

Response to Pre-Bid Queries for 'Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)' RFP

Date: 26 June 2023

RFP: RFP for 'Station Semi-Naming & Branding Rights at Mumbai Metro Line 3 (Stage-2)'
Tender No. MMRC/Planning/PLN/NFBR/49(3)/RFP/01/2023 dated 08-June-2023 -
https://mmrcl.com/sites/default/files/NFBR_RFP_SemiNamingRights_June2023.pdf

Given below is a compilation of MMRC's response to the pre-bid queries from interested bidders regarding the above-mentioned tender. You may take this into consideration for your bid submission. The last date for bid submission is Monday, 17-July-2023, 4 PM.

SN	RFP Pg. No.	Query / Remarks / Suggestions	MMRC Response																		
1	-	Since branding / naming rights have already been allotted to 5 stations (BKC, Siddhivinayak stn., CST, Hutatma Chowk, Churchgate). We would request the authority to share the bidding details /name of bid winner and final award cost of these stations for reference.	Following stations are awarded naming rights for an annual license fee varying from 11.0 - 6.5 Crore annually: <table border="1" data-bbox="991 824 1474 1010"> <thead> <tr> <th>S. N.</th> <th>Name of Stations</th> <th>Winning Bidder</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>BKC</td> <td>Kotak</td> </tr> <tr> <td>2</td> <td>CST</td> <td>Kotak</td> </tr> <tr> <td>3</td> <td>Siddhivinayak</td> <td>ICICI</td> </tr> <tr> <td>4</td> <td>Churchgate</td> <td>LIC</td> </tr> <tr> <td>5</td> <td>Hutatma Chowk</td> <td>LIC</td> </tr> </tbody> </table>	S. N.	Name of Stations	Winning Bidder	1	BKC	Kotak	2	CST	Kotak	3	Siddhivinayak	ICICI	4	Churchgate	LIC	5	Hutatma Chowk	LIC
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5	Hutatma Chowk	LIC																			
2	-	We request the authority to arrange a site visit of Marol Naka Station prior to final submission of the bid	Interested bidders can request MMRC via an email along with the station name & names of the persons visiting. Bidder may choose to visit the site on Friday, 30-Jun-2023 or Monday, 03-Jul-2023.																		
3	23	Brookfield properties (BP) along with subsidiaries and associate companies manages multiple commercial assets / Hotels (e.g. Leela) /Co - Working Spaces (Cowrks) / Brookfield renewables/ Brookfield Infrastructure Assets (Tolls, Pipeline, T&D) under different entities. Waterstones (Mars Hotels & Resorts Pvt. Ltd) now known as Striton Properties is also one of the entity of BP. We would like to seek clarity / possibility for all current and future development / projects which come under BP along with subsidiaries and associate companies can be marketed / branded / advertised regardless of the entity under which the project belong.	Refer 'Clause 3.6.2 Brand Name Provisions' - Bidding Entity may put up branding of its parent or any group entity. However, same branding will be displayed across all applicable locations at the station. In case, entity wishes to change the brand, same can be done with approval of MMRC & on payment of applicable costs. However, MMRC would not entertain too many or too frequent requests for change in brand name.																		
4	4 & 21	Which stations have already been awarded?	Refer 'Objective of this Tender' which states "5 nos. of stations - Churchgate, Hutatma Chowk, CSMT, Siddhivinayak & BKC are already licensed out in Stage-1".																		
5	32	Can the winning bidder select the start date of the license which is later than the revenue operations date?	Refer 'Clause 3.8 Key Commercial Terms: License Period' - License Period shall commence 5 years from the Revenue Operations Date (ROD) of the station for which License is awarded.																		
6	33	Who will apply for licenses for the branding space?	Refer 'Clause 3.8 Key Commercial Terms: Costs Involved for the Licensee' - Licensee shall obtain all licenses, NOCs and approvals from BMC or any other Statutory Agency/Authority applicable for the branding space.																		

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7	N.A.	Is there any reserve price?	There is no reserve price set.
8	N.A.	When is the bidder supposed to pay the license fee - at the date of signing of agreement or at the time of commissioning?	Performance security shall be payable at the time of signing of the agreement, while the license fee shall be payable in the month prior to ROD.
9	N.A.	Can a bidder apply for more than one station?	Yes.
10	25	What if in future, one of the stations is allotted to an advt agency, then how will it impact the semi-naming rights licensee.	Refer 'Clause 3.6.4 Non-Compete Provisions' of RFP.

Sd/-
Director (Planning & Real Estate Dev./NFBR)
Mumbai Metro Rail Corporation Limited

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