

CORRIGENDUM-1

A corrigendum and Addendum have been approved for Pre-Bid Clarification and extension of the last date for the submission of Proposals (RFP) for “Exclusive advertisement Rights of the Interior and Exterior portion of the Buses under CRUT for a period of (3+2) years.”

Tender No: 424/CRUT on Dated: 05/03/2025

| Sr. No | RFP Clause No | RFP Clause | | | Revised Clause | | |
|--------|---------------------------------|------------|---|-------------------------|----------------|---|-------------------------|
| | | Sr. No | Particulars | Details | Sr. No | Particulars | Details |
| 1. | 2. Bid Data Sheet Page No.6 & 7 | 8. | Last date for receipt of Technical and financial proposals (Through Speed Post /Registered Post / Courier). | 26.03.2025 till 4:00 PM | 8. | Last date for receipt of Technical and financial proposals (Through Speed Post /Registered Post / Courier). | 02.04.2025 till 4:00 PM |
| | | 9. | Date and Time of Opening of Technical proposals. | 27.03.2025 at 12:00 PM | 9. | Date and Time of Opening of Technical proposals. | 03.04.2025 at 12:00 PM |
| | | 10. | Date and Time of opening of financial proposals. | To be intimated later. | 10. | Date and Time of opening of financial proposals. | To be intimated later |
| | | | | | | | |

PRE BID CLARIFICATION OF TENDER FOR "EXCLUSIVE ADVERTISEMENT RIGHTS OF THE INTERIOR AND EXTERIOR PORTION OF THE BUSES UNDER CRUT FOR A PERIOD OF (3+2) YEARS" VIDE TENDER REF NO. 424/CRUT, DTD.05.03.2025

| SL. NO. | TENDER CLAUSE NUMBER | CLAUSE TITLE | BIDDERS QUERIES /CLARIFICATION SHOUGHT | JUSTIFICATION BY BIDDER | CLARIFICATION FROM CRUT |
|----------------|-----------------------------|--------------------------|--|--|--|
| 1 | 4 | Introduction | 6 cities & additional 8 cities | Please mention which are the 8 additional cities. Kindly Elaborate. | Baripada, Keonjhar, Angul, Balasore, Jajpur, Jharsuguda, Rayagada and Jeypore |
| 2 | 5.1(m) | General Terms of Bidding | CRUT has reserves the right to use up to 2 display spaces per bus for purposes of self-promotion, user information programs, and/or the said space shall be used for displaying podcasts and information of CRUT if required. The cost for printing and pasting would be borne by CRUT as per the actuals. | kindly fix 2 spaces for CRUT from the start of the contract. This way there will be no discrepancy. | For publicity of advertisement of CRUT/Govt. of Odisha/Govt. Agencies, the agency shall share minimum 5% of total fleet per annum to CRUT without any License fees as and when required. |
| 3 | 5.10 (Xviii) b. | Rejection Criteria | Total price quoted by the Bidders does not include all statutory taxes and levies applicable | We request to change the clause as "License fees includes all taxes other than 18% GST" ensuring consistency and clarity to the bidder. | Total price quoted by the Bidders shall be License Fees per month per Bus excluding GST as per the format given in the Financial Bid and the bidder has to borne all the taxes if any applicable |
| 4 | PQ3 | Legal Entity | The Bidder should be a company registered as a Company/LLP under Companies Act, 1956/2013 | ASC is a proprietorship firm having average annual turnover of more than Rs.50 cr in last 3 years with an average net worth of more than Rs.2 Cr. We are into advertising in electronic, print & OOH since last 28 years | The Bidder should be a company registered as a Company/LLP under Companies Act, 1956/2013/Proprietorship or Partnership firm. |

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| 5 | PQ4 | Annual Turn Over | Minimum average annual turnover of the organization must be INR 25 Crores from the Last three (3) financial years (FY 21-22, FY 22-23 & FY 23-24) | The Bidder should submit chartered accountant certificate certifying the Annual Turnover of the Bidder of Rs. 40 Crores in each of the last three (3) financial years 2021-22 , 2022-23 & 2023-24. | RFP condition prevails |
| 6 | 7.6 TQ-4 | Local Experience: | The Bidder shall have experience in projects related to advertisement projects executed in Odisha specifically through contracts with State or Central Government agencies.` | Kindly do not consider this, as there are other pan India advertising agencies/ companies who have got tenders with the same nature of work in more than two states with nearly 25 years in the same field, and they also have the potential to establish the team for the project. Equal opportunity to be given for any player in India. | Bidder having Local Experiences of Advertisements with a minimum value of Rs. 1.00 Crore within last 3 years. |
| 7 | | Space for bus branding | Nothing to the diagrams Are the advertisements given for full wrap on the bus or partially spaced? | Kindly give the buses for full wrap considering Mumbai city, Bangalore city, Chennai city and Kolkata city buses | RFP condition prevails |
| 8 | PQ5 | Net worth | The bidder should have average net worth at last 2 crores for the last three (3) years. (FY 2021-22 , FY 2022-23 and FY 2023-24) | The bidder should be positive net worth of Rs. 10 crores and profit after tax in each three (3) financial years 2021-22, 2022-23 & 2023-24, certified by a chartered Accountant. | RFP condition prevails |

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| 9 | PQ7 | Advertising Experience | The bidder must have advertisement experience of minimum of 3 projects in any state Govt./Central Govt during the last three years. | The Bidder must submit copies of experience certificates or relevant documents, demonstrating their experience in outdoor bus advertising having at least 2 contracts of 2 different state government bodies in the last three (3) financial years (2021-22, 2022-23, and 2023-24). Copies of Ongoing contract certificates OR Work completion certificates OR Sole rights certificates. All documents must be supported by relevant documentary evidence. | The bidder must have experience in advertising on at least 200 buses for advertisement purposes, for any State Government, Central Government & public Transport within the last three years. |
| 10 | 8.1 (ii) | Scope of advertising (exterior & interior) space on bus | The successful bidder shall have to intimate the authority before going for the advertisement on the buses and submit the contract enter between the client and the successful bidder for advertisement | Its impractical to provide agreement with client , as we work on purchase order basis. So please delete this clause and approval also not needed. | clause deleted |
| 11 | 8.1 | Scope of work | The authority will retain two spaces on the interior of each bus to display Authority information. | We request you to tech mark the inside space by CRUT front the start of the conti act to avoid discrepancy. | For publicity of advertisement of CRUT/Govt. of Odisha/Govt. Agencies, the agency shall share minimum 5% of total fleet per annum to CRUT without any License fees as and when required. |
| 12 | 8.2 | Scope of Specific requirements | Advertisement on the buses and & submit the contract enter between the client and the successful bidder for advertisement. | After the contract is over, the bidder will remove all advertisements and handover it to the corporation. To repaint it's not possible. | RFP condition prevails |

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| 13 | 8.1 | Scope of work | <p>The bidder should be required to submit their highest bidding for advertisement (Exterior & Interior) in Rs. Per Sq. ft per bus.</p> <p>ii. The successful bidder shall have to intimate the authority before going for the advertisement on the buses and & submit the contract enter between the client and the successful bidder for advertisement.</p> | <p>We propose that the Bidder be charged a fixed 'Rate per Bus per Month' instead of a 'Rate per sqft per bus'. This approach would provide greater transparency and clarity in the billing process.</p> <p>ii. First of all, there is no contract policy between the client and the successful bidder, so submitting contract to the authority is impractical to provide the same. Also, this policy may lead to unnecessary delays approvals, movement of files, hindering the efficient execution of advertising campaigns. We request you to delete this clause.</p> | <p>The bidder should be required to submit their highest bidding for advertisement (Exterior & Interior) in Rs. Per Bus/per month</p> |
| 14 | 8.2 (iii) | Scope of specific requirements | <p>Restoration of Bus Surface: Upon expiration of the agreement, bidder will be responsible for restoring all surface and paint schemes of transit agency buses to their original condition at bidders sole expense. The use of advertising frames and associated hardware or of the adhesive used to apply the advertisements shall not cause damage to the buses, their paint schemes, or exterior surfaces. CRUT will notify the bidder of any such damage. CRUT will be the sole judge in determining the extent of repair needed to restore the damaged area (s) to its original condition.</p> | <p>Upon contract expiration/termination, the Bidder shall be responsible for: Also, This policy may lead to unnecessary delays approvals movement of files, hindering the efficient execution of advertisement campaigns. We request you to delete this clause.1. Completely removing all advertisements displayed from all CRUT buses.2. Restoring the bus surfaces to their original condition.</p> | <p>RFP condition prevails</p> |

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| 15 | 8.4 & 8.1 (iii) | Open Clause | The Authority reserves the right to increase or decrease the number of Buses or space specified in annexure-XI for advertisement, (ie. the number of Buses mentioned in the RFP/ Agreement) at any time till the completion of Contract period without any change in the Sq. ft price or other Terms & Conditions. | The rate should be based on the sizes mentioned in the tender for PER BUS PER MONTH, the authority should change the clause that the rate should be quoted for PER BUS PER MONTH and if the sizes vary then the authority should charge the license fees on prorata per bus per month basis. | The bidder should be required to submit their highest bidding for advertisement (Exterior & Interior) in Rs. Per Bus/per month |
| 16 | 9 | Payment terms | The bidder's payment to CRUT will be based on Sq. ft wise as per RFP. | Monthly Payment should be based license fee per bus per month and Corporation should issue monthly invoice along with bus list which are on road for which the bidder can make the payment. Calculated as Rate per Bus per Month + 18% (GST) X No of buses allotted to the bidder. | The bidder should be required to submit their highest bidding for advertisement (Exterior & Interior) in Rs. Per Bus/per month |
| 17 | 11 | Service Level Benchmark | Service Level Benchmark | 20 to 25 Passes for mounters can be issued to avoid any hassle, so we can have fix staff under our supervision. | RFP condition prevails |
| 18 | 10 | Payment terms | The bidder's payment to CRUT will be based on Sq. ft wise as per RFP. | ii) We propose that the Bidder be charged a fixed 'Rate per Bus per Month' instead of a 'Rate per sqft per bus'. vi) The monthly license fee payable to CRUT shall be calculated as follows: Rate per Bus per Month 18% Goods and Services Tax (GST), CRUT should provide "On Road Bus List" to the Bidder along with the monthly invoice. The Bidder shall make payment to CRUT accordingly, based on the buses listed. | The bidder should be required to submit their highest bidding license fees for advertisement in Rs. Per Bus/per month |

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| 19 | 10 (Xiii) | Payment terms | The Contract Period of the RFP shall be initially for (3) three years on annual basis and may be extendable for two years. However, the extension period may vary as per requirement, policy of contract and subject to satisfactory performance/results of the working Agency. | We propose revising the contract period to 5-year term. As the 2 years extended period of uncertainty results in significant losses for the bidder company, as government bodies are hesitant to engage in business during this time | RFP condition prevails |
| 20 | 13 | Penalty | Penalty Clause | <p>We request the following amendments:</p> <p>1. Removal of the Penalty Clause: We kindly request that the penalty clause be removed from the agreement.</p> <p>2. Provision of Storage Facility: We humbly suggest providing the Bidder with a small room on a monthly rental basis, where the bidders can store their vinyls and other material.</p> <p>3. Designated Disposal Facility: Regarding the disposal of vinyls, we propose that a designated dustbin be provided for the Bidder to dispose of the used vinyls. We believe these amendments will facilitate a smoother and more efficient operation.</p> | RFP condition prevails |
| 21 | | Table A-in UNIT | Annexure-10 | It should be Rate per Bus per Month | The bidder should be required to submit their highest bidding license fees for advertisement in Rs. Per Bus/per month |

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| 22 | 13.1 | Penalty | Penalty for Maintenance of Buses | Please remove penalty clause, generally the mounters paste the vinyl on bus and release paper is dumped at garbage area in the bus depot. Monitoring on going campaigns and for patch work is also done by the bidder team. Hence, we request you to delete this clause | RFP condition prevails |
| 23 | | Bus Number plate on the back panel of the CRUT Bus | | We request a 3-month gestation period to facilitate a seamless transition. During this time, we propose that CRUT relocate the high-security bus number plates, currently mounted on the centre of the bus back panel, to either the bottom left or right side of the buses. additionally Letter of Acceptance (LOA), Agreement, Allotment of buses & Sole rights certificate can be executed | RFP condition prevails |

ADDENDUM-1

Addendum have been approved for Introduction, Financial Bid and Technical Mark for the Request for Proposals (RFP) for “Exclusive advertisement Rights of the Interior and Exterior portion of the Buses under CRUT for a period of (3+2) years.”

Tender No: 424/CRUT on Dated: 05/03/2025

4. Introduction

CRUT invites proposals from experienced advertising agencies for management of advertising spaces on the exterior and interior on around 530 Bus transit vehicles across 6 (Six) cities with an approved expansion plan to additional 8 (Eight) cities. The details of the buses is mentioned below.

BUS DETAILS

| Sl.no. | Depot Name | No. of Buses | Size |
|---------------|------------------------------------|---------------------|-------------|
| 1 | Patia Depot | 100 | 12 Mtrs |
| 2 | Patrapada Depot | 125 | 9 Mtrs |
| 3 | Pokhariput Depot | 30 | 9 Mtrs |
| 4 | Gadakana Depot | 55 | 9 mtrs |
| 5 | Pokhariput Depot | 40 | 9 mtrs |
| 6 | Rourkela Mo Bus Depot | 100 | 9 mtrs |
| 7 | Haladiapadar Depot , Berhampur | 20 | 9 mtrs |
| 8 | Ainthapali OD- Terminal, Sambalpur | 25 | 9 mtrs |
| 9 | Samang Depot, Puri | 35 | 9 mtrs |
| | TOTAL | 530 | |

7.6. Technical Bid Evaluation

Technical Mark (TM) will be given based on the evaluation of the Technical Bid delivered by the eligible bidder as per the Evaluation Criteria mentioned in the RFP.

| Sr. No | Descriptions | Marks | Supporting Documents |
|--------------|--|-------|--|
| TQ-1 | <p>Financial Capability: The bidder must have an average annual turnover in India of at least Rs. 25 crores during the last three completed financial years (FY 2021-22, FY 2022-23 & FY 2023-24):</p> <ul style="list-style-type: none"> at least Rs. 25 crores: 10 Marks >25.00 Crores and < 50.00 Crores: 10 Marks > 50.00 Crores: 15 Marks | 35 | Audited financial statements for last three Financial Years or CA's certificate clearly specifying the average annual turnover for the specified years. |
| TQ -2 | <p>Net Worth: The Bidder should have positive net worth at least 2 Crores for last three (3) years. (FY 2021-22, FY 2022-23 and FY 2023-24)</p> <ul style="list-style-type: none"> at least Rs. 2 crores: 10 Marks >2.00 Crores to 5.00 crores: 10 Marks >5.00 Crores and above: 10 Marks | 30 | Certificate from the Statutory Auditor of CA's certificate clearly stating average Net worth as defined in this RFP in the stipulated format under Annexure |
| TQ-3 | <p>Experience of Advertisement: The bidder must have experience in advertising on at least 200 buses for any State Government, Central Government, or corporate entity, within the last three years,</p> <ul style="list-style-type: none"> 200 buses = 10 Marks 200 buses to 300 Buses = 10 Marks Above 300 Buses= 10 Mark | 30 | Copy of Letter of Award/ Work Order/ PO/ Completion Certificate/ |
| TQ-5 | <p>Local Advertisement Experience: The Bidder shall have experience in projects related to advertisement projects minimum value of Rs. 1.00 Crore within last 3 years executed in Odisha, specifically through contracts with State or Central Government agencies.</p> <ul style="list-style-type: none"> Maximum of 5 marks | 05 | Copy of Letter of Award/ Work Order/ PO/ Completion Certificate/ |
| | Total | 100 | |

Note: A minimum Technical Score of 70 out of 100 is required to qualify for opening of financial Bid. Only those bids having minimum score would be considered 'Qualified' and eligible for opening of financial bids.

Annexure X: Format for Financial Bid

(On bidders Letter Head)

| Sl. No | Description of Work | Unit | Advertisement License Fees in Rs. Per Bus per month Excluding GST |
|----------------------|---|-----------|---|
| 1 | Advertisement on Exterior & Interior of the buses (as mentioned in Annexure-XI) | For 1 Bus | |
| | Add: GST @18% | | |
| | Grand Total | | |
| Rate In Word: | | | |

Name of the bidder

Sign of the Authorized Signatory

Name of the Authorized Signatory

General Manager(P&A)
Capital Region Urban Transport