

Section 2: Terms of Reference

**2.0 Scope of Work**

**2.1. Co-Branding Rights along with Outdoor Advertisement Rights at Metro Stations**

2.1.1. The selected applicant shall be permitted to have Co-Branding Rights at the selected Metro station(s). The list of available Metro Stations with tentative inventories for Co-Branding Rights along with Outdoor/outside Station Advertisement Rights are detailed at Table-1 at below..

- a) Licensee shall have Co-Branding Rights at the selected Metro station(s). The Licensee will suffix/prefix the brand name with the Name of the station i.e., the selected station be listed as “[XYZ [Brand Name]]” or “[Brand Name] XYZ”; where in XYZ is the name of the selected Metro Station. The brand name shall preferably be not more than two words. Individual names of any person or religious entity, or of similar background shall not be permitted. Any such composite brand name may include the Co-Branding Partner’s Name in conjunction with other words, subject to prior written approval of NMRC. The prefixing and suffixing are to be done with a separate font/color/size as distinct from the NMRC signage at the said station. However, to avoid frequent changes in Prefix or Suffix, of a brand name to the name of Metro Station, a specific brand name may be displayed for a period not less than six (06) months.
- b) In addition to the Co-Branding Rights to the name of the station as Station Name “Brand” or “Brand” Station Name, the Licensee shall be granted outdoor advertisement spaces/rights along with other advertisement rights at the selected Metro Station to design, procure / manufacture, install, manage, operate, maintain, market and sell advertising opportunities subject to the terms and conditions specified in the License Agreement & RFP Document.
- c) NMRC shall provide tentative outdoor advertisement spaces outside of the selected Metro Station along with Inside Station Advertisement space at the equal or more than minimum price/reserve price mentioned in the Table – 1 of the RFP document. *The station/s would be handed over for work on “as is where basis is”.* **“Only Single Brand is permitted for external/outside advertisement except on FOB (If any) and on Metro Pillars below at selected Metro Stations.**
- d) The successful applicant can utilize any format of advertisement including but not limited to backlit panels, scrollers, digital display, etc. as indicated above at the selected Metro Station with prior written approval from NMRC. However, audio advertisement in any form is not permitted and there will be no change in NMRC’s station announcement/train announcement/notification/ inside train name/or in any other document due to Co-Branding of the station.  
NMRC shall provide maximum display area at each of the selected Metro Station and shall include the following considering the operational feasibility of the locations:
  - i. All feasible spaces including staircases (Outside the Station Building). Any space/advertisement area falls either outside the Station or inside

the Station will solely be decided by NMRC and it will be binding on the licensee & licensee cannot make any claim or compensation for this.

- ii. Smart posters, visual display by electronic media, **without audio**
- iii. Projectors/holography or any other innovative advertisement media
- iv. Install digital advertisement panels in the form of LCD / LED panels, video walls or any similar format of advertisement, **without audio**
- v. All under construction/upcoming/Future FOBs (if any) will not be the part of the Co-Branding and Outdoor Advertisement contract, however existing FOB at the time of Tender (if any) will be the part of the Co-Branding and Outdoor Advertisement Rights contract except the (existing and upcoming) FOBs (if any) at Sec – 142 to Sec – 148 Metro Stations which crosses the Noida – Greater Noida expressway and connects with Metro Stations.

Note: - Electronic/Digital Media for outdoor advertisement will be permitted subject to the conformity with the available statutory guidelines and its amendment from time to time and approval by NMRC.

2.1.2. The following activities shall also be permitted (with prior written approval of NMRC) as a part of Co-Branding and are not included in the advertisement inventory as tabled above.

- i) Branding of Outside Station Building as well as Inside the Station Building in Brands color by painting or by using 3M vinyl pasting or equivalent.
- ii) Refurbishment of station exterior & interior in Brands colour scheme besides co-branding the Brands name (suffixed or prefixed) with station name.
- iii) Landscaping at NMRC station to give aesthetic and pleasing appearance to the station
- iv) Painting of facade / affixing of 3M vinyl pasting or equivalent at station to pleasing feel and look of the Brand
- v) Carry out painting of station outside area as well as station inside area in the Brand's color.
- vi) Co-Branding of Station name inside as well as outside of the selected Metro Station as per feasibility and prior approval of NMRC.

2.1.3. The following activities shall also be permitted (with prior written approval of NMRC) as a part of Co-Branding Rights and are not included in the advertisement inventory:-

- i) Experiential marketing – canopy of size 6 x 6 ft size at only one location in paid / unpaid inside Station area at a time
- ii) Retail Bare space maximum 10 Sqm at one or more location at operationally feasible location in the station premises for Licensee's legitimate activity for office/business purpose only (non-food)

2.1.4. The Licensee shall be entitled, at his own cost, to prepare a scheme and undertake the theme, design, layout, color scheme / graphics and other features of the station that may

be required to customize for branding and imparting “Look and Feel” to the Station for the promotion of its brand, subject to prior approval of NMRC. The plan should be in tune with and not disturb the aesthetics/look of the station. The co - branding and outdoor advertisement display plan hence prepared must be in compliance to technical parameters of ***Noida Outdoor Advertisement Policy 2015 / Outdoor Advertisement Policy 2016 of Greater Noida Industrial Development Authority (GNIDA)/any other relevant policy/ EPCA guidelines/ Directives given by Hon'ble courts or any other prevailing policy or subsequent amendments.***

- 2.1.5. The Licensee shall be permitted to use and display the logo of the brand at the selected station.
- 2.1.6. During the currency of the license period, the Licensee may be permitted to change the Brand name of the station, logo or modify the theme of the advertising inventory at its own cost after approval from NMRC. However, it needs to be ensured that there is no obstruction for the free movement of passengers and operations should not be affected in any manner thereon.

**2.2. Inside Station Advertisement Right at Metro Stations. The list of available Metro Stations with tentative inventories for inside Stations Advertisement Rights are detailed at Table-1 at below:-**

- 2.2.1. The successful applicant shall be permitted to have Inside Station Advertisement Rights also under this RFP/contract.
  - a) The successful applicant shall be granted Inside station Advertisement Rights on the available pre-fabricated advertisement display panels at the selected Metro Station along with to design, procure / manufacture, install, manage, operate, maintain, market and sell advertising opportunities subject to the terms and conditions specified in the License Agreement & RFP Document.
  - b) *The stations would be handed over for Inside Station Advertisement Rights on “as is where basis is”.*
  - c) The successful applicant can utilize any format of advertisement including but not limited to backlit panels, scrollers, floor branding, roof branding, digital display, etc. at the selected Metro Station with prior written approval from NMRC. However, audio advertisement in any form is not permitted. NMRC shall provide maximum display area at each of the selected Metro Station and shall include the following considering the operational feasibility of the locations:
    - i. All feasible spaces including staircases (inside the Station building). Any space/advertisement area falls either outside the Station or inside the Station will solely be decided by NMRC and it will be binding on licensee & licensee cannot make any claim or compensation for this.
    - ii. Frisking panels/equipment
    - iii. Fixed / Movable panels
    - iv. Product displays
    - v. Smart posters for use in e-commerce for on-line or off-line shopping purposes, visual display by electronic media, **without audio**
    - vi. Projectors/holography or any other innovative advertisement media

- vii. Install digital advertisement panels in the form of LCD / LED panels, video walls or any similar format of advertisement, **without audio**
  - viii. Platform Screen Doors (PSDs)
  - ix. Advertisement inventory may includes smart posters, QR codes/Graphics etc.
- 2.2.2. The successful applicant may be permitted to carry out the advertisements by way of integrating the station signage's for the purpose of optimization of spaces inside metro station, provided if it is technically feasible and has been approved by NMRC.
- 2.2.3. The successful applicant shall be entitled, at his own cost, to prepare a scheme and plan for advertisement display subject to prior approval of NMRC. The plan should be in tune with and not disturb the aesthetics/look of the station. The advertisement display plan hence prepared must be in compliance to the statutory guidelines and its amendment from time to time.
- 2.3 Below mentioned conditions are applicable commonly on the above mentioned Scope of Work (Co-Branding along with Outdoor Advertisement as well as Inside Station Advertisement Rights):-**
- 2.3.1 **Corporate Social Responsibility (CSR)** – The Licensee shall have to earmark up to 5% of total advertisement spaces at *selected Metro Station* for carrying out social marketing activities or social messages by NMRC. The cost for printing advertisements *material* with regard to social marketing activities or social messages shall be borne by NMRC.
- 2.3.2. Factors governing selection of permissible advertisements
- a) The successful applicant shall take into account the following aspects while selecting advertisements *to be displayed* and abide by all the instructions of the authorized NMRC representative on the same: –
- i) The Licensee is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
  - ii) The advertisement will not have objectionable and indecent portrays of people, products or any terms.
  - iii) The use of NMRC name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
  - iv) No Surrogate advertisements are permitted unless application for placement of the same is accompanied by “no objection certificate” from the Ministry of Information and Broadcasting.
  - v) Advertisements pertaining to achievements by different Governments, their Departments, Ministries, Government Undertakings, other Authorities or Political Parties shall be permitted. However, no advertisement of any political party, person violating “Model Code of Conduct” shall be allowed during the period whereby “Model Code of Conduct” has been enforced by Election Commission. Further, no advertisement which violates “Model Code of Conduct” shall be

permitted during the period whereby “Model Code of Conduct” have been enforced by Election Commission.

- vi) Any type of audio advertisement including that from Digital Media shall not be allowed.
  - vii) All advertisement creative has to be approved from NMRC before display in Metro premises.
- b) Negative List of Advertisements – The Licensee shall take into account that the following types of advertisements are strictly prohibited
- i) Nudity
  - ii) Racial Advertisements or advertisements propagating caste, community or ethnic differences.
  - iii) Advertisement of drugs, alcohol, cigarette, or tobacco items
  - iv) Advertisement propagating exploitation of women or child
  - v) Advertisement having sexual overtone
  - vi) Advertisement depicting cruelty to animals
  - vii) Advertisement depicting any nation or institution in poor light
  - viii) Advertisement banned by the Advertising Council of India or by law
  - ix) Advertisement glorifying violence
  - x) Advertisement of destructive devices and explosives depicting items, weapons and related items
  - xi) Lottery tickets, sweepstakes entries and slot machines related advertisement
  - xii) Advertisement which may be obscene or contain pornography or contain an “indecent representation of women”
  - xiii) Advertisement which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.
  - xiv) Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860
  - xv) Any content that threaten or adversely affect the public image of the NMRC/ State/Central Government or NMRC’s ability to operate its facilities or the NMRC’s ability to attract and maintain the patronage of passengers.
  - xvi) The negative list as per Noida Outdoor Advertisement Policy 2015, Outdoor Advertising Policy 2016 of Greater Noida Industrial Development Authority (GNIDA) and any revision thereof shall be applicable.

- xvii) The co-branding/ advertisement should not be related to any activity which is considered unlawful/illegal as per the Indian law.

2.3.3. The successful applicant shall have rights and obligations to perform as specified below:

- a) Preparation of an advertising plan which must clearly earmark exact locations and type of advertisement planned for each advertising site. NMRC shall consider the plan with respect to aesthetics, operational feasibility, and safety and security concerns, specifications of the paints and other materials used and other technical or operational considerations. If the part of *advertisement* master plan is not approved by NMRC, Licensee is required to submit revised plan for approval. All further modification/ revision to plan shall have to be approved *by NMRC to Licensee*.
- b) Designing of all advertising units/structures to complement station architecture for advertising sites accompanied with structural drawing & structural stability certificate issued by a reputed civil firm/agency
- c) Operate, manage and maintain the entire advertisement plans
- d) Create new innovative advertising opportunities at selected Metro stations.
- e) Obtain all approvals, permits, etc. from all competent and required authorities, including different tiers of government, statutory, local, civic authorities, etc. at its own cost.
- f) Comply with all statutory requirements in connection with License Agreement/RFP document.
- g) The successful applicant will be responsible for installation, operation, maintenance and removal of its assets, including but not limited to Advertisement panels, billboards, creative's, products etc. While NMRC shall provide security at stations, NMRC shall not be responsible for any vandalism, theft or damage to any advertisement panels or billboard or creative's or products or any other such thing put up by Licensee on the station. The successful applicant shall ensure that Station building including advertisement panels, walls, floor, roof etc. are not damaged in any manner and all installation, operation, maintenance and removal of advertisement billboards, creative's etc. shall be done after taking prior written permission of NMRC.

2.3.4. Utilisation of Premises and Plans –

- a) **'As is where is basis':** - The successful applicant shall be licensed with the said premises, equipment, installations, fittings and fixtures on 'as is where is basis' and the Licensee shall not make any additions or alterations in the licensed space, installations including electric installations and wiring without the prior permission of NMRC in writing and when permitted by the Licensor the said additions and alterations shall be carried out by the Licensee at their own cost and they shall not be entitled to any compensation for any additions carried out by them in the licensed premises and the same shall vest in NMRC. The Licensee shall install its own fixtures and equipment in the said premises after duly obtaining all necessary approvals from the licensor's permissions and licenses from the Noida & Greater Noida Authorities & such other Statutory Authorities at its own cost and expense.

- b) Successful applicant/Licensee shall submit advertising plan for the complete inventory for which it is granted the advertising rights to NMRC. The advertising plan should contain the following-
  - i) Type of media and format for each location to be submitted to NMRC in advance.
  - ii) Fixing mechanism of advertisements/panels to their respective location along with detailed structural drawing and structural stability certificate from a reputed civil agency/firm
  - iii) Requirement of additional utilities like electricity, etc.
  - iv) Detailed layout of utility connections
- c) Approval of Plan: All the sites proposed by the Licensee in the plan shall be subject to approval by NMRC with regard to:
  - i) Structural stability
  - ii) Operational feasibility
  - iii) Aesthetics
  - iv) Safety & security concern
  - v) Specifications and type of materials used

In this regard, the layouts/designs of the Licensee shall be checked by NMRC and upon approval, permission shall be granted for installation of equipment.

- d) The licensee shall submit the details (As per Scope of Work) for the *selected* Metro station to NMRC for approval and after getting approval from NMRC, licensee can carry out the work at Selected Metro at its own cost without in any way affecting or disturbing the passenger movement as well as operation of the Metro.
- e) In this regard, a committee comprising of NMRC officials shall be formed for granting approval. The committee shall communicate its decision in writing within seven (07) working days from the date of submission of plan by Licensee to NMRC for display of advertisements.
- f) If the plan does not conform to the requirement as mentioned in RFP document, NMRC may reject the plans / proposals, duly specifying the reason(s) thereof. In such case, Licensee shall resubmit its plan/ proposal after such modification and conforming to the requirement of NMRC for approval. Licensee can display advertisements as per spaces approved in the above plan.
- g) If any approvals are required to be taken from any local authority for display of the advertisement, the same is the sole responsibility of the Licensee. NMRC may assist the Licensee in the matter.
- h) The Licensee may submit modification / revision of already approved advertisement plan for Selected Metro station. Such modifications / revision of advertisement plans shall also be considered by NMRC in accordance with above stipulations.
- i) Any area whether it is fall within the inside metro station or outside of the metro station will be solely decided by the NMRC and it will be binding on the Licensee. No claim/compensation will be entertained by NMRC in this regard.

2.3.5. If FOB connectivity to the station is needed, it shall be given separately as per the FOB Policy of NMRC which is available on the NMRC official website.

2.3.6. Exception to Exclusivity for all the above mentioned Metro Stations: (as and where applicable for scope at selected Metro Stations):-

- a) NMRC may provide contract for regular operations, cleaning and maintenance of toilet blocks at Metro Stations with continuous serviceability round the clock along with advertisement rights (for area not exceeding 15 Sqm) on the toilet blocks to the contractor.
- b) The licensee shall not be provided rights for advertising through Wi-Fi, mobile/radio signals on advertisement media not installed/owned by them, viz. mobile, tablet, etc. of commuters, NMRC staff etc.
- c) Any other public facility developed by NMRC i.e. Water ATMs, Cycle Docks, Bus Stands, etc. shall be permitted within the premise of the Metro Stations with nominal advertisement rights (area up to 10 Sqm) on the specific location. The Advertisement Rights player shall not object for the same.
- e) NMRC may install/create any new inventory, panels, etc. for its partners, etc. without commercial exploitation from the same.
- f) NMRC may utilize a defined location at the station for displaying Artwork/ exhibition corners, other exhibits without any commercial consideration to the licensee.

2.3.7 The contract shall be for a period of 10 (Ten) years with lock in period of 2 years after the expiry of fitment period of 120 days from the date of handover of the station by NMRC, subsequent to letter of acceptance of NOA & requisite payments made by the successful applicant.

**Table -1**

<b>Sl. No.</b>	<b>Station Name</b>	<b>Co – Branding along with Outside Station Outdoor Advertisement Area (In Sqm)</b>	<b>Minimum Price/Reserve Price/License Fee (In Rs.) for 1<sup>st</sup> year excluding applicable taxes</b>	<b>EMD (In Rs.)</b>
1.	Noida Sec -76	420	48,75,000/-	7,50,000/-
2.	Noida Sec – 101	200	32,50,000/-	7,50,000/
3.	Noida Sec -81	210	16,25,000/-	7,50,000/
4.	Noida Sec – 83	320	16,25,000/	7,50,000/
5.	Noida Sec – 144	420	16,25,000/	7,50,000/
6.	Noida Sec -145	420	16,25,000/	7,50,000/
7.	Noida Sec -147	420	16,25,000/	7,50,000/
8.	Depot Station	150	16,25,000/	7,50,000/
<b>Sl. No.</b>	<b>Station Name</b>	<b>Inside Station Advertisement Area (In Sqm)</b>	<b>Minimum Price/Reserve Price/License Fee (In Rs.) for 1<sup>st</sup> year excluding applicable taxes</b>	<b>EMD (In Rs.)</b>



1	Noida Sec -76	200	26,25,000/-	7,50,000/-
2	Noida Sec – 101	200	17,50,000/-	7,50,000/
3	Noida Sec -81	200	8,75,000/-	7,50,000/
4	Noida Sec – 83	210	8,75,000/	7,50,000/
5	Noida Sec – 144	200	8,75,000/	7,50,000/
6	Noida Sec -145	200	8,75,000/	7,50,000/
7	Noida Sec -147	200	8,75,000/	7,50,000/
8	Depot Station	140	8,75,000/	7,50,000/

**Note :-**

- a) Applicant have to make payment of **Rs. 7.50 lacs against EMD for each intended Metro Station** either applied for Co – Branding Rights along with Outdoor Station Advertisement Rights or Inside Station Advertisement Rights or both.