

Notice for Inviting the Quotation**Name of work: Leasing Advertising Space on Mumbai Monorail Ticket Back.**

Chief Operating Officer, Monorail-PIU, MMRDA, Mumbai Monorail Depot, Next to Anik Bus Depot, Wadala (East), Mumbai-400037 invites sealed quotations from Agencies/Other Firms on/before 19-12-2023 for **Leasing Advertising Space on Mumbai Monorail Ticket Back** as per details mentioned in tables below: -

Sr. No.	Item	Ticket Paper Specification	Advertisement space Space	Rate (in INR)	GST (if any)	Total Amount (in INR)
1	Leasing Advertising Space on Mumbai Monorail Ticket Back.	75 GSM Quality paper, 79mm*50mtr per roll	5.2 cm(Height)*8 cm (Width), total area available for advertisement 41.6 cm ² per ticket.			

Terms and conditions: -

1. The quotation must be provided on the company's letterhead, duly signed and stamped by the authorized personnel.
2. The quotation must be addressed to Mumbai Metropolitan Region Development Authority.
3. Lease period shall be for 1 year.
4. Price basis: DDP Monorail Depot, Wadala, Mumbai.
5. Delivery Schedule of printed tickets / work completion: Shall be mentioned in the quotation.
6. Warranty Terms: Shall be mentioned in the quotation.
7. Payment terms: 100% lease rent shall be paid to MMRDA within 15 days of receiving Letter of Awards.
8. Security Deposit: Agency to pay 5% of the annual lease rent as a security deposit in favour of MMRD Fund. The security deposit in the form of bank guarantee should be submitted in SFMS Mode within 15 days after receiving LoA.
9. Liquidated Damages- In case the supply/completion of work is delayed from agency as per delivery schedule as mentioned in the purchase order due to the reasons solely attributed to the agency, the agency shall be liable to pay the liquidated damages i.e. LD @ 0.5% of annual lease rent for every 7 calendar days of delay, subject to maximum up to 10% of total lease rent. Liquidated Damages shall be paid by agency after receiving such letter within 7 days.
10. The name of work & reference no. shall be written on the sealed envelope.
11. Agencies shall quote for all the items. Incomplete quotations will be rejected.
12. Quotation opening date: From 20-12-2023 to 27-12-2023(Time – 3:00 P.M.).
13. More information is attached as Annexure-1.

Sd/-

**Chief Operating Officer,
Mono-PIU, MMRDA**

Annexure 1

About Monorail: The decision to introduce Monorail, as a feeder service to the Mass Rapid Transit System and cater to crowded and narrow areas was taken in September 2008 by MMRDA. The 20 km long corridor from Chembur – Wadala - Sant Gadge Maharaj Chowk is not only Mumbai's but India's first Monorail project. With an objective of reducing dependence on private vehicles and to connect areas of the city which are not well served by public transport, MMRDA has implemented the Mumbai Monorail corridor.

Also, Monorail connects with various railways stations and other transport systems such as Lower Parel, Wadala Road, Chembur, and walking distance from GTB Nagar railway station, Dadar, Mahalaxmi, and various upcoming Metros.

As a leading public transportation in Mumbai, we are committed to enhancing the commuter experience and, providing effective marketing solutions for businesses. Your agency can be part of this exciting opportunity to reach thousands of daily commuters through this exclusive advertising space.

Here are the key details of this opportunity:

1. **Advertising Space:** The space available on the back of our paper tickets is highly visible and will guarantee maximum exposure to your potential advertisers. Available space on the back of per ticket is around 41.6 cm².
2. **Duration:** The lease period for this advertising space is for 1 year.
3. **Specifications:** 5.2 cm (Height) * 8 cm (Width). Total Area available per ticket is 41.6 cm². One complete Ticket Tom roll details are 79mm*50mtr. 75gsm quality.
4. **Demographics:** Presently, there are 8 trains which are in revenue operation. The current headway is 15 minutes which is maintained through a six-train schedule on the weekdays. And maintenance 4 train schedule on Sundays and holidays. 142 trips/day are made on the weekdays and 98 trips/day are made on Sundays and holidays.

Mumbai Monorail is in the process of acquiring 10 new Monorails. These will be put into revenue services through the next year. The frequency will come down to 5 minutes. This will give a boost to both the ridership.

Mumbai Monorail The Mumbai Monorail serves a diverse demographic of passengers, making it an ideal platform for various types of products and services. Currently, Monorail is serving nearing 20,000 passengers per day.

We invite your agency to submit a detailed quote for the lease of this advertising space. Please refer to the following information in your quotation:

1. Proposed lease duration – 1 year.
2. License fees – (As quoted by agency in above notice).
3. High-level creative concept, if available.
4. Estimated reach and impact of your campaign.
5. Any additional information or special requests.
6. Payment terms – 100% rent in to be in advance (to be paid within 15 days after receiving Letter of Award).

If you have any questions or require further information, please do not hesitate to contact us at gitesh@mumbaimonorail.in and kartikshinde@mumbaimonorail.in. We look forward to potentially working with your agency to create an impactful advertising campaign on the Mumbai Monorail Ticket.

**NOTE-*

1. Cost of the Ticket roll for all station shall be borne by the agency, requirement will be provided by MMRDA for 1 year (i.e., duration of contract, all requirement to be fulfilled within 15 days of receiving Letter of Award.

2. Work will be awarded to the highest bid received by the respective agency.

3. MMRDA's decision on evaluation shall be final and binding on all the Applicants. However, MMRDA reserves the right to float open RFP if deemed fit without providing any reason thereof and by not considering the responses to this. All Applicants can participate in the RFP and their evaluation will be governed by the conditions of RFP.