceptance;
2. That the offer contained in the proposal attached to this letter is a firm offer which will remain open for the proposal validity period referred to in the RFP, including any extension of the proposal validity period as may be agreed by us;
3. That AICTSL may by written notice extend the period of proposal validity period and the proposal attached to this letter and the Bid Security below will remain in full force and be valid for that

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS  
(MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

---

extended period as per provisions of the RFP;

4. That the Bidder accepts the terms and conditions stipulated in RFP for the selection process and undertakes to perform its obligations accordingly; and
5. That attached to this letter is the Bid Security along with all other documents and information as required by the RFP.

Name:

Title:

Date:

**FORM T2: POWER OF ATTORNEY BY THE BIDDER IN FAVOUR OF DESIGNATED PERSON (S) IN CASE THE BIDDER IS NOT A SOLE PROPRIETOR**

Dated -----

**POWER OF ATTORNEY**

**TO WHOMSOEVER IT MAY CONCERN**

Shri ----- (Name of the Person, domiciled at -----

(Address) acting as ----- (Designation and name of the firm/ company), and whose signature is attested below, is hereby authorized on behalf of ----- (Name of bidder) to negotiate and settle terms and conditions, finalize, approve, sign and execute agreements, documents, endorsements, writings, etc. as may be required by AICTSL for "Engagement of Agency for Advertisement on City Buses in Indore in the State of Madhya Pradesh" and is hereby further authorized to sign and file relevant documents in respect of the above.

(Attested signature of Shri----- )

IN WITNESS WHEREOF, we have hereunto set our respective hands this -----

day of ----- 2019 in the presence of the following witnesses:

Witness 1	Witness 2
Signature -----	Signature -----
Name -----	Name -----
Address -----	Address -----

We hereby ratify and confirm that all acts done by our attorney ----- (name of designated person) shall be binding on us as if same had been done by us personally

Signature ----- [signature of authorised signing officer]

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Name ----- [Name of authorised signing officer]

Title ----- [Title of authorised signing officer]

----- [Name and Signature of the firm/Company]

Note:

1. The bidding firm needs to submit separate Power(s) of Attorneys for each designated person.
2. Any change in the designated person(s) should be informed to \_\_\_\_\_ along with a similar Power of Attorney in favour of such person(s).

**FORM T3: INFORMATION ABOUT BIDDER**

Names and roles of all the members of the bidder should be given below:

<b>1. Information about Member(s)</b>
<b>(a) Nature of the Bidding Firm</b>
1. A Sole Proprietorship
2. A Partnership firm
3. A Limited Company or Corporation
4. Limited Liability Partnership
<b>(b) Brief Introduction</b>
Registered Name of Bidder Address
Telephone Fax E-mail
<b>(c) Main Businesses</b>
In India, In Own Country, Internationally
Date of Incorporation
Under Present Management since (Year)
<b>(d) Management</b>
Chairman of Board
Chief Executive Officer
Chief Operating Officer
Role in Consortium
<b>e) List of Shareholders</b>
Name of Shareholders Percentage of Share
<b>2. Information about Designated Person(s)</b>
Name
Position
Telephone Fax E-mail

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**Note:**

1. Particulars should be furnished separately for each member/partner.
2. Organization Chart showing the structure of the organization, including the names of the directors and position of officers shall be attached / submitted.

**FORM T4: PERSONNEL CAPABILITIES**

<b>Sl. No.</b>	<b>Name &amp; Address of Employee</b>	<b>Technical Qualifications</b>	<b>Post held</b>	<b>Date of Employment</b>
1				
2				
3				
4				
5				



**FORM T5: FINANCIAL CAPABILITY STATEMENT**

S.No.	Parameters	FINANCIAL YEAR (Rs. Lakhs)		
		2015-16	2016-17	2017-18
1	Turnover			
2	Total Assets			
3	Current Assets			
4	Total Liabilities			
5	Current Liabilities			
6	Profit before Tax			
7	Profit after Tax			
8	Net Worth*			

**\*Net Worth = Equity Capital + Reserve and Surplus - Revaluation Reserve - Accumulated losses - Intangible assets**

- a. The bidder shall provide self attested copies along with affidavit of its audited financial statements/ income Tax returns and other financial data for the immediately preceding three years. The statement shall include, but not limited to, for immediately preceding three years:
  - i. Audited financial accounts including balance sheet, profit and loss accounts statements
  - ii. Additional information supporting evaluation of the company's financial and legal status, if required.
  - iii. Bidder Should Also attached Turn over & Net Worth Certificate from Chartered Accountant for Last three Years.
  
- b. The information provided shall be detailed enough to demonstrate, and allow evaluation of the bidder's financial capability to fulfil its obligations, if selected as Successful Bidder, if required.

List of bankers along with name and addresses from who references can be obtained.  
Listing of bankers shall be deemed as authorization by the bidders for **AICTSL** to request such references and for bankers to release them to **AICTSL**.

**ANNEXURE-B**

**ADVERTISEMENT AGREEMENT**

This agreement is made and executed at \_\_\_\_ on this [\_\_\_\_\_] of [\_\_\_\_\_] in the year Two Thousand and \_\_\_\_ by and

Between

**Atal Indore City Transport Services Limited**, a **Company** created under Company's Act, 1956 acting through its Managing Plot. No. 30- Residency Area, A.B. Road, Opp. M.G.M. Medical College, INDORE 452001 h. : +91-731-2499888 E-mail - info@citybusindore.com (hereinafter referred to as "**AICTSL**", which expression shall, unless it is excluded by or repugnant to the context, include its successors and permitted assigns),  
OF THE ONE PART

**AND**

[\_\_\_\_\_] a [\_\_\_\_\_] incorporated under the [\_\_\_\_\_] Act, 19\*\*\* [\_\_\_\_\_] acting through [\_\_\_\_\_] having its registered office at [\_\_\_\_\_] (hereinafter referred to as "**the Agency**", which expression shall, unless it is excluded by or repugnant to the context, include its successors and permitted assigns), OF THE OTHER PART;

**WHEREAS**

- A. AICTSL is entrusted with the function of ensuring public bus transport in the city of Indore.
- B. The provision of advertisement on buses shall entail the following: (i) provide the advertisement through an agency(s) selected through a competitive bidding process with the agency(s) being given advertisement rights of the new buses procured by AICTSL and being responsible for display of advertisement on buses, (iii) the agency would be responsible for marketing and procuring advertisement on buses and collection of revenue from advertisement.

- C. AICTSL decided to undertake a competitive bidding process for selecting an advertising agency that would take the advertising rights on 154 city buses in Indore.
- D. Pursuant to the competitive bidding process, AICTSL selected [\_\_\_\_\_], as the “Agency” to enter into and implement this operations agreement with AICTSL.
- E. AICTSL and [\_\_\_\_\_] are hereby entering into this agreement for appointing [\_\_\_\_\_] as the Agency for the Project and vest it with the rights and duties as the Agency for the Project.

**NOW THEREFORE IT IS AGREED AS FOLLOWS:**

**DEFINITIONS AND INTERPRETATION**

**1.1. Definitions**

1. **“Agency”** means \_\_\_\_\_, selected through Competitive bidding process for advertisement on Buses under in accordance with the terms and conditions of the Advertisement Agreement.
  
2. **“Advertisement Agreement”** means this agreement including, without limitation, any and all Schedules hereto which will be entered into between AICTSL and the Successful Bidder through which rights will be granted to the Successful Bidder to provide advertisement on city buses in Indore.
  
3. **“Advertisement Fee”** means the fee to be paid by the Agency to AICTSL per bus per month for the right to advertise on city buses in Indore
  
4. **“Applicable Law”** means all the laws, acts, ordinances, rules, regulations, notifications, guidelines or bye-laws, in force and effect, as of the date hereof and which may be promulgated or brought into force and effect hereinafter in India, including judgments, decrees, injunctions, writs or orders of any court of record, as may be in force and effect during the subsistence of this Agreement and applicable to the Project.

5. "Applicable Clearances" means all clearances, permits, no-objection certifications, exemptions, authorizations, consents and approvals required to be obtained or maintained under Applicable Law, in connection with the Project during the subsistence of the Advertisement Agreement.
6. "Appointed Date" means the date of the Advertisement Agreement.
7. "AICTSL" shall mean Atal Indore City Transport Services Ltd.
8. "Buses" means specified number of new buses that are operated by AICTSL or its selected Agency on the 10 identified routes in Indore
9. "Commercial Operations Date" means the date on which the commercial operations of the advertisement on buses are commenced by the Agency which shall be 15 days signing the Advertisement Agreement
10. "Event of Default" shall have the same meaning as provided in Clause 9 of this Agreement
11. "Force Majeure" or "Force Majeure Event" means circumstances or situations that are unusual occurrences which tend to disrupt normal activities and which are beyond the control of the Party affected by them ("Affected Party") which is not attributable to the other Party and include, but not be limited to the following:
  - a. earthquake, flood, inundation and landslide;
  - b. storm, tempest, hurricane, cyclone, lightning, thunder or other extreme atmosphere disturbances;
  - c. fire caused by reasons not attributable to the Affected Party or any of the employees, representatives or agents appointed by the Affected Party
  - d. acts of terrorism;
  - e. strikes, labour disruptions or any other industrial disturbances not arising on account of the acts or omissions of the Affected Party;

- f. national emergency or declaration of police emergency; and
  - g. war, hostilities (whether declared or not) invasion act of foreign enemy, rebellion, riots, weapon conflict or military actions, civil war, ionising radiation, contamination by radioactivity from nuclear fuel, any nuclear waste, radioactive toxic explosion, volcanic eruptions.
- 12.** “Material Adverse Effect” means a material adverse effect on (a) the ability of the either Party to perform/discharge any of its duties/obligations under and in accordance with the provisions of the Advertisement Agreement for no reason attributable to the other Party and/or (b) the legality, validity, binding nature or enforceability of the Advertisement Agreement.
- 13.** “Material Breach” means a breach by either Party of any of its obligations under the Advertisement Agreement which has or is likely to have a Material Adverse Effect on the continued advertisement on the Buses or implementation of the Project, and which such Party has failed to cure.
- 14.** “Parties” means the parties to the Advertisement Agreement and “Party” means either of them, as the context may admit or require.
- 15.** “Performance Guarantee” shall have the same meaning as provided in Clause 7 of this Agreement
- 16.** “Person” means any individual, corporation, partnership, joint venture, trust, unincorporated organization, government or governmental authority or agency or any other legal entity.
- 17.** “Project” means the project of providing advertisement on the buses, in accordance with the terms and conditions of the Advertisement Agreement.
- 18.** “RFP” means the Request for Proposal document issued by AICTSL, on ----- for the purposes of selecting an Agency for Advertisement on buses on a competitive bidding basis.

19. "Routes" means the routes, as determined by AICTSL, from time to time, on which the Buses would operate as part of the Bus Service.
20. "Successful Bidder" means Person who has been selected by AICTSL pursuant to competitive bidding process pursuant to the RFP.
21. "Taxes and Duties" means all taxes (including road tax, property taxes, Indore Municipal Tax), duties, fees etc. payable under the Applicable Laws in connection with the project.
22. "Term" shall have the same meaning as provided in Clause 3 of this Agreement.
23. "Termination" means the early termination of the Advertisement Agreement pursuant to Termination Notice or otherwise in accordance with the provisions of the Advertisement Agreement but shall not, unless the context otherwise requires, include **expiry** of the Advertisement Agreement from the Appointed Date due to efflux of time in the normal course.
24. "Termination Date" means the date specified in the Termination Notice as the date on which Termination occurs.
25. "Termination Notice" means the notice of Termination by either Party to the other Party, in accordance with the Advertisement Agreement.
26. "Third Party" means any Person other than AICTSL and the Agency.

## 1.2. Interpretation

In this Agreement, unless the context otherwise requires:

1. Words in the singular include the plural and vice-versa.
2. Words importing the masculine gender shall be taken to include the feminine gender and words importing persons shall include any company or association or body of individuals, whether incorporated or not.

3. The heading of these conditions shall not affect the interpretation or construction thereof of the Clause.
  4. Wherever date and period are specified in the Agreement for completing some formalities/ tasks/ documentations etc, the commencement of the period prescribed for the said completion shall be reckoned from the date of dispatch of the communication by AICTSL, even if mentioned otherwise anywhere else.
  5. Reference to any legislation or law or to any provision thereof shall include references to any such law as it may, after the date of this Agreement, from time to time be amended, supplemented or re-enacted.
  6. References to the word "include" or "including" shall be construed without limitation.
  7. References to this Agreement or to any other agreement or deed or other instrument shall be construed as a reference to such agreement, deed, or other instrument as the same may from time to time be amended, varied, supplemented or novated.
  8. The Schedules to this Agreement form part of this Agreement and will be in full force and effect as though they were expressly set out in the body of this Agreement
2. APPOINTMENT OF THE AGENCY
- 2.1. Subject to the Agency undertaking to provide advertisement on buses in accordance with the terms and conditions of this Agreement, AICTSL hereby appoints (on non-exclusive and nontransferable basis) the Agency and the Agency hereby accepts (on non-exclusive and nontransferable basis) its appointment, to advertise on the Fleet in accordance with the terms of this Agreement and subject to Applicable Laws.
  - 2.2. The Agency shall also pay to AICTSL the Advertisement Fee on monthly basis from

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Commercial Operations Date. The Agency shall pay the Advertisement Fee per bus on the following rates:

Type of Bus	Number of Buses	Monthly Advertisement Fee per bus to AICTSL* (in Rs)		
			Total Fee	
			In Figure	In Word
Cluster-A	50	Inside per bus		
		Outside per bus		
Cluster-B	54	Inside per bus		
		Outside per bus		
Cluster-C	50	Inside per bus		
		Outside per bus		

Note :-

1. Starting from handing over the bus/buses to the bidder.
2. Offer should not be linked with the operation of buses, increase & decrease of number of buses or routes.
3. All the Applicable taxes and fees as specified in the M.P. Outdoor advertisement media rule 2017 notification published on 28 march 2017 shall be borne by successful bidder.
- 2.3. The Agency shall have to pay Two months advance monthly fee on or before of Agreement and monthly fee will be paid by Agency not later than the 5<sup>th</sup> day of the next month.
- 2.4. It is agreed and understood by the Parties that in the event the Agency delays in payment of the amounts due to AICTSL under this Agreement, then without prejudice to other rights of AICTSL, AICTSL will be entitled to claim interest @18% per annum on the overdue amounts and in the event such amounts have not been fully paid (with interest) within 30 (thirty) days, then AICTSL shall have the right to en-cash Performance Guarantee at the Agencies risk and costs.



**3. Term**

- 3.1. Period of Contract: The Term of advertisement contract will be for a time period commencing from the Appointed Date and extending till the expiry of 3 (Three years) years from Appointed Date and is renewable for further period and periods of at the discretion of the AICTSL.
- 3.2. Those buses which is introduced between the agreements. The period of these buses will count 3 years rom date of handing over the buses.

**4. COMMENCEMENT OF ADVERTISEMNT ON BUSES**

4.1 The Buses shall be procured by AICTSL and whose advertisement rights will be given by AICTSL to the Agency pursuant to and in accordance with the terms of this Agreement. The advertisement on the Buses shall meet the specifications stipulated in Schedule 1.

4.2 All Buses that are procured shall be registered in the name of AICTSL or its nominee and at no time shall any right, title, or interest over these Buses pass over to the Agency. The Agency shall merely get the right to use such Buses for the sole purpose of implementation of this Project and the Agency will have no other right whatsoever, unless otherwise agreed in writing in advance by AICTSL.

**5. ROLE, RESPONSIBILITIES AND OBLIGATIONS OF THE AGENCY & AICTSL**

- 5.1. The Agency' shall role, responsibilities and obligations relating to the Project are provided herein below:
- i. The Agency is get the advertisement rights of the Buses for the purposes of advertisement on buses and adhere to requirements for the implementation of the Project as provided in this Agreement.
  - ii. The Agency agrees and confirms to cooperate with the third party contractors appointed by AICTSL for the purposes of establishing or operating any equipment, instruments or systems in the Buses or Project Facilities.
  - iii. The Agency undertakes to comply with Applicable Laws in relation to the implementation of the Project and rendering of Bus Service, at all times during the Term of the Advertisement Agreement.

- iv. The Agency shall not tamper or interfere with any equipment, instrument or system including the GPS tracking facilities and CCTV surveillance and any other IT and Bus monitoring devices provided in the Buses and the Project Facilities to enable provision of safer Bus Services to the Passengers.
- v. The Agency shall ensure that all Taxes and Duties are paid in a timely manner and there are no arrears with regard to the Project.
- vi. The Agency shall appoint one or more officers of suitable seniority in rank and tenure to act as the point of contact for AICTSL within the Agency's organization and who would assist in the implementation of the Project and for enabling the resolution of any issues that may arise in the implementation of the Project. It is clarified that information of such officer(s) shall be communicated in writing by the Agency to AICTSL within 15 (fifteen) working days from the Appointed Date.
- vii. The Agency shall provide full assistance and cooperation at its own cost to AICTSL to get all the necessary Applicable Clearances during the Term of this Agreement or any even after the Termination or expiration of the Term of this Agreement. Additionally:
  - a) During the term of this Agreement, the Project shall at all times, subject to and in accordance with the terms hereof, be known and designated, as 'AICTSL' or by such other name, as from time to time may be determined by AICTSL in its sole discretion (hereinafter referred to as the "Brand") and the Agency shall ensure that the Buses always use and display the Brand in the manner prescribed by AICTSL;
  - b) the Agency hereby warrants, covenants and undertakes that at no time, during the term of the Agreement, or post the expiry/termination of this Agreement, for whatever reason, the Agency shall make or be entitled to make any claim to the trade name or the Brand and alike or any part of the name or names under which AICTSL is carrying on the business nor shall the Agency use a part of the style of its business any name(s), the Brand or logo(s), designs, manuals, technical know-how, or sign(s), which is or which are deceptively or confusingly similar to the Brand;

- c) nothing in this Agreement will ever be construed as giving the Agency any right, title or interest in whatsoever in or to the Brand or giving the Agency or others permission to use the same or any colorable imitation thereof in any manner, except in accordance with and during the subsistence of this Agreement or with the prior written approval of AICTSL. The Agency will not use the Brand, as part of its corporate or other formal business name, except as may result as a consequence of the Agency advertising on the buses under the Brand as per this Agreement. The Agency will not register or attempt to register the Brand in any state, nation or political subdivision thereof. The use by the Agency of the Brand outside the scope of this Agreement, without AICTSL's prior written consent, will be an infringement and/or passing off of AICTSL's right, title and interest in and to the Brand, and the Agency expressly covenants that during the term of this Agreement, and after the expiration or termination thereof, the Agency will not, directly or indirectly, commit an act of infringement or passing off or contest or aid in contesting the validity or ownership of the Brand, or take any other action in derogation thereof; and
- d) The Agency shall be responsible for the advertising, promotion and marketing of the Project including publicity material, poster, brochure, leaflet, press release, hoarding and any other promotional material. The Agency shall also be solely responsible for all cost, monetary or other, related to any advertisement, publicity material, poster, brochure, leaflet, press release and stationery item, including production, designing and releasing costs. All advertising and promotion and any other marketing activity conducted by the Agency in any manner or medium shall conform to such standards and requirements as are specified and approved in writing in advance by AICTSL.
- viii. The Agency undertakes to provide at its own cost any and all equipment, consumable, machine or material that is required for providing advertisement on buses.
- ix. The Agency shall be solely and exclusively responsible for all such employees, workmen, personnel and staff employed for the purposes of implementing the Project.
- x. The Agency undertakes that no such workmen, personnel and staff shall be involved in the Project unless such workmen, personnel and staff is certified by AICTSL.

xi. The Agency shall provide a summary of all the complaints and the written responses received on a monthly basis to AICTSL, AICTSL shall review the complaints received and the written responses with the course of action taken by the Agency. In the event that course of action that has been taken by the Agency is not appropriate, AICTSL shall direct the Agency to take a suitable action.

5.2. AICTSL agrees to observe, comply and perform the following:

- i. AICTSL shall procure Buses for the purposes of the implementation of the Bus Services and give the rights of advertisement to the Agency as per this Agreement;
- ii. AICTSL shall appoint one or more officers of suitable seniority in rank and tenure to act as the point of contact for the Agency within 44 AICTSL's organization and who would assist in the implementation of the Project and for enabling the resolution of any issues that may arise in the implementation of the Project;
- iii. AICTSL shall conduct regular inspections at any time during the Term of the Agreement of the Buses; and
- iv. AICTSL shall obtain all Applicable Clearances that may be required, from time to time, for enabling the Agency to provide advertisement on buses. All the Applicable Clearances so obtained shall be kept in full force and effect for the relevant period during which the Agency is implementing the Project. Provided, however, all such Applicable Clearances shall be procured in the name of AICTSL or its nominee and not transferred or assigned to the Agency at any stage during the subsistence of this Agreement. AICTSL will be entitled to immediately recover the costs incurred for securing Applicable Clearances (and keeping such Applicable Clearances valid during the Term), from the Agency.

## **6. PENALTIES**

6.1 AICTSL shall verify compliance of all parameters, requirements, obligations and responsibilities enforceable against the Agency by virtue of the provisions of the Advertisement Agreement. The Agency shall allow AICTSL representatives, personnel and contractors of AICTSL, complete access to the Agency's facilities (including equipment, material, personnel) to enable AICTSL to inspect, audit and monitor the performance of the Agency. If the Agency is in default of the provisions of Schedule 1, then AICTSL shall impose the applicable penalties as stipulated in Schedule 3 till such time as the default has been cured to the satisfaction of AICTSL. If the Agency does not rectify the default within the stipulated cure period or if the default is of a nature that is not capable of rectification, it shall be treated, as a Material Breach and AICTSL shall have the right to terminate the Advertisement Agreement in accordance with the terms hereof.

6.2. The procedure for payment and collection of penalties shall be as follows:

- (i) AICTSL will prepare and will send to the Agency a written notice imposing the penalties, as and when the circumstances so arise, together with an explanation of the facts identified that have led to the imposition of the penalties.
- (ii) AICTSL shall immediately recover all penalties imposed from the Agency and shall issue a receipt to the Agency in this regard, in the manner provided in this Agreement.
- (iii) In the event that the Agency has any objection, it will report directly to mechanisms of dispute resolution of the Advertisement Agreement. Provided, however, that the Agency agrees that the recourse of dispute resolution mechanism or any other grievance mechanism will not prevent, AICTSL from immediately recovering the penalty from the Agency by AICTSL, but it will be understood that if the imposition of penalty by AICTSL is defeated, it will refund to the Agency the penalty amount which will be accrued from the moment that the fact or circumstance that caused the penalty has occurred until the date of effective payment.
- (iv) In any event, the imposition and adjustment of such penalties from amounts payable to the Agency will not relieve the Agency of its obligation of full compliance with the responsibilities and liabilities that arise from the Advertisement Agreement.

## **7. PERFORMANCE GUARANTEE**

7.1. The Successful Bidder shall be required to furnish an irrevocable and unconditional Performance Guarantee in the form of a bank guarantee from a scheduled bank of equal amount of three months bill amount (as per rate quoted by Agency \* Sutra Sewa Buses (Midi Bus on Cluster Basis) \* three months) on or before the date of signing the Advertisement Agreement. The Bid Security of a Successful Bidder shall be discharged only after the Successful Bidder furnishes the Performance Guarantee. The Successful Bidder's Bid Security shall not be adjusted against the Performance Guarantee. The Performance Guarantee shall remain valid for the entire Term of the Advertisement Agreement.

(hereinafter referred to as the "Performance Guarantee"), in the form set forth in Schedule 2 of this Agreement.

7.2. The Performance Guarantee shall be kept valid for the entire Term of this Agreement. The Performance Guarantee shall be appropriated and encashed by AICTSL in the event of any loss, damage or claim suffered by AICTSL due to breach of terms and conditions of this Agreement by the Agency, including Material Breach of this Agreement being committed by the Agency.

7.3. The Performance Guarantee shall be returned to the Agency after a maximum of 6 (six) months following the expiration of the Term, pursuant to adjustment of any damages, losses or claims suffered by AICTSL, if any.

## **8. FORCE MAJEURE AND CHANGE IN LAW**

### **8.1. Notice of Force Majeure Event**

(a) As soon as practicable and in any case within seven (7) days of the date of occurrence of a Force Majeure Event or the date of knowledge thereof, the Affected Party shall notify the other Party of the same setting out, inter alia, the following in reasonable detail:

- (i) the nature and extent of the Force Majeure Event;
- (ii) the estimated duration of the Force Majeure Event;

- (iii) the nature of and the extent to which, performance or any of its obligations under the Advertisement Agreement is affected by the Force Majeure Event;
  - (iv) the measures which the Affected Party has taken or proposes to take to alleviate / mitigate the impact of the Force Majeure Event and to resume performances of such of its obligations affected thereby; and
  - (v) any other relevant information concerning the Force Majeure Event, and / or the rights and obligations of the Parties under the Advertisement Agreement.
  
- (b) As soon as practicable and in any case within five (5) days of notification by the Affected Party in accordance with the preceding Sub-Clause (a), the Parties shall meet, hold discussions in good faith and where necessary conduct physical inspection / survey of the Project Facilities and Buses in order to:
  - (i) assess the impact of the underlying Force Majeure Even;
  - (ii) to determine the likely duration of Force Majeure period; and
  - (iii) to formulate damage mitigation measures and steps to be undertaken by the Parties for resumption of obligations the performance of which shall have been affected by the underlying Force Majeure Event.
  - (iv) The Affected Party shall during the Force Majeure period provide to the other Party regular (not less than weekly) reports concerning the matters set out in the preceding Sub-Clause (b) as also any information, details or document, which the other Party may reasonably require.

## 8.2. Performance of Obligations

If the Affected Party is wholly or partially unable to perform any of its obligations under the Advertisement Agreement because of a Force Majeure Event, it shall be excused from performance of such obligation to the extent it is unable to perform the same on account of such Force Majeure Event provided that:

- (a) due notice of the Force Majeure Event has been given as required by the preceding Clause 8.1:
- (b) the excuse from performance shall be of no greater scope and of no longer duration than is necessitated by the Force Majeure Event;
- (c) the Affected Party has taken all reasonable efforts to avoid, prevent, mitigate and limit damage, if any, cause or is likely to be caused to the Buses as a result of the Force Majeure Event and to restore the Buses to their original state (normal wear and tear excepted);
- (d) when the Affected Party is able to resume performance of its obligations under the Advertisement Agreement, it shall give to the other Party written notice to that effect and shall promptly resume performance of its obligations hereunder the non-issue of such notice being no excuse for any delay for resuming such performance;
- (e) the Affected Party shall continue to perform such of its obligations which are not affected by the Force Majeure Event and which are capable of being performed in accordance with the Agreement;
- (f) Any insurance proceeds received shall be entirely applied to repair, replace or restore the assets damaged on account of the Force Majeure.

## 8.3. Termination due to Force Majeure Event

- (a) If a Force Majeure Event continues or is in the reasonable judgment of the Parties likely to continue beyond a period of 120 consecutive days, the Parties may mutually decide to terminate the Advertisement Agreement or continue the Advertisement Agreement on mutually agreed revised terms. If the Parties are unable to reach an agreement in this regard, either Party shall after the expiry of



the said period of 120 consecutive days, be entitled to terminate the Advertisement Agreement by giving written notice to the other Party.

- (b) If the Party having the right to do so decides to terminate the Advertisement Agreement pursuant to the preceding sub-clause 12.3(a), it shall issue Termination Notice setting out: -
- (i) in sufficient detail the underlying Force Majeure Event;
  - (ii) the Termination Date which shall be a date occurring not earlier than 60 days from the date of Termination Notice;
  - (iii) the estimated termination payment including the details of computation thereof; and
  - (iv) Any other relevant information.
- (c) Following issue of Termination Notice by either Party, the Parties shall promptly take all such steps as may be necessary or required to ensure that:
- (i) the termination payment, if any, payable by AICTSL in accordance with the following Clause (d) is paid to Agency on the Termination Date; and
  - (ii) the Agency shall hand over to AICTSL possession of all the Project Facilities and Buses on the Termination Date free from all Encumbrances.
- (d) Upon Termination of the Advertisement Agreement due to a Force Majeure Event, AICTSL shall pay to Agency Termination payment to the Agency in the following manner:
- (e) Upon Termination of this Agreement due to the Force Majeure Event AICTSL shall pay to Agency Termination Payment equivalent to Performance Guarantee, net of all dues, actually deposited by the Agency.

8.4. Liability for other losses, damages etc.

Save and except as expressly provided in this **Clause 8**, neither Party hereto shall be liable in any manner whatsoever to the other Party in respect of any loss, damage cost, expense, claims, demands and proceedings relating to or arising out of occurrence or existence of any Force Majeure Event.

**9. EVENTS OF DEFAULT**

9.1. Event of Default means an Agency Event of Default and/or AICTSL Event of Default, as the context may admit or require.

9.2. The Agency Event of Default means any of the following events unless such an event has occurred as a consequence of a Force Majeure Event ("Agency Event of Default"):

- (i) The Agency is in/commits a Material Breach of the Advertisement Agreement,
- (ii) the Agency, any of its creditors or any other eligible party files for the Agency's liquidation, winding up, receivership, reorganization, compulsory composition or dissolution in case of such a proceeding by a creditor or any other eligible party and such filing is not revoked or discharged within 90 (ninety) days from such filing,
- (iii) levy of an execution or restraint on the Agency's assets which has or is likely to have Material Adverse Effect and such execution or restraint remaining in force for a period exceeding 60 (sixty) days,
- (iv) amalgamation of the Agency with any other company or reconstruction/restructuring or transfer of the whole or part of the Agency's undertaking (other than transfer of assets in the ordinary course of business) without AICTSL's prior written approval; provided, if the amalgamated entity, reconstructed/restructured entity or the transferee, as the case may be, has the financial and technical ability demonstrated to the satisfaction of AICTSL, to undertake, perform/dischage the obligations of the Agency under the Advertisement Agreement, AICTSL shall not unreasonably withhold the necessary approval,.
- (v) the Agency repudiates the Advertisement Agreement or otherwise takes any action or evidences or conveys an intention not to be bound by the Advertisement Agreement,
- (vi) the Agency has delayed payments that has fallen due under the Advertisement

Agreement beyond the specified time period 30 (thirty) days of the due date,

- (vii) The Agency is adjudged bankrupt or insolvent,
- (viii) The Agency does not attend to or abandons the Project for a consecutive period of 90 (ninety) Business Days other than in a Force Majeure Event; or
- (ix) The Agency is in breach of the terms and conditions of the Agreement.

9.3. AICTSL Event of Default means any of the following events unless such an event has occurred as a consequence of a Force Majeure Event ("AICTSL Event of Default"):

AICTSL is in Material Breach of its obligations under the Advertisement Agreement,  
or

Any representation made by AICTSL under the Advertisement Agreement is found to be false or misleading.

#### 9.4. Rights of Parties

- (i) Upon the occurrence of the Agency Event of Default which is not remedied after following the procedure set out in **Clause 9.6 and/or 9.8** (as the case may be), AICTSL shall without prejudice to any other rights and remedies available to it under the Advertisement Agreement or law be entitled to terminate the Advertisement Agreement pursuant to **Clause 10**.
- (ii) Upon the occurrence of AICTSL Event of Default which is not remedied after following the procedure set out in **Clause 9.6 and/or 9.8** (as the case may be) to the extent applicable, the Agency shall without prejudice to any other rights and remedies available to it under the Advertisement Agreement be entitled to terminate the Advertisement Agreement pursuant to **Clause 10**.
- (iii) Provided that before proceeding to terminate the Advertisement Agreement, the Party entitled to do so shall give due consideration and shall have due regard to the nature of the underlying Event of Default, its implication on the performance of the respective obligations of Parties under the Advertisement Agreement and the circumstances in which the same has occurred.

### **9.5.Consultation Notice**

Either Party exercising its right under Clause 10.4 shall first issue to the other Party a notice in writing specifying in reasonable detail the underlying Event of Default(s) and proposing consultation amongst the Parties to consider possible measures of curing or otherwise dealing with the underlying Event of Default (“**Consultation Notice**”). The Party committing the Event of Default that gives rise to the Consultation Notice can cure the relevant Event of Default within 90 days of receiving Consultation Notice.

### **9.6.Remedial Process**

Following the issue of Consultation Notice by either Party, within a period not exceeding 90 days or such extended period as they may agree the Parties shall endeavor to arrive at an agreement as to the manner of rectifying or remedying the underlying Event of Default (“**Remedial Period**”). Without prejudice to this, if the underlying event is a Agency Event of Default, the Parties shall endeavor to arrive at an agreement as to one or more of the following measures and/or such other measures as may be considered appropriate by them in the attendant circumstances:

- (a) The change of management or control/ownership of the Agency.
- (b) The replacement of the Agency by a new Agency (“Substitute Entity”) under this **Clause 9.6(b)** on terms no less favorable than those contained in the Advertisement Agreement. The specific terms and conditions on which the Substitute Entity would be appointed shall include:
  - (i) the criteria for selection of the Successful Bidder as provided in RFP,
  - (ii) the transfer of rights and obligations of the Agency surviving under the Advertisement Agreement to the Substitute Entity,
  - (iii) assumption by the Substitute Entity of the outstanding obligations of the Agency,
  - (iv) Assumption by Substitute Entity of any amounts due to AICTSL from the Agency under the Advertisement Agreement, and substitute Entity providing fresh Performance Guarantee.

9.7.Obligations during Remedial Period

During the Remedial Period, the Parties shall continue to perform their respective obligations under the Advertisement Agreement which can be performed, failing which the Party in breach shall compensate the other Party for any loss or damage occasioned or suffered on account of the underlying failure/breach.

9.8.Revocation of Consultation Notice

If during the Remedial Period the underlying Event of Default is cured or waived or the Parties agree upon any of the measures set out in **Clause 9.6**, the Consultation Notice shall be withdrawn by the Party who has issued the same and the Event of Default shall not lead to Termination of the Advertisement Agreement, unless otherwise agreed by AICTSL in its sole and absolute discretion.

9.9.Termination Due to Events of Default

If before the expiry of the Remedial Period, the underlying Event of Default is neither cured nor waived nor the Parties have not agreed upon any of the measures in accordance with **Clause 9.6** the Party who has issued the Consultation Notice shall have the right to terminate the Advertisement Agreement, in which event, the provisions of **Clause 10** shall, to the extent expressly made applicable, apply.

9.10. Time period available to Agency for Remediation and Replacement

The total time period available for the Agency for remediation under **Clause 9.6** shall not exceed 365 days from the date of remediation notice unless agreed otherwise by AICTSL.

**10. TERMINATION AND EXPIRY OF AGREEMENT**

**10.1. Termination Procedure**

The Party entitled to terminate the Advertisement Agreement (which would occur only after following the process stipulated above) either on account of a Force Majeure Event or on account of an Event of Default shall do so by issue of a notice in writing ("**Termination Notice**") to the other Party. The Termination Notice shall be of not less than 60 (sixty) days and not ordinarily be more than 90 (ninety) days ("**Termination Period**") and at the expiry of the Termination Period, the Advertisement Agreement shall stand terminated.

**10.2. Obligations during Termination Period**

During Termination Period, the Parties shall continue to perform such of their respective obligations under the Advertisement Agreement which are capable of being performed.

**10.3. Requisition for Information**

Upon issue or receipt, as the case may be, of the Termination Notice either as a consequence of a Force Majeure Event or as a consequence of an Event of Default, AICTSL shall by a notice in writing ("**Requisition**") call upon the Agency to furnish the following information to AICTSL to enable AICTSL to estimate the outstanding liabilities/assets of the Agency:

- (a) The particulars of all the major contracts in relation to the various aspects of the implementation of the Project;
- (c) The particulars of the entire loan and other financing documents entered into with respect to the Project
- (d) Data or records (to be specified by AICTSL) regarding the execution of the Project;
- (e) Any other information or records (to be specified by AICTSL) regarding Agency and/or the transferees and its/their business, assets and liabilities.

The Agency shall within a period of 60 (sixty) days of receipt of Requisition furnish the particulars called for by AICTSL.

#### Consequences of Termination

(a) Transfer of Assets

(i) On the Termination Date, the Agency shall subject to the provisions of the Advertisement Agreement:

(a) In the event of termination of the Advertisement Agreement, in the event that AICTSL so desires, in the interest of keeping the Bus Services provided by Agency running during their transition to AICTSL, the Agency and AICTSL will meet no later than once every fortnight to evolve and activate a transition plan to continue advertisement on the buses. This arrangement will continue for a period of no longer than 180 days after the termination by AICTSL.

(b) Transfer all its rights, titles and interest related to the Project to AICTSL or its nominated agency and execute such deeds and documents as may be necessary for the purpose and complete all legal or other formalities required in this regard.

It is clarified that the liabilities of the Agency, including without limitation liabilities relating to labour and personnel related obligations of the Agency and the Persons claiming through or under the Agency shall not be taken over by AICTSL or its nominated agency. All such labour and employees shall continue to be the responsibility of the Agency/such Persons even after the expiry of the Term and they shall have no claim to any type of employment or compensation from AICTSL or AICTSL's nominated agency.

(b) Project Agreements

The Agency shall at the cost of AICTSL or its nominated agency transfer/assign such of the Project agreements which (i) are valid and subsisting, (ii) capable of being transferred/assigned, (iii) AICTSL or its nominated agency has chosen to take over in its

favour. The Agency shall entirely, at its cost, terminate all such Project agreements which are not transferred/ assigned to AICTSL or its nominated agency.

(c) Transfer Costs

- (i) The advertisement rights shall be transferred to AICTSL or its nominated agency.
- (ii) Agency shall be responsible for the costs and expenses, including stamp duties, taxes, legal fees and expenses incurred in connection with the transfer of the rights in relation to the Project by the Agency to AICTSL or its nominated agency.

10.5. Termination Payments

- (i) Upon Termination of the Agreement (in accordance with the provisions of Clause 13 and 14 of the Agreement) on account of Agency Event of Default, without prejudice to other rights and remedies available to AICTSL, AICTSL shall have the right to enforce/encash the Performance Guarantee.

10.6. Accrued Rights of Parties

Notwithstanding anything to the contrary contained in the Advertisement Agreement, any termination of the Advertisement Agreement shall be without prejudice to accrued rights of either Party including its right to claim and recover money damages and other rights and remedies which it may have in law or contract. The rights and obligations of either Party under the Advertisement Agreement, including without limitation those relating to the termination payment, shall survive the Termination but only to the extent such survival is necessary for giving effect to such rights and obligations.

**11. INDEMNITY**

11.1. Indemnity by the Agency

Without prejudice to the generality of **Clause 11.4**, the Agency shall

indemnify and hold AICTSL harmless, from any and all claims, liabilities, costs, damages



and expenses of every kind and nature in respect of the sickness, injury or death of any person employed directly or indirectly by the Agency or any subcontractor and their respective employees and damage to or destruction of any property or equipment of the Agency or its subcontractors and their respective employees arising during or as a result of the performances or non-performance of the Advertisement Agreement from any cause whatsoever provided that this clause shall not apply to injury, death, damage or destruction to the extent caused by the negligence, default or omission of AICTSL or its employees.

**11.2. Indemnity - Third Party**

Without prejudice to the generality of **Clause 11.4**, the Agency shall indemnify and hold AICTSL harmless from any and all claims, liabilities, costs, damages, and expenses of every kind and nature in respect of the sickness, injury or death of any third party/Person and the damage to or destruction of any property of any third Person arising directly or indirectly as a result of any negligence, default or omission of the Agency or its employees or/and agents.

**11.3. Non-Compliance with Laws**

Without prejudice to the generality of **Clause 11.4**, the Agency shall indemnify and hold AICTSL harmless from any fines, penalties and similar charges which may be attributed to or imposed or assessed against AICTSL by reason of the failure of the Agency to comply fully with all clearances save to the extent such failure was caused by the negligence, default or omission of AICTSL or its employees and/or agents.

**11.4. General Indemnity**

Subject to the exclusions and limitations of liability in this clause, the Agency shall indemnify and hold AICTSL harmless for and against any and all claims, liabilities, costs, damages and expenses of whatsoever nature howsoever incurred by AICTSL arising whether directly or indirectly as a result of the breach by the Agency of any of the Agency's obligations under the Advertisement Agreement save to the extent such claims, liabilities, costs, damages and expenses were caused by the negligence, default or omission of AICTSL or its employees and/or agents.

Notwithstanding the occurrence of the Termination Date, the Agency shall indemnify and hold AICTSL harmless for and against any and all claims, liabilities, costs, damages and expenses of whatsoever nature incurred by AICTSL under **Clause 11.4** of the Agreement

## **12. DISPUTE RESOLUTION PROCEDURE**

If any dispute or difference or claims of any kind arises between the Parties in connection with construction, interpretation or application of any terms and conditions or any matter or thing in any way connected with or in connection with or arising out of the Advertisement Agreement, or the rights, duties or liabilities of any Party under the Advertisement Agreement, whether before or after the termination of the Advertisement Agreement, then the Parties shall meet together promptly, at the request of any Party, in an effort to resolve such dispute, difference or claim by discussion between them.

In the event the dispute or difference or claim, as the case may be, is not resolved, as evidenced by the signing of the written terms of settlement by the Parties, within 30 (thirty) days of reference for amicable settlement, the same shall be brought to the notice of **Managing Director**, AICTSL whose decision in this regard shall be final and binding on both the Parties.

## **13. GOVERNING LAW & JURISDICTION**

The Advertisement Agreement shall be construed and interpreted in accordance with and governed by the laws of India, only the courts in Indore shall have jurisdiction to try all disputes and matters arising out of an under the Advertisement Agreement.

## **14. SCHEDULES**

All schedules and other explanatory details attached to this Agreement shall be deemed to be a part of this Agreement.

## 15. NOTICES

Unless otherwise stated, notices to be given under this Agreement including but not limited to a notice of waiver of Term, breach of any term of this Agreement and termination of this Agreement, shall be in writing and shall be given by hand delivery/recognized international courier, mail, telex or facsimile and delivered or transmitted to the parties at their respective addresses set forth below:

To AICTSL :

**Managing Director,**  
**Atal Indore City Transport Services Ltd.,**  
Plot. No. 30- Residency Area, A.B. Road,  
Opp. M.G.M. Medical College, INDORE 452001  
Ph. : +91-731-2499888  
E-mail - info@citybusindore.com

To the Agency:

or at such address, telex number, or facsimile number as may be duly notified by the respective Parties from time to time.

All notices under this Agreement shall be in English.

## 16. COUNTERPARTS

This Agreement may be executed in two counterparts, each of which when executed and delivered shall constitute an original of this Agreement but shall together constitute one and only one Agreement.

## 17. ASSIGNMENT

- (a) Subject to Sub-Clause (b) below, no assignment of this Agreement or any rights or duties hereunder shall be made in whole or in part by any Party without the written consent of the other Party and in the event of any assignment the assignee shall assume the duties and liabilities of the assignor.

- (b) The Parties hereby agrees that Agency does not have any right, title or interest over the Buses the advertisement rights for which have been given by AICTSL or procured for and on behalf of AICTSL.
- (c) The Agency cannot create any form of Encumbrance in favour of any third party on the following:
  - (i) On any Buses provided by AICTSL;
  - (ii) On any asset in relation to the Project that has been procured for and on behalf of AICTSL; and

#### **18. NO PARTNERSHIP**

Nothing herein contained shall be construed to constitute a partnership between AICTSL and Agency, or to constitute either party as the agent of the other and neither party shall hold itself out as such.

#### **19. SEVERABILITY**

- (a) If for any reason whatever any provision of this Agreement is or becomes invalid, illegal or unenforceable or is declared by any court of competent jurisdiction or any other instrumentality to be invalid, illegal or unenforceable, such invalidity, illegality or unenforceability shall not prejudice or affect the remaining provisions of this Agreement which shall continue in full force and effect.
- (b) The Parties will negotiate in good faith with a view to agreeing upon one or more provisions which may be substituted, as nearly as is practicable, to such invalid, illegal and unenforceable provision.

Provided failure to agree upon any such provisions shall not be subject to the dispute resolution procedure under this Agreement or otherwise.

## **20. REPRESENTATION AND WARRANTIES**

### **20.1. Representation and Warranties of AICTSL**

AICTSL hereby represents, assures, confirms and undertakes to the Agency as follows:

- (a) That it is duly incorporated under the laws of India and has the power to conduct its business as presently conducted and to enter into this Agreement;
- (b) That it has full power, capacity to execute, deliver and perform this Agreement and has taken all necessary Applicable Clearances and followed all the procedure required to authorise the execution, delivery and performance of this Agreement;
- (c) Nothing in this Agreement conflicts with its constitutional mandate, or any law or any other agreement, understanding or arrangement or any judgment, decree or order or any statute, rule or regulation applicable to it; and

### **Representation and Warranties of Agency**

Agency hereby represents, assures, confirms and undertakes to AICTSL as follows:

- (a) That it is duly incorporated under the laws of India and has the power to conduct its business as presently conducted and to enter into this Agreement;
- (b) That it has full power, capacity to execute, deliver and perform this Agreement and has taken all necessary Applicable Clearances (corporate, statutory or otherwise) to authorise the execution, delivery and performance of this Agreement;
- (c) The each of its employees, workmen, personnel and staff (including sub-contractor) assigned to perform services as enshrined in this Agreement shall have proper skill, training and background for his/her level of competence so as to be able to perform and fulfill his/her responsibilities in a competent and professional manner. Further, all remuneration, salary, costs and expenses of such employees, workmen, personnel and staff shall be borne solely by the Agency;

(d) Nothing in this Agreement conflicts with its memorandum and articles of association or any other agreement, understanding or arrangement or any judgment, decree or order or any statute, rule or regulation applicable to it; and

(e) This Agreement will be valid, legal and binding against it under the Indian Law.

## **21. MISCELLANEOUS**

### **21.1. Amendments**

No amendment or modification or waiver of any provision of this Agreement, nor consent to any departure by any of the Parties there from, shall in any event be valid and effective unless the same is in writing and signed by the Parties or their duly authorised representative especially empowered in this behalf and then such waiver or consent shall be effective only in the specific instance and for the specific purpose for which it is given.

### **21.2. Language**

The language of this Agreement is English. All notices, correspondence, Project Agreements, documentation, Specifications and Standards, data, test reports, certificates and information in respect of this Agreement shall be in the English language. All other written and printed matter, communications, documentation, proceedings and notices etc. pursuant or relevant to this Agreement shall be in the English language.

### **21.3. Exclusion of Implied Warranties etc.**

This Agreement expressly excludes any warranty, condition or other undertaking implied at law or by custom or otherwise arising out of any other agreement between the Parties or any representation by any Party not contained in a binding legal agreement executed by the Parties.

### **21.4. Further Assurances**

At all times after the date hereof the Parties shall execute all such documents and do such acts, deeds and things as may reasonably be required for the purpose of giving full effect to this Agreement.

**22. COMPLIANCE OF STATUTORY /LABOUR LAWS/TAXES**

- 1.1** The Licensee shall comply with all the provisions of statutory laws, Labor Laws regulation in force including but not limited to the Contract Labor (Regulation & Abolition) Act, 1976, any subsequent amendment thereof and the rules made there under. Licensee will indemnify the AICTSL for any loss and damages suffered due to violation of its provision.
- 1.2** "Taxes and Duties" means all taxes (including road tax, RTO tax and permission fee, property taxes, Indore Municipal tax ) duties, fees etc. payable under the Applicable Laws in connection with the project.
- 1.3** For removal of doubts, it is hereby clarify that for the purpose of this clause "all dues regarding taxes" includes all taxes levied or to be levied by the Central Government, State Government, Local bodies any other Government agency or private individuals and such taxes will be payable by the licensee. The list given in the clause is an illustrative list and not the exhaustive list which also includes vat tax works contracts tax etc.
- 1.4** The Licensee shall bear the GST as may be applicable from time to time.
- 1.5** The provisions of all applicable tax and fees regulations as per M.P. Government Advertisement policy published on 28 march 2017 borne by successful bidder.
- 1.6** Licensee will have to submit every month Employee Provident Fund Challan and ECR , attendance of those employee are working in this project to AICTSL.
- 1.7** Licensee will have to submit every month Employee State Corporation Insurance (ESIC) Challan and ECR , attendance of those employee are working in this project to AICTSL.

**IN WITNESS WHEREOF** the Parties have executed and delivered this Agreement by their duly authorised representative on the date first above written:

**SIGNED ON BEHALF OF AICTSL**

**SIGNED ON BEHALF OF**

\_\_\_\_\_(Signature)

**Agency** by the hand of its

\_\_\_\_\_(Name)

authorized representative

\_\_\_\_\_(Designation)

\_\_\_\_\_(Signature)

\_\_\_\_\_(Name)

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS  
(MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

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\_\_\_\_\_ (Designation)



**ANNEXURE-C**

**FINANCIAL PROPOSAL FORMAT**

To,

Managing Director, AICTSL  
 Plot. No. 30- Residency Area, A.B. Road,  
 Opp. M.G.M. Medical College, INDORE 452001  
 Ph. : +91-731-2499888  
 E-mail - info@citybusindore.com

**Sub: Engagement of Agency for Advertisement on Sutra Sewa Buses (Midi Bus on Cluster Basis) in Indore in the State of Madhya Pradesh**

Being duly authorized to represent and act on behalf ----- and having reviewed and fully understood all requirements of bid submission provided in the RFP document and subsequent clarifications provided in relation to project, I/ we hereby provide our financial proposal.

I have read the entire RFP including all the general conditions, Advertisement Agreement etc. in detail and on the basis of my full study of the above mentioned document/s and the conditions, I undertake to advertise on the sutra sewa buses on various routes in accordance with the terms and conditions as provided in the above mentioned document/s and undertake to pay AICTSL a monthly advertisement fee per bus as below:

Type of Bus	Number of Buses	Monthly Advertisement Fee per bus to AICTSL* (in Rs)		
			Total Fee	
			In Figure	In Word
Cluster-A	50	Inside per bus		
		Outside per bus		
Cluster-B	54	Inside per bus		
		Outside per bus		
Cluster-C	50	Inside per bus		
		Outside per bus		

**Note :-**

1. Starting from handing over the bus/buses to the successful bidder.
2. Offer should not be linked with the operation of buses, increase & decrease of number of buses or routes.
3. All the Applicable taxes and fees as specified in the M.P. Outdoor advertisement media rule 2017, notification published on 28 march 2017 shall be borne by successful bidder.
4. The financial bid will be opened only for technically qualified bidders.
5. The financial bid for the bidder will be accepted based on the total highest fee (bid) amount quoted individually for each type of bus

**TENDER FOR ENGAGEMENT OF AGENCY FOR ADVERTISEMENT RIGHTS ON 154 SUTRA SEWA BUS  
(MIDI BUS ON CLUSTER BASIS) OF AICTSL IN THE STATE OF MADHYA PRADESH**

---

**NAME OF BIDDER:**

**SIGNATURE OF THE AUTHORISED PERSON**

**SEAL:**

**ADDRESS AND CONTACT NUMBER:**

**ANNEXURE-D**

**BUS ADVERTISING LAYOUT**

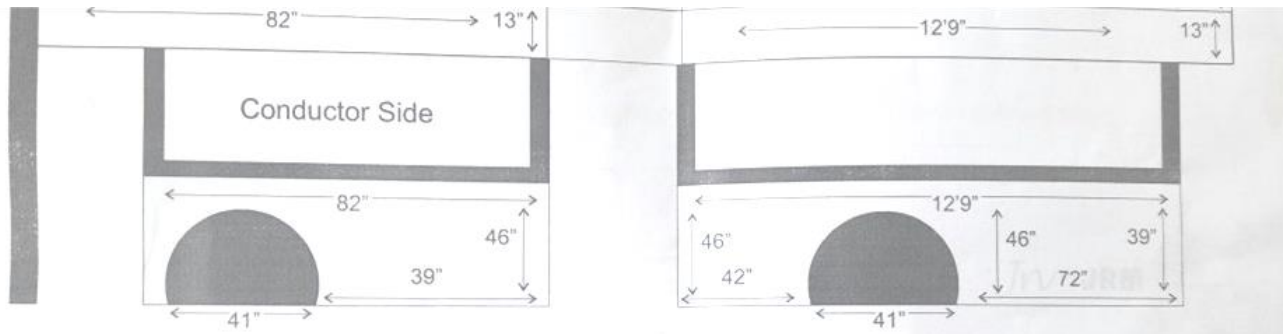
- **Sutra Sewa Buses (Midi Bus on Cluster Basis) inside and outside both**



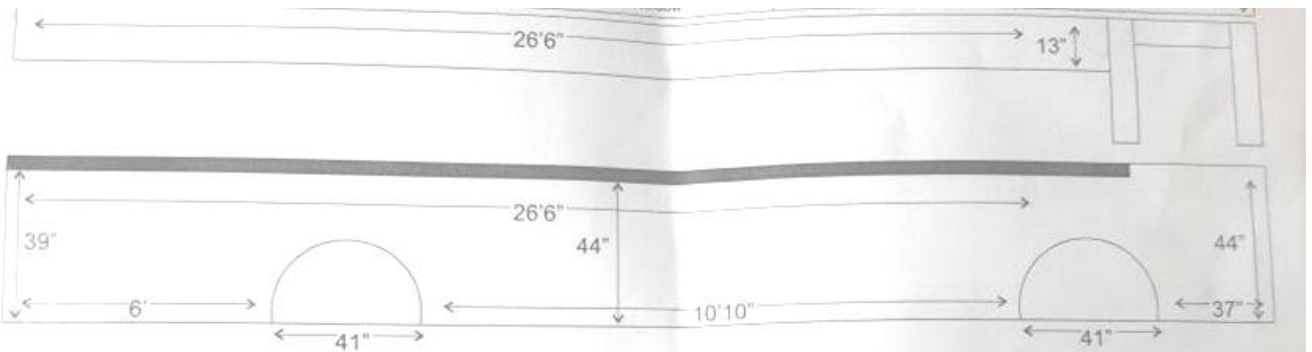
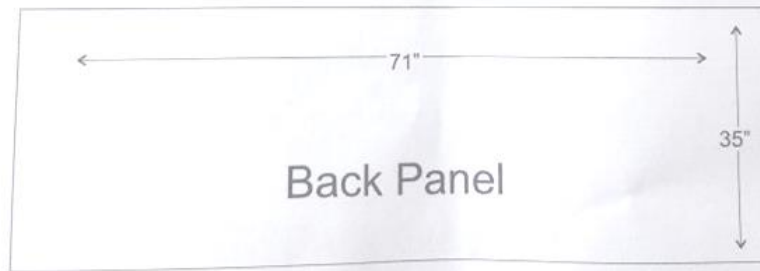
**Allowing the Advertisement to appear on yellow mark.**

**Bus advertising layout**

MiDi bus



**CONDUCTOR SIDE**



**DRIVER SIDE**

