



# कार्यालय, नगर पालिक निगम, रायपुर

नगर निगम मुख्यालय, रंग मंदिर के पास, गांधी चौक, छोटापाय, रायपुर (छ.ग.)  
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## // रुचि की अभिव्यक्ति //

क्रमांक - /098/भ.नि.अ.प./न.पा.नि./2021

रायपुर दिनांक 26/10/2021

नगर पालिक निगम, रायपुर की सीमा क्षेत्रान्तर्गत भाठागांव स्थित अंतर्राज्यीय बस टर्मिनल परिसर में विभिन्न प्रकार के विज्ञापन माध्यम बनाने एवं विज्ञापन अधिकार के कार्य हेतु संस्थाओं से रुचि की अभिव्यक्ति (Expression of Interest) दिनांक 26/10/21. समय सायं 5:00 बजे तक नगर निगम मुख्यालय के नगर निवेश शाखा, कक्ष क्र. 311 में स्पीड पोस्ट/रजिस्टर्ड पोस्ट के माध्यम से आमंत्रित की जाती है। इस हेतु विस्तृत विवरण, नियम शर्तें नगर निगम की वेबसाइट [www.nagarnigamraipur.nic.in](http://www.nagarnigamraipur.nic.in) से डाउनलोड किया जा सकता है। डाउनलोड किये गये EOI पत्रक हेतु राशि रुपये 2000.00 का डिमांड ड्राफ्ट जो आयुक्त नगर पालिक निगम रायपुर के नाम से देय होगा, जमा करना होगा।



01C

नगर निवेशक  
नगर पालिक निगम,  
रायपुर

# **Raipur Municipal Corporation**

## **REQUEST FOR EXPRESSION OF INTEREST (REOI)**

**“ENGAGEMENT OF ADVERTISING AGENCY FOR INTERSTATE BUS TERMINAL”,  
RAIPUR, CHHATTISGARH**

**OCTOBER 2021**

**REOI No: 1098 dated 04.10.2021**

### **Raipur Municipal Corporation**

**Room No:311, 2<sup>nd</sup> Floor**, White House,  
Nagar Nigam Raipur Head Office, Gandhi Chowk,  
Near Mahila Police Thana, Raipur- 492 001, Chhattisgarh

## NOTICE INVITING REQUEST FOR EXPRESSION OF INTEREST (REOI)

FOR

“Engagement of Advertising Agency for Interstate Bus Terminal”,  
Raipur, Chhattisgarh

### REOI REF.:

This REOI Document is being published by Raipur Municipal Corporation (RMC) for the “**Engagement of Advertising Agency for Interstate Bus Terminal**” (“**Project**”) in Raipur City for advertising through various modes at newly developed ISBT, Rawanbhata, Raipur, Chhattisgarh.

The newly developed ISBT, Rawanbhata, Raipur is developed by State Urban Development Agency (SUDA) to decongest the city from traffic mainly due to the bus operations within the centre of the city. The ISBT has been transferred from SUDA to Raipur Municipal Corporation (RMC) for operation, management & maintenance. RMC has further transferred the responsibility of operating, managing & maintaining to RDUPSS as RDUPSS is handling the public transport in the city.

RDUPSS is a special purpose vehicle formed with an objective of management and monitoring of public transport services in RMC area. RDUPSS is a statutory authority constituted under the Chhattisgarh Societies Registration Act, 1973 (as amended, re-enacted, or restated, and as notified from time to time) which looks after all the activities related to City Bus Project in the notified RMC area.

RMC, Government of Chhattisgarh (the Authority”) intends to engage advertising agencies to advertise at ISBT premises. The agencies shall explore various possible mode of advertisements within the ISBT premises. The scope broadly includes identification of the total probable area for advertisement along with the location to be proposed by the agencies. The qualified Agencies shall be shortlisted. Based on this, the RFP will be issued to only the shortlisted agencies. The successful bidder/s emerging from such selection process shall be required to enter into a contract with RMC.

This REOI is not an agreement, or an offer or an invitation to offer. The purpose of this REOI Document is to provide Applicants with the relevant information regarding the Project and invite feedback from “**Applicants**”. The Applicants are advised to study this REOI Document carefully before submitting their feedback & suggestions in response to the REOI. The feedback & suggestions received as part of the response from the Applicants to this REOI Document may or may not be used towards formalizing the RFP for the Project which is proposed to be published soon.

Feedback & suggestions in response to the EOI, should be submitted through:	Email to: <a href="mailto:tponnr@gmail.com">tponnr@gmail.com</a> , Latest by <b>26 Oct 2021</b> up to 17:00 hrs
<b>Last date (deadline) for submission of an Application</b>	Hard copies of the same are to be submitted at the below mentioned address B.R. Agrawal, Raipur Municipal Corporation

	<b>Room No: 311, 2nd Floor,</b> White House, Raipur Municipal Corporation, Head Office, Near Mahila Police Thana, Gandhi Chowk. Pin Code- 492001, Raipur (C.G.)  Phone: +91 93019 53225
<b>Website to download REOI</b>	Official Website: <a href="https://www.raipur.gov.in/">https:// www.raipur.gov.in/</a>
The right to accept/reject any or all the responses received is reserved with RDUPSS without assigning any reason thereof.	

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### Acronyms

EOI	Expression of Interest
Gol	Government of India
GoCG	Government of Chhattisgarh
ISBT	Interstate Bus Terminal
PQ	Pre-Qualification
REOI	Request for Expression of Interest
RFP	Request for Proposal
RMC	Raipur Municipal Corporation
RTO	Road Transport Officer
RDUPSS	Raipur District Urban Public Service Society
SP	Superintendent of Police
SUDA	State Urban Development Agency

## **1. Disclaimer**

This Request for Expression of Interest (REOI) contains brief information about the Project and will assist RMC to formulate the RFP for the process of selecting the interested “Bidders” during the RFP stage. This REOI is not an agreement or an offer or an invitation for an offer by the purchaser/authority to the Applicants or any other person.

The purpose of the document is to provide the Applicants with information to assist the formulation of their REOI application or response to REOI Document (“the Application”).

The information provided in this REOI Document, to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The Applicants may conduct their own independent assessment, site visit, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their REOI application.

Furthermore, the information provided in this REOI Document is not intended to be an exhaustive account of statutory or commercial requirements and should not be regarded as a complete or authoritative statement of law. RMC along with its directors, associates, employees, affiliates, consultants make no representation or warranty and shall have no liability to any person including the Applicant under any law, statute or by any rule and/or regulation made thereunder, tort, equity, principles of restitution, unjust enrichment or otherwise for any loss, damage, costs or expenses which may arise from or be incurred or suffered on account of anything contained in this REOI Document or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the REOI Document any assessment, assumption, statement or information contained therein or deemed to form part of this REOI Document or arising in anyway in this subject.

Raipur Municipal Corporation (RMC) or any of its employees or advisors / representatives shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the REOI Document. RMC reserves the right to change any or all conditions/ information set in this REOI Document by way of revision, deletion, updation or annulment through issuance of appropriate addendum as the organisation may deem fit without assigning any reason thereof.

RMC will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the REOI applications to be submitted in terms of this REOI Document which shall be borne entirely by the Applicant.

The information contained in this REOI Document or subsequently provided to the prospective Applicants, whether verbally or in documentary or any other form by or on behalf of RMC or any of its employees or advisers, shall be considered confidential and is not to be reproduced/ adopted/ displayed for any purpose whatsoever, without the express written consent of RMC.

The Applicants shall permit RMC to make as many copies of the Application or internally circulate the contents of the Application as required.

## **2. Introduction and Background**

### **2.1 About Raipur**

Raipur is the largest urban centre in Chhattisgarh with a population of 10,27,264 (census 2011). Raipur city is the administrative headquarters of the Raipur district. RMC is the urban local body for the Raipur city and RMC is governed by the provisions of the Chhattisgarh Municipalities Act, 2003.

Raipur is an industrial hub, offering income generating opportunities and activities to a larger population. Industrialisation has led to the establishment of allied industries as well, and the service sector has also flourished. City's economy is driven by trade and commerce, services, banking, real estate, industries and mining activities in the peripheral regions. Raipur is a major commercial hub of Central India and it serves adjacent states like Madhya Pradesh, Maharashtra, and Odisha etc. The city has many prominent institutions such as NIT, AIIMS etc. with a literacy of 75%

### **2.2 About the Project**

The ISBT Rawanbhata is scattered over 25 Acres of Land with a built-up area of 16,000 Sq.mtr (approx.). The entire bus terminal has 110 bus bays in rear side of the main building and in addition a parking space for another 140 buses (approx.).

A dedicated space for intrastate buses serving short routes is provided within the ISBT premises. There is a provision for pick-up/drop-off points for city buses and Autos/Taxies. The bus terminal building consists of parking area, ATMs, retail shops/outlets, office space and dormitory. It also consists of ticketing counters, cloak rooms, waiting lounges and other passenger amenities. All the levels of building are connected by lifts from both the sides of the building. This multi-storeyed bus terminal houses commercial and hospitality allied facilities at upper levels.

RMC intends to engage advertisement agencies to explore various possible modes of advertisement (in line with the applicable advertisement guidelines of the city) and the total potential advertising space in ISBT premises.

### **2.3 Site Location**

RMC is divided into 10 zones and 70 wards. The ISBT falls in the Southern region of Raipur city under zone 6 and ward no 54 (Shaheed Rajiv Pandey). The project site can be approached from the National Highway 6 (Mumbai – Kolkata) which acts as a Ring Road to the city of Raipur.

The ISBT abuts jalGrih Marg Road which can be accessed by Chandni chowk at the north and bhatagaon chowk at the south, which further meets Telilbandha Ring road.



landmarks near the site are Tikraparatalab to the East, Hanuman Mandir to the North and Ravanbhata Water Treatment Plant to the South.

Figure 1: Site Location



## 2.4 Purpose of EOI Process

The stage of REOI is undertaken as an industry consultation to determine credible Applicants having requisite capability for undertaking the Scope of Work, to provide their inputs on the key parameters to be adopted by RMC which would help determining the terms and conditions of the RFP. RMC intends to invite advertisement plans from perspective bidders to identify the optimum area the Authority can utilise for advertisement purposes.

RMC does not, in any manner whatsoever, warrant or represent that it will subsequently proceed to release the RFP and/or initiate the RFP Stage of the Bidding Process. Accordingly, the information regarding the RFP made in this REOI are indicative in nature and purely informative, and non-binding.

RMC reserves the absolute right to cancel, change, alter or replace the REOI or the RFP Stage and its Bidding Process and/or the whole Project itself, without any reason thereof or providing any prior notice to any person including the Applicants or Bidders, as the case may be.

## 3. General Information

### 3.1 Scope of Application

RMC intends to receive Applications from eligible entities for the project in order to identify the maximum potential of advertisement space at the newly developed ISBT, Raipur.

The Applicant shall submit its application in the form and manner specified in this REOI. Post the submission of the applications and plans, a committee will be formed by the Authority to identify the final plan of advertisements at ISBT and a bid will be floated in which all the members who have or haven't participated in the REOI will be eligible to participate.

The detailed scope of work shall be mentioned in the RFP which is expected to be published post REOI process.

### **3.2 Eligible Applicants**

The Applicants eligible for participating in the process shall be only a single entity. No consortium is allowed. The applicants participating in the REOI Process shall be any of the following categories:

1. The Applicant shall be a valid legal entity duly incorporated or registered as per the country of its incorporation / registration. It shall be validly existing and duly organized. It shall be legally competent to enter into contracts as per prevailing Indian law. The Applicant, if a resident of India, may be either:
  - i. Company incorporated under the Indian Companies Law i.e. the Companies act 1956 or 2013 (as amended or re-enacted and restated and notified from time to time), (copy of certificate of incorporation, and charter documents including the most recent Memorandum and Articles of the Association of the Applicant should be submitted) or
  - ii. Limited liability partnership duly incorporated under the Limited Liability Partnership Act, 2008 (copy of registered partnership deed should be submitted, including any amendments or supplements thereto)
  - iii. Societies/Trusts registered under Societies Registration Act 1861/ other applicable law and should submit registration/incorporation under the governing legislation.
  - iv. Partnership firm registered under the Indian Partnership Act (copy of registered partnership deed should be submitted, including any amendments or supplements thereto) or a
  - v. Registered proprietary firm (Copy of PAN, GST registration, copy of cancelled cheque, EPF registration, shop registration certificate, as may be applicable, should be submitted).

The term Applicant used hereinafter would therefore apply to both the above-mentioned categories. Any entity, which has earlier been barred by RMC or any state government agency of Chhattisgarh from participating in its projects, would not be eligible to submit an REOI, if such bar would subsist as on the last date of submission of REOI.

### **3.3 Criteria for Evaluation**

#### **Technical Criteria of Applicant**

The Applicant (single business entity only) shall over the past 3 (three) years preceding the Proposal submission due date shall demonstrate experience in the advertising business:

- a. Advertising agency registered or empanelled with any government organization involved in advertisement business.
- b. The applicant shall have experience in displaying advertisements through any modes such as unipoles, hoardings, Neon Sign boards, Glow sign boards, LCD/LED, Video walls, or any other innovative medium etc. as per the applicable advertisement rules/guidelines.

### **Financial Capacity of Applicant**

The Applicant (single business entity only) should have a minimum average annual turnover of Indian INR 10Lakhs (Ten Lakhs) from Advertisement business during the last three (3) financial years (FY 2018-19, 2019-20, 2020-21).

#### **3.4 Number of Applications**

Each Applicant shall submit only one (1) Application for the Project.

#### **3.5 Application Preparation Cost**

The Applicant shall be responsible and shall bear all costs and expenses associated with the preparation of its Application and its participation in the empanelment. It is clarified that RMC shall not be responsible or in any way liable for such costs, expenses regardless of the conduct or outcome of the engagement.

#### **3.6 Acknowledgement by the Applicant**

- a. It is desirable that each Applicant submits its Application after collection of required information and analysis or any other matter considered relevant by it.
- b. It would be deemed that by submitting the Application, the Applicant has:
  - i. Made a complete and careful examination of the REOI Document; and
  - ii. Received all relevant information requested from RMC
  - iii. RMC shall not be liable for any mistake or error on the part of the Applicant in respect of the above.

### **4. Evaluation and Submission of the Concept plan**

The applicant should identify the various possible modes of advertisement and potential area for advertisement along with the locations tentatively within ISBT premises.

Interested Parties are expected to submit their concepts as per the format specified in the Annexure A latest by **5.00 PM 26.10.2021** at below mentioned address:

#### **“B.R. Agrawal”**

Raipur Municipal Corporation  
Room No: 311, 2nd Floor,  
White House,  
Raipur Municipal Corporation, Head Office,  
Near Mahila Police Thana, Gandhi Chowk.  
Pin Code- 492001, Raipur (C.G.)  
Phone: +91 9301953225

### **5. Instructions to the Applicants**

The RMC invites reputed firms to submit their Applications for the Project in accordance with conditions and manner prescribed in this Request for Expression of Interest (REOI) document.

#### **5.1 Availing REOI Documents**

The REOI Document can be downloaded from the website [www.raipur.gov.in/](http://www.raipur.gov.in/) up to the date and time mentioned in the REOI Notice.

#### **5.2 Completeness of the EOI Response**

Applicants are advised to study all instructions, forms, terms, requirements and other information in the REOI documents carefully. Submission shall be deemed to have been

done after careful study and examination of the REOI document with full understanding of its implications. The response to this REOI should be full and complete in all respects.

### **5.3 REOI Preparation Cost**

The Applicant is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of its Application, in providing any additional information required by RMC to facilitate the Application process. RMC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. All materials submitted by the Applicant shall become the property of RMC and may be returned at its sole discretion.

### **5.4 Sealing, marking and submission of REOI**

The Application should be submitted on the online portal [http:// www.raipur.gov.in/](http://www.raipur.gov.in/) and through registered Post/speed Post, so as to reach on or before **26.10.2021 up to 17:00** hrs. RMC won't be responsible for any postal delays.

The Application shall include the following requisite documents and necessary supporting documents as specified in Annexure A, Schedule 1-3 which contains –

- a. Details of the Firm
- b. Project concept in Brief

Applicants should submit one copy of the Application including the information requested in the prescribed formats along with any supporting documents. The copy shall be sealed in an envelope and then be enclosed in an outer envelope marked “Engagement of Advertising agency for Interstate Bus Terminal”, Raipur.

If the envelopes are not sealed and marked as instructed above, the RMC assumes no responsibility for the misplacement or premature opening of the contents of the application and consequent losses, if any suffered by the Applicant.

Each page of the above should bear the initials of the Applicant along with the seal of the Applicant in token of confirmation of having understood the contents

The Application must be direct, concise, and complete. RMC will evaluate Applicant's proposal based on its clarity and completeness of its response to the requirements of the project as outlined in this REOI. The Secretary, RMC reserves the right to accept or reject any or all the Applications without assigning any reason.

### **5.5 Late Proposal for REOI**

REOI response not reaching on or before the specified time limit will not be accepted.

### **5.6 Language of Bids**

The responses prepared by the Applicant and all correspondence and documents relating to the bids exchanged by the Applicant and RMC, shall be written in English language. Any printed literature furnished by the Applicant in another language shall be accompanied by an

Expression of Interest – “Engagement of Advertising agency for Interstate Bus Terminal”,Raipur, Chhattisgarh

English translation, in which case, for purposes of interpretation of the bid, the English translation shall govern.

If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Applicant.

Details to be mentioned exactly on sealed Envelope	
<b>REOI Details</b> <b>Notice No.: 1098 Dated 04.10.2021</b> <b>REOI for “Engagement of Advertising agency for Interstate Bus Terminal”</b> <b>Last date of Submission: On or before 26.10.2021 up to 17:00</b>	<b>To,</b> <b>“B.R. Agrawal”</b> <b>Raipur Municipal Corporation</b> <b>Room No: 311,</b> <b>2nd Floor,</b> White House, Raipur Municipal Corporation, Head Office, Near Mahila Police Thana, Gandhi Chowk. Pin Code- 492001, Raipur (C.G.)

### 5.7 Evaluation of REOI

The information provided may be considered and may contribute to the formulation of the proposed RFP. RMC may optionally invite Applicants to make a presentation on their Concept proposed in project brief and their inputs as part of the consideration. The feedback received may be considered for formulating the actual RFP. RMC may require verbal/written clarifications from the Applicants to clarify ambiguities and uncertainties arising out of the information submitted.

### 5.8 Key Suggestions

Workable comments and suggestions on the Scope of Work that could overall improve the quality/effectiveness of this project shall be considered by RMC at its own discretion.

### 5.9 No obligation to issue an RFP

RMC shall be under no obligation to issue a Request for Proposals (RFP) for the Project described in this REOI.

### 5.10 Right to cancel the REOI Process

Notwithstanding anything contained in this REOI Document, RMC reserves the right to accept or reject any Application or reject all Applications at any time, without assigning any reasons thereof and without any liability or any obligation, of any nature whatsoever, for such rejection or annulment.

b) RMC reserves the right to reject any Application if:

a. At any time, a material misrepresentation has been made or discovered;

or

b. The Applicant does not respond promptly and diligently to requests for additional information or clarification required for evaluation of the Application.

RMC may cancel this REOI process at any stage without assigning any reasons whatsoever and will not be liable to compensate any Applicant on any grounds whatsoever. The

Applicants shall not be entitled to refund of cost of documents or other costs in case the REOI is cancelled for whatsoever reason or without assigning any reason.

#### 5.11 Amendment of REOI Document

- a. At any time prior to the Application Due Date, RMC may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify the REOI Document by the issuance of Addenda posted on the website: <http://www.raipur.gov.in/>In order to provide the Applicants a reasonable time to examine the Addendum, or for any other reason, RMC may, at its own discretion, extend the Application Due Date.

#### 5.12 Clarifications

- a. An Applicant requiring any clarification on the REOI Document may request RMC online through mail at Email:[tponnr@gmail.com](mailto:tponnr@gmail.com). The Applicants may send their queries as mentioned in the date sheet above. RMC would endeavour to respond to the queries on or before 7 days of bid due date. The responses will be uploaded on the website only.

### 6. Timelines

Expected timelines are defined in the table below:

#	Activities	Timeline
1.	Invitation of application for REOI	<b>04.10.2021</b>
2.	Pre-bid Meeting	<b>18.10.2021</b>
3.	REOI Proposal submission due date	<b>26.10.2021 up to 17:00</b>
4.	REOI Proposal opening date	<b>27.10.2021 up to 16:00</b>
5.	Presentation date (if required)	<b>To be informed later</b>

### 7. Nodal Officer

For any additional information/ queries pertaining to this REOI, the following Officer may be contacted:

**Mr. B.R. Agrawal**

Raipur Municipal Corporation

Room No:311, 2<sup>nd</sup> Floor, White House

Raipur Municipal Corporation, Raipur (C.G.) 492001

Tel: 9301953225

Email: [tponnr@gmail.com](mailto:tponnr@gmail.com)

**Annexure- A, Formats for submission of Request for Expression of Interest**

**Schedule 1: Details of the Firm**

Name of the Firm	
Registered office	
Postal address	
Tel./fax./e-mail	
Type of Firm (Work area that the firm is involved in)	
Details of directors etc.	
Details of registration of firm / company etc.	
Authorized Signatory Name: Designation: Qualification: With the company since: Line of experience/ expertise:	
Submit the Audit account details for the last three financial years	
Copy of PAN, GST registration, copy of cancelled cheque, EPF registration, shop registration certificate, should be submitted	

**Signature of Authorized Representative\*<sup>1</sup>  
(with seal)**

**Note: Attached certified copies of relevant documents below this form only**

<sup>1</sup> by a person having necessary authorization /power of attorney to do so on behalf of firm/company

**Schedule2: Project details in brief**

**1. Indicative list of various possible modes of Advertisement (with tentative location)**

S.NO	Type of Advertisement	Location (Tentative)	Area (Tentatively in Sq.Mtr)

**2. Any other comments/concept that enhance the ISBT premises through advertisements**

**Signature of Authorized Representative  
(with seal)**