



MUMBAI METRO RAIL CORPORATION LIMITED

(A JV company of Govt. of India and Govt. of Maharashtra)

NaMTTRI Building, E-Block, Plot No. R-13,
Bandra-Kurla Complex, Bandra (E), Mumbai- 400 051.

Website: <https://www.mmrcl.com>

Notice Inviting Tender

MMRCL e-Tendering portal: <https://www.tenderwizard.com/MMRC>

Mumbai Metro Rail Corporation Limited (MMRCL) invites open bids through e-Tendering portal from qualified & experienced firms engaged in Public Relations and Social Media on “Lumpsum” for appointment of agency for providing “**Public Relations-Advertising, Social Media and Content Management Services**” for Mumbai Metro Rail Corporation Limited. Agency shall be selected on Quality and Cost Based Selection.

Pre-bid meeting will be held on **7th May 2018 at 11:30 am**

The last date of Submission of the RFP is **15th May 2018**

For further details please refer e-Tendering portal:

<https://www.tenderwizard.com/MMRC>

Any Corrigendum pertaining to this e-tender notice will be uploaded on MMRCL website <https://www.mmrcl.com>

Date: 25.04.2018

Place: Mumbai

- Sd -

Executive Director (Planning)

MMRC

DETAILED e-TENDER NOTICE

MMRCL e-Tendering portal: <https://www.tenderwizard.com/MMRC>

1. Mumbai Metro Rail Corporation Ltd (MMRC) is a 50:50 Joint Venture Company of Government of India and Government of Maharashtra established for implementing Mumbai Metro Line-3 (Colaba-Bandra-SEEPZ).
2. MMRC executing construction of Colaba-Bandra-SEEPZ Metro 3 Corridor, which is most challenging in urban city, it will change the way Mumbaikar travels hence it is important to aware the citizens and media about the project details through proper dissemination information.
3. Project activities are in progress throughout the city, the activities have direct indirect impact on the citizen's life hence there is need to ensure that MMRC activities and its approach on the relevant aspects and project related and associated initiatives are projected in right spirit.
4. Digitally Signed & unconditional online offers are invited by Executive Director (Planning), Mumbai Metro Rail Corporation Ltd (MMRC), from the qualified and experienced firms on "Lumpsum cost" basis, who have provided services of similar nature and fulfilling conditions as under:
5. Details of RFP:

Sr. No	Name of Work	Tender Processing Fee	Earnest Money Deposit	Contract Period
1	2	3	4	5
A.	Appointment of agency for providing Public Relations-Advertising, Social Media and Content Management services for Mumbai Metro Rail Corporation Limited	Rs. 6,000/- (Rupees Six Thousand Only inclusive of GST) (Non-Refundable)	Rs. 2,50,000/- (Rupees Two Lakh-Fifty Thousand Only) (Refundable)	24 Months (extend by 12 month)

6. Online e-Tender Schedule:

S. No.	Tender Schedule	Bidder Schedule	Start Date & Time	End Date & Time
1.	RFP Authorization and Publishing	-----	25/04/2018 10:00 hrs	25/04/2018 18:00 hrs
2.	-----	REP Document Download	26/04/2018 12:00 hrs	15/05/2018 18:00 hrs
3.	-----	Bid Preparation and Submission	26/04/2018 10:00 hrs	15/05/2018 1800 hrs
4.	RFP Closing	-----	-	15/05/2018 18:01 hrs
5.	Opening Envelope A – Technical Bid	-----	-	18/05/2018
6.	Opening Envelope B – Financial Bid	-----		To be notify later

NOTE: Pre-Bid Meeting is proposed to be held on 7th May 2018 at 11:30 am in MMRCL Office at NaMTTRI Building, BKC, Mumbai

7. To be eligible the Applicant entity should fulfil the following criteria:

- i. The entity should be registered firm in the field of Public Relations having single status or Joint venture with not more than 2 firm is allowed.
- ii. The Annual average turnover for last 3 years should not be less than Rs. 10 crores
- iii. The Bidder must have experience at least 5 yrs. experience in PR-Advertising and content management and 3 yrs. of experience in handling Social Media Services and Must have successfully provided PR services to Govt. organisations, PSU or autonomous entity of 3 different contracts of minimum 1 year. The competent authority of this office has full power/authority to take into account the past performance, reputation, suitability/capabilities of execution of work before awarding the contract.

- iv. The agency should have individual experts currently working with the agency and should have minimum of 10 years of experience in relevant field.
- v. Should not be blacklisted/ terminated/ indulged in any kind of corruption.
- vi. Agency should have the capabilities to produce content and social media creatives highlighting the project benefits, achievements, technology etc.
- vii. The Agency should be registered with the concerned tax authorities such as TIN/TAN, PAN, Goods & Service Tax as applicable from time to time and other authorities, copy of certificate to be submitted along with Technical bid.

viii. Agency should be a private limited company with facility setup in Mumbai.

8. To participate in MMRC e-tendering, prior to submitting any document applicant is required to follow steps below:

a. Before applying, all Applicants/Bidders must register in e-tendering portal www.tenderwizard.com/MMRC . If required, there is a training guide “Vendor Manual” for online bidding process on the home page under Latest Circulars/manuals link. Following registration, a user-id and Password will be issued necessary for all login.

b. The applicant is required to apply for a **class III Digital Signature Certificate (DSC)**. Digital Signature Certificate is obtainable from any of the authorised agencies of CCA (Controller of Certifying Authorities) or through our service provider M/s ITI Limited with a small fee. The fee is payable by Bidders to the authorised agency of CCA/ M/s ITI Limited.

c. Tenderers who are participating in e-tendering for the first time shall have to obtain User ID & password from the above-mentioned portal.

d. In case of any queries, Bidders may contact MMRC’s e-tendering service desk at twhelpdesk358@gmail.com on any working day (**Phone No. 7666563870 & 7980042472**).

9. RFP Document can be downloaded for reference purpose from the e-Tendering Portal of MMRC during the period mentioned in the tender notice. Interested Bidders

have to make online payment of Rs. 6,000/- (Rupees Six thousand only) inclusive of GST (non-refundable) as Tender Processing Fees using online payment gateway during bid preparation using Debit Card/Credit Card/Net-Banking. Tender Fee receipt can be system generated during bid preparation by the Bidder.

10. The RFP shall be received online on above mentioned MMRC official e-Tendering portal and shall be opened on scheduled date and time.

11. Validity period of the offer of the RFP will be **120 days** from the date of submission of the financial bid of the e-Tender.

12. Bidder should upload all documents in portable document format (.pdf) on above mentioned MMRC official e-Tendering portal & produce in original on request by MMRC at any stage from e-Tender opening.

13. Awarded tenderer shall have to submit signed copy of tender manually to the department.

14. If there is any amendment in the tender the same shall be published on following MMRC's official e-Tender portals website:

MMRCL e-Tendering Portal: <https://www.tenderwizard.com/MMRC>

MMRCL Website : <https://www.mmrcl.com>

15. The firm should have a complete infrastructure of its own. No outsourcing of the job will be entertained.

16. Right to reject any or all offers without assigning any reason thereof is reserved by MMRC.

17. Pre-bid queries must reach us on or before **07.05.2018** Any query reached after the stipulated date shall not be entertained.

18. The competent authority of this office has full power/authority to take into account the past performance, reputation, capabilities of execution of work before awarding the contract. The firm has to provide documentary evidence showing their capabilities and details of past experience, of required arrangements.

19. It will be imperative on each bidder to fully acquaint himself with all the local conditions and factors, which would have any effect on the performance of the contract. No change of charges or given time schedule shall be entertained on account of any local conditions or factor once the offer is accepted by this office.

20. In case of tenderer/ bidder fails to execute the contract as per terms & condition, the security deposited by the firm will be forfeited.

Date: 25.04.2018

Place: Mumbai

- Sd -

Executive Director (Planning)

MMRC