

## Notice Inviting Tender (NIT)

### E - Tender No. – NMRC/Co-Branding/2026/475

| 1       | Name of the Work                                                               | Tender for Co-Branding Rights at Selected Metro Stations in NMRC Network                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
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| 2       | License Period                                                                 | 10 (Ten) Years                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 3       | Method of selection                                                            | Revenue Based Selection (Highest - H1)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 4       | Bid Processing Fee                                                             | <p>₹ 23,600/- (Non-Refundable) to be paid through RTGS/NEFT mode in the bank account as detailed at Sl. No. 12 of this table.</p> <p><b>Note: Bidders to be note that the payment of Bid Processing Fee shall be made from the account of bidder only. If Bid Processing Fee has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 5       | EMD                                                                            | <p><b>Note: Bidders to be note that the payment of EMD shall be made from the account of bidder only. If EMD has been made from other than the account mentioned above, same shall not be accepted and all such bids shall be considered ineligible and summarily rejected.</b></p> <p>EMD has to be paid for each Metro Station separately [in case the bidder wishes to apply for more than 1 (One) Metro Station] through RTGS/NEFT mode in the bank account as detailed at Sl. No. 12 of this table. The details of EMD as per the respective metro station is as under:-</p> <table border="1"> <thead> <tr> <th>Sr. No.</th><th>Name of Metro Station</th><th>EMD</th></tr> </thead> <tbody> <tr><td>1</td><td>Sec – 76</td><td>₹ 7,60,000</td></tr> <tr><td>2</td><td>Sec – 101</td><td>₹ 3,80,000</td></tr> <tr><td>3</td><td>Sec – 81</td><td>₹ 2,60,000</td></tr> <tr><td>4</td><td>Sec – 83</td><td>₹ 6,10,000</td></tr> <tr><td>5</td><td>Sec – 137</td><td>₹ 7,60,000</td></tr> <tr><td>6</td><td>Sec – 144</td><td>₹ 2,60,000</td></tr> <tr><td>7</td><td>Sec – 145</td><td>₹ 6,10,000</td></tr> <tr><td>8</td><td>Sec – 147</td><td>₹ 2,60,000</td></tr> <tr><td>9</td><td>Sec – 148</td><td>₹ 3,80,000</td></tr> <tr><td>10</td><td>Pari Chowk</td><td>₹ 12,30,000</td></tr> <tr><td>11</td><td>Alpha-1</td><td>₹ 9,50,000</td></tr> <tr><td>12</td><td>Depot Station</td><td>₹ 2,60,000</td></tr> </tbody> </table> | Sr. No. | Name of Metro Station | EMD | 1 | Sec – 76 | ₹ 7,60,000 | 2 | Sec – 101 | ₹ 3,80,000 | 3 | Sec – 81 | ₹ 2,60,000 | 4 | Sec – 83 | ₹ 6,10,000 | 5 | Sec – 137 | ₹ 7,60,000 | 6 | Sec – 144 | ₹ 2,60,000 | 7 | Sec – 145 | ₹ 6,10,000 | 8 | Sec – 147 | ₹ 2,60,000 | 9 | Sec – 148 | ₹ 3,80,000 | 10 | Pari Chowk | ₹ 12,30,000 | 11 | Alpha-1 | ₹ 9,50,000 | 12 | Depot Station | ₹ 2,60,000 |
| Sr. No. | Name of Metro Station                                                          | EMD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 1       | Sec – 76                                                                       | ₹ 7,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 2       | Sec – 101                                                                      | ₹ 3,80,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 3       | Sec – 81                                                                       | ₹ 2,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 4       | Sec – 83                                                                       | ₹ 6,10,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 5       | Sec – 137                                                                      | ₹ 7,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 6       | Sec – 144                                                                      | ₹ 2,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 7       | Sec – 145                                                                      | ₹ 6,10,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 8       | Sec – 147                                                                      | ₹ 2,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 9       | Sec – 148                                                                      | ₹ 3,80,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 10      | Pari Chowk                                                                     | ₹ 12,30,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 11      | Alpha-1                                                                        | ₹ 9,50,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 12      | Depot Station                                                                  | ₹ 2,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 6       | Bid System                                                                     | Two Packet System (Technical and Financial) in Single Stage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 7       | Name and address of the Corporation, website, Designation of Official & e mail | <p>Noida Metro Rail Corporation Limited,<br/>Block-III, 3rd Floor, Ganga Shopping Complex,<br/>Sector-29, Noida 201301<br/>Website: <a href="http://www.nmrcnoida.com">www.nmrcnoida.com</a>,<br/><a href="http://etender.up.nic.in">http://etender.up.nic.in</a></p> <p>GM/CIVIL<br/>Email: <a href="mailto:dgm_pd@nmrcnoida.com">dgm_pd@nmrcnoida.com</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 8       | Bid Validity Period                                                            | 180 days                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 9       | Bid Language                                                                   | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 10      | Bid Currency                                                                   | INR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 11      | Consortium to be allowed                                                       | Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |
| 12      | Account Details for RTGE/NEFT                                                  | For Submission of Bid Processing Fee & EMD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                       |     |   |          |            |   |           |            |   |          |            |   |          |            |   |           |            |   |           |            |   |           |            |   |           |            |   |           |            |    |            |             |    |         |            |    |               |            |

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|----------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              |                                                                 | HDFC Bank, Shop No. 63-66, Ganga Shopping Complex, Sector-29, Noida, Gautam Budhh Nagar, Uttar Pradesh-201301, IFSC Code – HDFC0004715, A/c No.-50200035332880, Title of the Account – Noida Metro Rail Corporation Ltd PB A/C |
| <b>Schedule of Bidding Process/Key Dates</b> |                                                                 |                                                                                                                                                                                                                                |
| 13                                           | Uploading of RFP/Bid Document on e-portal by NMRC               | 23.07.2026                                                                                                                                                                                                                     |
| 14                                           | Pre-Bid Meeting                                                 | 11.08.2026, 11:00 hrs (IST) in NMRC Office at Ganga Shopping Complex, Sector-29, Noida, Uttar Pradesh                                                                                                                          |
| 15                                           | Site Visit                                                      | 11.08.2026, 11:45 hrs (IST); To be assembled in NMRC Office at Ganga Shopping Complex, Sector-29, Noida, Uttar Pradesh                                                                                                         |
| 16                                           | Last date of receipt of written queries against pre-bid meeting | 11.08.2026 till 1800 hrs (IST), Queries must also be emailed to <a href="mailto:dgm_pd@nmrcnoida.com">dgm_pd@nmrcnoida.com</a> in word as well as pdf format.                                                                  |
| 17                                           | NMRC response to pre-bid queries (if any)                       | 17.08.2026                                                                                                                                                                                                                     |
| 18                                           | Online Bid Submission Start date on e - portal                  | 18.08.2026                                                                                                                                                                                                                     |
| 19                                           | Last Date of Bid Submission on e-portal                         | 25.08.2026 up to 1500 hrs (IST)                                                                                                                                                                                                |
| 20                                           | Date of Technical Bid Opening                                   | 25.08.2026, 1600 hrs (IST)                                                                                                                                                                                                     |

The selected bidder/Licensee should follow the following timeline:-

| <b>Stage of Activity</b>                                               | <b>Time Period</b>                                                                                                                                                     |
|------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Payment of Interest Free Security Deposit to NMRC by successful bidder | Within 30 days of submission of Letter of Acceptance or within extended period of 60 days with penal interest                                                          |
| Tendered space to be handed/deemed handed over to successful Bidder    | Within 7 days of Payment of Interest Free Security Deposit                                                                                                             |
| Payment of Advance Annual License Fee for the 1 <sup>st</sup> Year     | Within 120 days from date of Handing/Deemed Handing Over of the licensed premises                                                                                      |
| Signing of License Agreement                                           | Within 30 days after Handing/Deemed Handing Over of the Metro Station for Co-Branding Activities                                                                       |
| Fitment Period                                                         | 120 days from the date of Handing/Deemed Handing over of the tendered space.                                                                                           |
| Commencement of License Fee as well as License Period                  | Immediately after 120 days' fitment period i.e. w.e.f. 121 <sup>st</sup> day from date of Handing/Deemed Handing Over of the Metro Station for Co-Branding Activities. |