



## **Request for Proposal (RFP)/Tender Document**

For

**Appointment of an Entity for Co-Branding at  
HUTATMA CHOWK Metro Station of MMRC, Mumbai**

**RFP Reference No: WZO/CC/BRANDING/004 Dated 24.6.2025**

**Address: LIC OF INDIA,  
Western Zonal Office, Corporate Communications Department,  
2<sup>nd</sup> Floor, Yogakshema (West Wing),  
Jeevan Bima Marg, Nariman Point, Mumbai - 400021.  
Tel: 022-66598214  
Email: wz\_cc@licindia.com**

**Dated: 24<sup>th</sup> June 2025**

**ACTIVITY SCHEDULE**

Sr NO	Activity	Details
1	RFP Reference & date	<b>WZO/CC/BRANDING/004 Dated 24.6.2025</b>
2	Name of Work	Appointment of an Entity for Co-Branding at HUTATMA CHOWK Metro Station of MMRC , Mumbai
3	Last date for receiving Pre-bid queries & names of persons attending pre-bid meeting through email	Any query related to the RFP/Bid & names of persons attending pre-bid meeting should be sent through e-mail on wz_cc@licindia.com latest by 1.7.2025 (by 3:00 pm)
4	Pre-bid meeting	<b>Date: 02/07/2025 11 am</b> Place-LIC OF INDIA, Western Zonal office, Corporate Communications Dept, 2 <sup>nd</sup> Floor, Yogakshema, Nariman Point, Mumbai- 400 021
5	Bid Submission Date & Time	<b>On or before 9<sup>th</sup> July 2025 before 2 pm</b>
6	Mode of Submission	<a href="http://www.tenderwizard.com/LIC">Online (www.tenderwizard.com/LIC)</a> through Tender Wizard
7	Technical/ Eligibility Bid Opening date /time (Online)	The Technical Bids will be opened by the Tender Opening committee of LIC through the option available in e-tendering portal <b>at 4 pm on 9.7.2025</b> at same address as given above in the presence of Bidders or their authorized representatives who choose to remain present at the time of opening the tenders.
8	Financial Bid Opening Date (Online)	The financial bids of only those bidders who qualify in both eligibility and technical evaluation will be opened. The date for opening of the Financial bid would be communicated to the technically eligible bidders through email.
9	RFP Coordinator Details	The Regional Manager (CC) Corporate Communications Department, LIC of India, Western Zonal Office, 2nd.floor, West Wing, Yogakshema Building, Jeevan Bima Marg, Mumbai-400021. Email : wz_cc@licindia.com; Landline (022) 66598214
10	EMD for the work	<b>Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand Only)</b> Shall be remitted by RTGS /NEFT only <b>Bank Details of L.I.C. of India for the purpose of RTGS/NEFT payment :</b> <b>Name of the Beneficiary:</b> Life Insurance Corporation Of India <b>Bank Name:</b> Union Bank Of India <b>A/C No:</b> 510101006081893 <b>IFS Code:</b> UBIN0902217 <b>MICR Code:</b> 400026216 <b>Bank Address:</b> Unit 4C, Ground Floor, Mittal Court Premises, Opposite to Vidhan Bhavan, Nariman Point, Mumbai- 400021 <b>EMD / Exemption details to be e-mailed to wz_cc@licindia.com by 9.7.2025 by 11 am.</b>

Stage	Start Date & Time	Expiry Date & Time
Uploading of E tender Documents	<b>24/06/2025 10.30 Hrs</b>	<b>09/07/2025 14.00 Hrs</b>

**Abbreviations used in this Document**

<b>Sr. No.</b>	<b>Abbreviation</b>	<b>Full Form</b>
1.	AFC	Automatic Fare Collection
2.	AMC	Annual Maintenance Contract
3.	DIPP	Department of Industrial Policy & Promotion
4.	DLP	Defects Liability Period
5.	EMD	Earnest Money Deposit
6.	EPCA	Environment Pollution (Prevention and Control) Authority
7.	FRLSZH	Fire Retardant Low Smoke Zero Halogen
8.	GST	Goods and Services Tax
9.	IPC	Indian Penal Code
10.	LIC	Life Insurance Corporation of India
11.	MMRC	Mumbai Metro Rail Corporation
12.	MSE	Micro and Small Enterprises
13.	MSME	Ministry of Micro, Small and Medium Enterprises
14.	NEFT	National Electronic Funds Transfer
15.	NFPA	National Fire Protection Association (referring to standards like NFPA 130)
16.	NSIC	National Small Industries Corporation
17.	OWV	One-Way Vision (referring to vinyl type)
18.	PAN	Permanent Account Number
19.	PBG	Performance Bank Guarantee
20.	PSD	Platform Screen Doors
21.	PSU	Public Sector Undertaking
22.	RFP	Request for Proposal
23.	RTGS	Real-Time Gross Settlement

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**INFORMATION & INSTRUCTIONS TO THE BIDDERS  
FOR USING ONLINE ELECTRONIC TENDERING SYSTEM (eTS)**

Special Conditions & instructions for using online Electronic Tendering System (eTS) through portal (website) <http://www.tenderwizard.com/LIC> adopted by Life Insurance Corporation of India (LIC), as given in the subsequent pages will over-rule the conditions stated in the tender documents, wherever relevant and applicable.

- **Registration of the Contractors/Bidders:** All the Bidders intending to participate in the Bid floated online using Electronic Tendering System (ETS) are required to get registered on the eTender Portal (website) <http://www.tenderwizard.com/LIC>. After successful Registration on above mentioned portal the Bidder will get a User ID and Password to access the website.
- **Viewing of Online Tenders:** The bidders can view tenders floated on online Electronic Tendering System (ETS) hereinafter referred as “e-Tendering System” through portal (website) at <http://www.tenderwizard.com/LIC>. They can view the details like Tender Notice, Terms and Conditions, drawing (if any) and any other information. To download through, they need to login on to the above portal and can download the tender documents of an e-Tender/ e-bid.
- **Obtaining a Digital Certificate and its Usage:** On e-Tendering System the bids should be Encrypted and Signed electronically with a Digital Signature Certificate (DSC) to establish the identity of the bidder on online Portal. The Digital Signature Certificate (DSC) has two keys i.e. Public Key and Private Key. The Public Key is used to Encrypt (code) the data and Private Key is used to decrypt (decode) the data. The Encryption means conversion of normal text into coded language whereas decryption means conversion of coded language into normal text. These Digital Signature Certificates (DSCs) are issued by an approved Certifying Authority, by the Controller of Certifying Authorities (CCA India), Government of India.
- The Bidders may obtain Class III digital certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities on the portal <http://cca.gov.in>. or may obtain information and application format and documents required for issue of digital certificate from our Service Provider for Electronic Tendering System (ETS).

**Office Address:- Antares Systems "Honganasu",  
#137/3, Bangalore Mysore Road,  
Opp. KMS Coach Builders,  
Kengeri, Bangalore – 560 060".**

**Help Desk Contact Details:-**

Name	e-mail address	Landline Phone No.	Mobile No
Help Desk No.		080-45811365, 080-40482100	
Mr. Senthil Raj	<a href="mailto:senthil@antaressystems.com">senthil@antaressystems.com</a>		9731467274
Ms. Hithaishi	<a href="mailto:hithaishi.p@antaressystems.com">hithaishi.p@antaressystems.com</a> <a href="mailto:lokesh.hr@antaressystems.com">lokesh.hr@antaressystems.com</a>		9731737722
Mr. Raghuprashanth	<a href="mailto:raghuprashanth@antaressystems.com">raghuprashanth@antaressystems.com</a>		9686115323
Mr. Rudresh K S (For DSC Queries)	<a href="mailto:rudresh.ks@etenderwizard.com">rudresh.ks@etenderwizard.com</a>		9969395522

- The Bid (Online Offer) for a particular e-tender may be submitted only using the Digital Signature Certificate (DSC), which is used to Encrypt (codified) the data and sign the Hash (Impression of your data) during the stage of Bid Preparation and Hash submission. In case, during the process of a particular e-tender, the user loses his Digital Certificate (i.e. due to virus attack, hardware problem, operating system problem), he may not be able to submit the bid online. Hence, the users are advised to keep their Digital Signature Certificates in safe custody.
- The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.
- Bidders participating in e-tendering shall check his/her validity of Digital Signature Certificate before bidding in the specific work floated online at the e-Tendering Portal (website) through <http://www.tenderwizard.com/LIC>.
- Bidders are strictly advised to follow dates and time as mentioned in Key Dates of a particular Bid/tender. The date and time will be binding on all the bidders. The bidders are required to complete the stage within the stipulated time as per the schedule (Key Dates) to continue their participation in the Bid/tender. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take place outside the start and end dates and time of the stage as defined. The bidder should ensure that the status of a particular stage should be shown as "Completed" before the expiry date and time of that particular stage and they should possess a copy of receipt of completion of each stage to be performed from their end which should match with the status with their offer on online portal. It will be the sole responsibility of the bidder if the status of a particular stage is "Pending" till the expiry date and time of that stage and he is not able to proceed further in the e-tendering process. The Key dates are subject to change in case of any corrigendum / amendment in schedule due to any reason stated by the Department.

#### **Submission of Bid Hash of online bids:**

- The bidders are required to prepare their bids on online e-Tendering Portal as mentioned above. During bid preparation the bidders have to send their Public Key of DSC hence they are advised to procure DSCs at earliest to participate in the e-Tender. Also bidders are required scan and upload any other documents related to their credentials and submit wherever asked online. The bidders have to prepare their commercial bid online during in this stage only and seal (Encrypt) and digital sign the online bid with their Digital Signature Certificates. The Bidders should take note of any corrigendum being issued on the web portal on a regular basis. They should view and note down or take a printout the Bid Hash submitted and ensure that it matches during "Re-Encryption of Bids" stage. The bidders will not be able to change their technical details and offer (rates) after expiry of due date and time on online portal.
- **Generation of Super Hash:** After the time of submission of Bid Seal (Hash) by the Contractors/Bidders has lapsed, the bid round will be closed and a "Digitally signed tender Super-Hash" will be generated by concerned LIC Department official. This is equivalent to sealing the tender box.
- **Re-Encryption of Bids:** Once the Generation of Super Hash stage is completed the Contractors/bidders have to decrypt their bids as they are in encrypted mode by their DSC and re-encrypt with Department user's Public Key which will be included in the e-Tender. During this process they need use their DSC for decryption of Bids and signing of Bid Hash once again for security. The electronic bids of only those Contractors/bidders who have submitted their bid seals (hashes) within the stipulated time, as per the tender time schedule (Key Dates), will be accepted by the system. A Contractor who does not submit his bid seal (hash) within the stipulated time will not be allowed to submit his bid (Re-Encryption). This stage could be considered as transfer of control to LIC Department user.



## PART A - NOTICE INVITING e-BIDs

### **Sub:-RFP for Appointment of an Entity for Co-Branding at HUTATMA CHOWK Metro Station of MMRC, Mumbai.**

Life Insurance Corporation of India (hereinafter referred to as “LIC”), a statutory Corporation established under the LIC Act, 1956, is a leading life Insurer of India. This Request for Proposal (RFP) document is prepared solely for the purpose of enabling LIC, Western Zonal Office to select service provider for co-branding activities at Hutatma Chowk Metro station (Metro Line 3) of MMRC (Mumbai Metro Rail Corporation) network in Mumbai.

LIC invites online responses (hereinafter referred to as “Bids”) under Three-Bid System (EMD/Technical Bid/ Financial Bid) from Entities having experience in co-branding activities and who qualify as per eligibility criteria given in this RFP document.

**Online bids are hereby invited for the scope of works mentioned through online e-Tendering System portal [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC) from the intending bidders.**

The RFP has been published on following websites:

- the LIC website (<https://licindia.in/web/guest/tenders>),
- Central procurement portal website (<https://eprocure.gov.in/>) and
- E-tendering System portal website ([www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC)) only

**Activity schedule is given below:-**

Sr NO	Activity	Details
1	<b>RFP Reference &amp; date</b>	<b>WZO/CC/BRANDING/004 Dated 24.6.2025</b>
2	<b>Name of Work</b>	Appointment of an Entity for Co-Branding at HUTATMA CHOWK Metro Station of MMRC , Mumbai
3	<b>Last date for receiving Pre-bid queries &amp; names of persons attending pre-bid meeting through email</b>	Any query related to the RFP/Bid & names of persons attending pre-bid meeting should be sent through e-mail on <a href="mailto:wz_cc@licindia.com">wz_cc@licindia.com</a> latest by 1.7.2025 (by 3:00 pm)
4	<b>Pre-bid meeting</b>	<b>Date: 02/07/2025 11 am</b> Place-LIC OF INDIA, Western Zonal office, Corporate Communications Dept, 2 <sup>nd</sup> Floor, Yogakshema, Nariman Point, Mumbai- 400 021
5	<b>Bid Submission Date &amp; Time</b>	<b>On or before 9<sup>th</sup> July 2025 before 2 pm</b>
6	<b>Mode of Submission</b>	<a href="http://www.tenderwizard.com/LIC">Online (www.tenderwizard.com/LIC) through Tender Wizard</a>

7	<b>Technical/ Eligibility Bid Opening date /time (Online)</b>	The Technical Bids will be opened by the Tender Opening committee of LIC through the option available in e-tendering portal <b>at 4 pm on 9.7.2025</b> at same address as given above in the presence of Bidders or their authorized representatives who choose to remain present at the time of opening the tenders.
8	<b>Financial Bid Opening Date (Online)</b>	The financial bids of only those bidders who qualify in both eligibility and technical evaluation will be opened. The date for opening of the Financial bid would be communicated to the technically eligible bidders.
9	<b>RFP Coordinator Details</b>	The Regional Manager (CC) Corporate Communications Department, LIC of India, Western Zonal Office, 2nd.floor,West Wing, Yogakshema Building, Jeevan Bima Marg, Mumbai-400021. Email : wz_cc@licindia.com; Landline No : (022) 66598214
10	<b>EMD for the work</b>	<b>Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand Only)</b> Shall be remitted by RTGS /NEFT only. The details of EMD remitted must be emailed to wz_cc@licindia.com immediately after transfer. <b>Bank Details of L.I.C. of India for the purpose of RTGS/NEFT payment :</b> <b>Name of the Beneficiary:</b> Life Insurance Corporation Of India <b>Bank Name:</b> Union Bank Of India <b>A/C No:</b> 510101006081893 <b>IFS Code:</b> UBIN0902217 <b>MICR Code:</b> 400026216 <b>Bank Address:</b> Unit 4C, Ground Floor, Mittal Court Premises, Opposite to Vidhan Bhavan, Nariman Point, Mumbai- 400021 Exemption will be given for Micro and Small Enterprises as defined in MSE Procurement Policy (MSEs) order 2012, issued by the Department of MSME or are registered with the Central Purchase Organization or the concerned Ministry or Department. Bidders should submit relevant MSME/ NSIC certificate to LIC. Exemption will also be given to Startups <b>EMD / Exemption details to be e-mailed to wz_cc@licindia.com by 9.7.2025 by 11 am.</b>

Stage	Start Date & Time	Expiry Date & Time
Uploading of E tender Documents	<b>24/06/2025 11.00 Hrs</b>	<b>09/07/2025 14.00 Hrs</b>

**Notes :**

- Any change to the Activity Schedule will be notified through websites:  
(<https://licindia.in/web/guest/tenders>, [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC)) only.
- Amendments/corrigendum, if any, to this RFP would be hosted on our website only  
(<https://licindia.in/web/guest/tenders>, [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC)). **Bidders are therefore requested to regularly visit the said website to keep themselves updated.**
- In case the date of an event like last date for submission of bids, opening of bids etc. are declared as holiday in Mumbai, the respective date shall be treated as postponed to the next working day.

d) Pre-bid meeting shall be physical meeting only. Bidder's representatives should bring their company i-cards for Pre-Bid Meeting.

**Eligibility criteria:-**

Pre-qualification/ eligibility criterion for the bidder to qualify this stage is clearly mentioned below. The Bidder would need to submit all supporting documents signed by the authorized person of the bidder as part of eligibility proof as mentioned in Annexure I.

- 1) The Bidder shall mean the Companies / Firms, undertaking the work and shall include legal representative of such Firm / Company as the case may be and permitted assigns of such Firm / Company.
- 2) The Bidder must be a registered entity and shall have sufficient number of technical and administrative employees.
- 3) The Bidder must have at least two years of experience in similar co-branding activities.
- 4) The Bidder must have executed similar work i.e. branding of Metro station (Metro station refers to a station within an underground or elevated rapid transit system also known as a Subway or Metro)/ Railway Stations /Airports in India – installation including maintenance of advertisement space for PSU/ Bank/ Financial institution/ reputed MNC/ Insurance Companies/ State and Central Government organization/ Private companies.
- 5) The Bidder has never been black listed/debarred by any government department / PSU. nor any criminal proceedings that have been initiated or pending during the last five years nor has any work cancelled for poor performance in the last three years reckoned from the date of invitation of Tender.
- 6) The work order must be in the name of the Bidder only (sub-contracts are not accepted).
- 7) Work orders and work completion certificates shall be enclosed.
- 8) Minimum Work Value Requirement: The work order successfully completed/ nearing completion of similar branding work of Metro station by the Bidder during last 7 years must fulfill the following requirements:
  - i) **One work order worth at least Rs.40,00,000/- (Rupees Forty lakhs Only).**  
**Or**
  - ii) **Two works, each worth at least Rs.25,00,000/- (Rupees Twenty Five Lakhs Only).**  
**Or**
  - iii) **Three works, each worth at least Rs.20,00,000/- (Rupees Twenty Lakhs).**
- 9) The Bidder must have full-fledged office / Service Centre in India. The list of service centre along with the contact details and staff details must be attached.
- 10) The Bidder must have Minimum Average Annual Financial Turnover of Rs.40,00,000 (Rupees Forty lakhs Only) in the last 3 financial years.
- 11) The Bidder must furnish PAN and GST registration certification.

**Note:**

- 1) The Bidder must submit their response to the eligibility criteria in the format provided in Annexure-III.
- 2) Evidence must be submitted for each eligibility criteria.
- 3) The Financial Bid of only that Bidder who successfully qualifies in the eligibility criteria will be subsequently opened for further evaluation.
- 4) The bid submission to this RFP shall be made only through E-tendering System portal website ([www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC)).
- 5) The formulation of the Evaluation criteria, the conduct of the evaluation of the responses to the RFP and the subsequent selection of the successful bidder(s) will be entirely at the discretion of LIC and its decision shall be final and no correspondence about the decision shall be entertained.
- 6) Only those Technical bids which are found to be in order (i.e. satisfying all the stipulated eligibility conditions) for Branding contract shall be short-listed and financial bids of only such short-listed bidders will be opened.
- 7) LIC of India reserves the right to call for missing / additional requirements, documents or otherwise from the bidder at the time of analysis of the technical bids received in response to this notice.
- 8) LIC will not consider any conditional offer/Bid and or any modification in the bid after the opening of tenders.
- 9) The bid shall be valid for the period of **180 days** from the last date of submission of the tender as per Notice issued in this respect.
- 10) All forms (Part A to F) and Annexures (I to XII) are part of this tender and shall be duly signed by authorized person of the Bidder. Refer [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC)
- 11) The Bidders should read and understand all the terms and conditions of the Tender before applying as the submission of the tender shall be deemed to signify the acceptance of the terms and conditions of this tender along with Annexure(s) and the successful Bidder shall sign and execute a Contract subsequently which shall be inclusive of the terms and conditions as set forth in **TECHNICAL BID & FINANCIAL BID** of this Tender.
- 12) LIC of India does not bind itself to accept the lowest or any bid and reserves the right to reject all or any bid or cancel the tender without assigning any reason whatsoever. The aforesaid rejection will be without any liability.
- 13) **Pre Contract Integrity Pact:** This RFP is issued on the condition that only those bidders who submit a signed Pre-Contract Integrity Pact on stamp paper of appropriate value will be eligible to participate in the bidding.
- 14) **The decision of the Corporation shall be final, conclusive and binding on the Bidders and the Corporation takes no responsibility for any delay whatsoever for submission of Bid after the last date and time given in the schedule.**

**Date: 24.06.2025**

**Zonal Manager**

**AUTHORISED SIGNATORY (NAME/DESIGNATIONS & SEAL OF THE BIDDER)**

## **PART B – GENERAL RULES AND INSTRUCTIONS TO BIDDERS**

Bidder must go through the complete tender document; Technical Bid, Financial Bid, General terms and conditions of the contract and understand the obligations therein. Also, Seal of the company, Sign and designation of authorized persons to be obtained on all pages.

### **Site visit:**

The Bidder must obtain, on his/her own responsibility and expense, every information that may be required for the purpose of filling this tender document. The Bidder must satisfy himself regarding the availability of water, power, transport and communication facilities, the quantity and quality of materials/ labour, local authority/MMRC requirements/ traffic regulations, etc. LIC will not entertain any claim arising out of lack of such due diligence.

### **INSTRUCTIONS IN REGARD TO SUBMISSION OF BID**

The Bidder may download the RFP documents from the website mentioned below:

E-tendering System portal website ( [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC))

Bidder should note that non-compliance of the following instructions will render the tender liable for rejection.

### **Procedure to submit the Bid as follows:-**

- The bid submission to this RFP shall be made only through E-tendering System portal website [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC)
- **This is an E - Tender and hence Bids must be submitted “ONLINE”. No hardcopy of the tender will be accepted. All documents are to be scanned and uploaded.**
- Bidder should ensure that the tender is received before the due date and time specified in the Key Dates of online tender.
- Bidder should fill in all the relevant information in prescribed templates/forms and put his Digital signature on the relevant places as required in the e-tendering System.
- The bidding process would be in single stage. Bidders have to submit the Technical and Financial bids in one stage. The bids are to be submitted only through online e-Tendering System portal <https://www.tenderwizard.com/LIC> by the intending bidders.
- Bidders shall upload both the Technical and Financial bid online in e-Tendering System portal [www.tenderwizard.com/LIC](http://www.tenderwizard.com/LIC).
- The Bidder should submit their Bids along with required Annexures, Certificates and other required documents etc. as stated in the Section “Eligibility Criteria” or elsewhere in the RFP.
- All pages in the Bid proposal should be serially numbered, should be affixed with the Company seal and signed by the Authorized signatory.
- Bid shall be signed by the Bidder or a person duly authorized to bind the Bidder to the Contract
- The bidder shall attach/include the required supporting document wherever necessary in Eligibility Bid.

### **OTHER INSTRUCTIONS:**

The bid will be treated as legally void and will be rejected if:

- a. Bid is not signed by the duly authorized person or
- b. Bid submitted is unsigned or partially unsigned
- c. Bids not accompanied by relevant supporting documents.

By submitting a signed bid, the bidder’s signatory certifies that in connection with this RFP:

- The bidder's organization or an agent of the bidder's organization has arrived at the prices in its bid without consultation, cartel formation, communication or agreement with any other respondent or with any competitor, with a view to restrict competition,
- The prices quoted in the bid have not been knowingly disclosed and will not be knowingly disclosed by the bidder's organization or by any agent of the bidder's organization, directly or indirectly, to any other respondent or to any competitor,
- No attempt has been made or will be made by the bidder's organization or by any agent of the bidder's organization to induce any other person or firm to submit or not to submit a bid for the purpose of restricting competition.

**Eligibility criteria:-**

Pre-qualification/ eligibility criterion for the bidder to qualify this stage is clearly mentioned below. The Bidder would need to submit all supporting documents signed by the authorized person of the bidder as part of eligibility proof as mentioned in Annexure I.

Eligibility Conditions	Documentary Evidence Required
<p>The Bidder shall mean the Companies / Firms, undertaking the work and shall include legal representative of such Firm / Company as the case may be and permitted assigns of such Firm / Company.</p> <p>The Bidder must be a registered entity and shall have sufficient number of technical and administrative employees</p>	<p>Certificate of incorporation/registration</p>
<p>The Bidder must have at least two years of experience in similar co-branding activities.</p>	<p>Copy of the concerned Purchase Orders/Work order/ completion certificate/ executed agreement to be submitted and details to be submitted as per Annexure-IV &amp; V</p>
<p>The Bidder must have executed similar work i.e. branding of Metro station (Metro station refers to a station within an underground or elevated rapid transit system also known as a Subway or Metro)/ Railway Stations / Airports in India – installation including maintenance of advertisement space for PSU/ Bank/ Financial institution/ reputed MNC/ Insurance Companies/ State and Central Government organization/ Private companies.</p> <p>The work order must be in the name of the Bidder only (sub-contracts are not accepted).</p> <p><b>Minimum Work Value Requirement: The work order successfully completed/ nearing completion of similar branding work of Metro station by the Bidder during last 7 years must fulfill the following requirements:</b></p>	<p>Copy of the concerned Purchase Orders/Work order/ completion certificate/ executed agreement to be submitted and details to be submitted as per Annexure-IV</p>

<p><b>One work order worth at least Rs.40,00,000/- (Rupees Forty lakhs Only).</b></p> <p><b>Or</b></p> <p><b>Two works, each worth at least Rs.25,00,000/- (Rupees Twenty Five Lakhs Only).</b></p> <p><b>Or</b></p> <p><b>Three works, each worth at least Rs.20,00,000/- (Rupees Twenty Lakhs).</b></p>	
<p>The Bidder has never been black listed/debarred by any government department / PSU nor any criminal proceedings that have been initiated or pending during the last five years nor has any work cancelled for poor performance in the last three years reckoned from the date of invitation of Tender</p>	<p>The certificate from the Authorized signatory should be attached as compliance to this condition as per Annexure-VIII.</p>
<p>The Bidder must have full-fledged office / Service Centre in India.</p>	<p>The list of service centre along with the contact details and staff details must be attached</p>
<p>The Bidder must have Minimum Average Annual Financial Turnover of Rs.40,00,000 (Rupees Forty lakhs Only) in the last 3 financial years.</p>	<p>Details to be submitted in Annexure-VI and attested copies of Audited Balance Sheet and Profit and Loss account for the relevant years, duly signed by Authorized signatory of the Company along with Name and Seal.</p>
<p>The Bidder must furnish PAN and GST registration certification.</p>	<p>a) GST Registration number b) Copy of PAN card</p>

**Note:**

- 1) **The Bidder must submit their response to the eligibility criteria in the format provided in Annexure-III.**
- 2) **Evidence must be submitted for each eligibility criteria.**
- 3) **The Financial Bid of only those Bidder who successfully qualifies in the eligibility criteria will be subsequently opened for further evaluation.**

**Procedure for opening of the bids**

- 1) Bids received within the specified closing date and time in the Activity Schedule will be opened by the Tender Opening Committee of LIC on the specified date, time as given in the Activity Schedule.
- 2) The date and time of the opening of the Bids shall be as per the Activity Schedule. The bids shall be opened through the E-Tendering options by the authorized personnel from Tendering opening committee.
- 3) The Technical/Eligibility Bid shall be opened as stated in the activity schedule and after completion of evaluation of eligibility bid, the result of the qualifying bidders will be informed to the participating Bidders. The list of short-listed eligible bidders and the date, time of opening of their

Financial bid will be notified to the participating Bidders through email. The decision on this matter will be taken by LIC.

- 4) The Financial bids of the short listed bidders will be opened by the Tender Opening Committee of LIC. However the decision on this matter will be taken by LIC.

**Other Instructions**

- Only those bidders who meet the pre-qualification criteria of technical bid as specified in this document will be short-listed.
- Interested entities are advised to study this RFP document carefully before submitting their bids in response to the RFP. Submission of a bid in response to this RFP shall be deemed to have been done after careful study and examination of this RFP with full understanding of its terms, conditions and implications. Submission of bid shall be deemed to constitute acceptance of all terms, conditions and implications contained in the RFP.
- LIC reserves the right to negotiate, change, modify or alter any/all the terms and provisions of the RFP and may request for additional information, if required, from the bidders. LIC also reserves the right to withdraw this RFP at any stage without assigning any reason and without any liability to Bidder or any other person or party.
- This document shall not be construed as a Tender.
- Submission of the bid shall be deemed to be the conclusive proof of the fact that the Bidder has acquainted himself and is in agreement with all the instructions, terms and conditions governing the specification, unless otherwise specifically indicated/ commented by him in his bid. The formulation of the evaluation criteria, the conduct of the evaluation of the responses to the RFP and the subsequent short listing of the successful bidder will be entirely at the discretion of LIC and the decision of LIC shall be final and binding, and no correspondence about the decision shall be entertained.
- Failure to furnish complete information required in the bidding documents or submission of a bid not in compliance with every aspect of the RFP documents will be at the Bidder's risk and may result in rejection of its bid.
- Furthermore, during the RFP process, LIC has disclosed or may disclose, in the RFP and / or corrigendum/ addenda, available information relevant to the Scope of Work to the extent, detail, and accuracy allowed by prevailing circumstances. However, nothing in this RFP or any corrigendum / addenda is intended to relieve Bidders from forming their own opinions and conclusions in respect of the matters addressed in this RFP or any corrigendum / addenda.
- If deemed necessary, LIC may seek clarifications on any aspect from the bidder. However, such clarification shall not entitle the bidder to change or cause any change in the substances of the bid already submitted or the price quoted. The bidder may be asked to give a presentation for the purpose of clarification of the bid submitted by him.
- At any time prior to the deadline for submission of bids, LIC shall have the right to modify the bidding document by amendment.

- Any such clarification / amendment issued by LIC will be in the form of an addendum/ corrigendum. The amendment shall be binding on all bidders. LIC, at its discretion, may extend the deadline for submission of bids to allow prospective bidders reasonable time to take the amendment into account. Verbal requests for clarification will not be entertained.
- It shall be deemed that by submitting the bid, the bidder has made a complete and careful examination of the RFP documents.
- The quantities mentioned in the Technical/ Commercial Bids are indicative only and will be used to determine a successful bidder. However, the actual quantities may differ at the time of issuing Purchase Order/s, depending on the circumstances prevailing at that time.
- **Revised Commercial Bid (If applicable):** During evaluation of Technical Bid, if any technical specification/s and/ or scope of work is/ are revised to meet LIC's requirements, all bidders will be informed of the same and required to submit fresh commercial quotation, duly signed and sealed in a separate cover super-scribed "REVISED COMMERCIAL BID after Technical Review (Indicative Price)".
- The bid will be treated as legally void and will be rejected if:
  - a. Bid is not signed by the duly authorized person
  - Or
  - b. Bid submitted is unsigned or partially unsigned
- Please note that prices must not be indicated in the Technical Bid, failing which the Bid may be rejected.
- Participation in this tender will mean that the bidder has accepted all terms and conditions and clauses of this RFP and subsequent modification(s) to this tender, if any.
- The Bidders must submit their Bids along with the required documents and Certificates as stated in the Section — Eligibility Criteria or elsewhere in the RFP.
- During Bid evaluation, if any deviation is observed, LIC shall have the right to call for clarifications/ confirmation / compliance. In the event, bidder fails to provide any clarification and or any compliance as sought by LIC within 2 business days of being called for, the bid is liable to be rejected. LIC reserves the right to accept or reject any deviation at its sole discretion, and such decision shall be final and binding.
- During scrutiny of technical bid, if any technical specification/s of any item/s is/are revised by mutual consent to meet LIC's requirement, all the Bidders will be informed of the same and required to submit fresh quotation for such revised item/s, if any.
- The formulation of the evaluation criteria, the conduct of the evaluation of the responses to the RFP and the subsequent selection of the successful bidder will be entirely at the discretion of LIC and its decision shall be final and no correspondence about the decision shall be entertained.

## PART C– GENERAL TERMS & CONDITIONS OF CONTRACT

**GENERAL TERMS & CONDITIONS OF CONTRACT** shall form an integral part of the Bid and the contract, which is enclosed along with the tender documents.

The Bidder must give a certificate along with their bid that they have thoroughly read, understood and accepted the conditions/special conditions & specifications of contract as well as other conditions of tender, etc.

The “Contract” shall mean agreement including any supplementary agreements, if any, entered into between LIC and the selected bidder as recorded in the contract form signed by the parties which includes all attachment, the notice of tender, the sealed quotation and all the tender documents including the tender and acceptance thereof together with the documents referred to therein, and the accepted conditions with annexure mentioned therein including any special conditions, specifications, price schedule / bill of quantities and schedule of rates. All these documents taken together shall be deemed to form a single contract and shall be complementary to one another.

The “Contractor/ Bidder/ Service Provider” shall mean the Companies / Firms, undertaking the work and shall include legal representative of such Firm / Company as the case may be and permitted assigns of such Firm / Company.

1. **Earnest Money Deposit (EMD):** The bidders shall submit, along with the Technical Bid, UTR details of Earnest Money Deposit (EMD) of Rs. 1,50,000 (Rupees One Lakh Fifty Thousand only). The EMD will be submitted by way of NEFT/RTGS only. At the time of submission of e-tender on e-tender portal, it is mandatory to provide proof of remittance of EMD with transaction number of EMD remitted through RTGS/NEFT.

Exemption will be given for Micro and Small Enterprises as defined in MSE Procurement Policy (MSEs) order 2012, issued by the Department of MSME or are registered with the Central Purchase Organization or the concerned Ministry or Department. Bidders should submit relevant MSME/ NSIC certificate to LIC. Exemption will also be given to Startups. The bidders who are Startups have to be recognized by the Department of Industrial Policy & Promotion (DIPP) to avail the exemption and should necessarily enclose valid certificate issued by concerned Ministry/ Department.

a) EMD will be refunded to the selected Entity only after submission of Performance Bank Guarantee (PBG) by the selected Entity. No interest will be paid on the EMD.

b) The EMD of those Bidders who do not qualify will be refunded to them without interest after the procedure for selection of Entity is completed.

c) Relaxations to MSEs regarding submission of EMD will be applicable as per government guidelines, as given above. Preferences/ benefits shall be given to MSEs in line with Public procurement policy for Micro and Small Enterprises (MSEs), 2012. To be eligible for the preference, supporting documents to prove eligibility must be uploaded by the bidder for evaluation.

d) The EMD submitted by the bidder may be forfeited in full or part, as decided by LIC, if

- The bidder qualifies and backs out of the L1 quotes.
- In case the bidder is found to be indulging in fraudulent and corrupt practices as defined in the relevant clause mentioned in this RFP.

e) Bids submitted without EMD or EMD not submitted conforming to the above criteria will be treated as non-responsive and will be summarily rejected by LIC if

- The bidder withdraws or amends its bid during the period of bid validity; or

- The bidder makes any written statement or encloses any form which turns out to be false/ incorrect at any time prior to signing of Contract;
- The bidder does not respond to requests for clarification of its proposal.
- The bidder fails to provide required information during the evaluation process or is found to be non-responsive.
- If, on selection, the vendor fails to: sign the contract; or to furnish unconditional and irrevocable Performance Guarantee as mentioned in this RFP.

**2. Award of Contract:** LIC shall not be bound to accept any terms and condition of the bidder or lowest quote and reserves the right to accept or reject any bidders' tender or to accept whole or a portion of tender, as it may deem fit, without assigning any reason there of and without incurring any liability to the effected bidder(s) for the action of LIC. Contract will be awarded on the sum total of the total items decided.

**3. Performance Bank Guarantee:** The successful bidder shall provide a Performance Bank Guarantee within 15 days from the date of receipt of the work order in the format provided by LIC. The value of PBG shall be 10% of the total contract value, valid for the entire period of the contract and such other period as decided by LIC for due performance of the project.

- Failure of the successful Bidder to submit the PBG within the stipulated timeframe shall constitute a sufficient ground for the annulment of the award and forfeiture of the EMD. In such an event, LIC may, at its discretion, award the contract to the next lowest evaluated Bidder or call for new Bids.
- The proceeds of the performance security shall be payable to LIC as compensation for any loss, damage or liability resulting from the Vendor's failure to fulfill its obligations under the Contract.
- The performance security shall be denominated in Indian Rupees and the performance security shall be in the following manner only.
  - a. It will be through Bank guarantee issued by a Nationalized / Scheduled bank located in India, acceptable to LIC, in the form provided in the bidding document.
  - b. The performance security shall be discharged by LIC and returned to the Supplier / Vendor not later than sixty (60) days following the date of satisfactory completion of the Supplier / Vendor's performance obligations including any warranty obligations under the contract.
  - c. In the event of non-performance of obligation or failure to meet the terms / requirements of this RFP, LIC shall be entitled to invoke the performance guarantee without notice or right of demur to the Bidder.

LIC reserves its right to invoke the Performance Bank Guarantee besides cancellation of the entire Contract in the event of breach and/ or non-observance of any of the guaranteed performance.

**4. Compliance in Obtaining Approvals/Permissions/Licenses:** The Bidder shall promptly and timely obtain all consents, permissions, approvals, licenses, etc., as may be necessary or required for any of the purposes of this project or for the conduct of their own business under any applicable Law, Government Regulation/Guidelines and shall keep the same valid and in force during the term of the project. In the event of any failure or omission to do

so, the Bidder shall indemnify, keep indemnified, hold harmless, defend, protect and fully compensate LIC and its employees/ officers/ staff/ personnel/ representatives/agents from and against all claims or demands of liability and all consequences that may occur or arise for any default or failure on its part to conform or comply with the above and all other statutory obligations arising there from and LIC will give notice of any such claim or demand of liability within reasonable time to the bidder.

5. **Time Line for Completion of Work:** The co-branding job has to be completed, to the satisfaction of LIC, within 60 days from the date of issue of Purchase Order and / or Work Order and / or date of contract whichever is earlier. Any delay in execution may attract contractual penalties or termination as per the applicable provisions of the contract.
6. **Termination of Contract:** In case the services of the successful bidder are not found satisfactory, or there is a breach of any of the terms & conditions of the contract and/or if the bidder fails/neglects to carry out any instruction issued to it by LIC from time to time, a warning letter shall be issued to the Service Provider. In case any corrective action is not taken within 30 days from the receipt of the warning letter, LIC shall have the right to terminate the agreement without any further notice. Such termination shall be without prejudice to any other rights or remedies available to LIC under the Contract or applicable law.
7. **Force Majeure Clause:**
  - a) The Entity shall be liable for any delay in execution or failure of their respective obligations under this agreement except for delay caused by occurrence of events beyond control of the Entity, including but not limited to natural calamities, fire, explosions, floods, power shortages, acts of God, hostility, acts of public enemy, wars, riots, pandemic, strikes, sabotage, order/ action or regulations of government, local or other public authorities.
  - b) In case a Force Majeure situation arises, the Entity shall immediately notify LIC in writing of such conditions and the cause thereof within one week and prove that such is beyond the control and affect the execution of the Purchase Order.
  - c) Unless otherwise directed by LIC in writing, the Entity shall continue to perform its obligations under the contract as far as it is reasonably practical, and shall seek all reasonable means for performance not prevented by the Force Majeure event. Notwithstanding the above, the decision of LIC shall be final and binding on the Entity.
8. **Payment Terms:** No advance payment shall be made. The successful bidder shall raise the GST invoice in the name of LIC only on the satisfactory completion of work, as certified by the execution department (Admin Department of LIC). After raising of invoice, payment will be made through E-Banking within 15 Days of receipt of invoice. The Annual Maintenance cost will be paid annually after successful completion of each year. The areas/quantities mentioned in the annexure XII are of estimated in nature. However, the payment will be made based on the actual work executed by the successful bidder. For calculation of the amount payable to the bidder, the item wise unit rate mentioned in the work order will be taken.
9. **Tax Deduction at Source:** LIC shall deduct Income Tax, GST-TDS and any other applicable statutory levies including taxes like Education cess etc. at prescribed rates from time to time at source from the bills.

**10. Deviation:** The contractor shall strictly comply with the Tender specification and all terms and conditions of the contract. No deviation or modification in the Terms & Conditions of the Contract shall be permitted, unless expressly agreed in writing by LIC.

**11. Correction of Errors:** Bids determined to be sub-sequentially responsive will be checked by LIC for any arithmetic errors in computation and summation.

Errors will be corrected as follows:

- a. Where there is discrepancy between amounts in figures and in words, the amount in words shall govern.
- b. Where there is a discrepancy between the unit rate and the total amount derived from the multiplication of the unit rate and the quantity, the unit rate as quoted shall govern, unless in the opinion of LIC there is an obviously gross misplacement of the decimal point in the unit rate, in which event the total amount as quoted shall govern and the unit rate shall be corrected accordingly.

The amount stated in the Bid Form will be adjusted by the Purchaser in accordance with the above procedure for the correction of errors and shall be considered as binding upon the bidder. Refusal to accept the corrected bid amount shall result in rejection of the bid and forfeiture of the Bid Guarantee.

**12. Indemnity:** The Service Provider shall indemnify and hold harmless to LIC and its directors, officers and employees from and against all and any claims, demands, losses, damages, penalties, expenses and proceedings connected with the implementation of this contract or arising from any breach or non-compliance whatsoever by the Service Provider or any of the persons deployed by it pursuant thereto in relation to any such matter as aforesaid or otherwise arising from any act or omission on their part, whether willful or not, and whether within or outside the premises including but not limited to any and all claims by the hired manpower. Additionally, LIC shall not be liable for any damages to the premises, persons, structures or any other third party due to any emergency such as a fire, flood, riots, or any other natural calamities or any other unforeseen events. The service provider shall be responsible for restoring the affected areas, structures or assets to their original condition prevailing prior to occurrence of such unforeseen events.

**13. Insurance:** The selected bidder shall procure and maintain appropriate insurance coverage protecting against all claims applicable under the Workmen's Compensation Act, 1948 and any other applicable laws at its own cost.

The selected bidder shall arrange necessary insurance cover for all persons deployed by him even for short duration.

In the event of any liability/claim falling on LIC, the same shall be reimbursed/indemnified by the selected bidder.

**14. Resolution of Disputes & Arbitration:** In the event of any dispute or difference whatsoever arising under this contract or in connection therewith including any dispute relating to existing meaning and interpretation of this contract shall be settled amicably through mutual negotiation by the parties. In all cases of dispute, the matter shall be referred to the Zonal Manager, Western Zonal Office of LIC and his /her decision shall be final and legally binding.

In case the amicable settlement is not achieved, the same shall be referred to the sole arbitrator mutually appointed by the parties. The arbitration shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996, as amended from time to time.

The seat of the Arbitration shall be Mumbai. Notwithstanding any dispute between the parties, the Service Provider shall not be entitled to with hold, delay or defer its obligation, under the contract, and the same shall be carried out strictly in accordance with the terms and conditions of contract.

**15. Jurisdiction of the courts:** All disputes arising out of or in connection with this contract shall be subject to the exclusive jurisdiction of courts at Mumbai, Maharashtra.

**16. Selection Methodology:** Evaluation of the financial bid shall be done on "L1basis". The bidder quoting the lowest total cost among the technically qualified bidders will be recommended for award of contract. In case there are more than one bidders qualified as L1, the award shall be made based on the following criteria:

- a. Number of prior work orders undertaken for branding of metro stations; and
- b. Annual Financial Turnover of the bidder for last 3 Financial Years.

**17. Validity:** The bids submitted by the Bidder shall remain valid for a period of 180 days from the date of submission of the tender as per notice issued in this respect.

**18. Bid Security Declaration:** Bidder has to submit a "Bid Security Declaration" accepting that if they withdraw or modify their bids during the period of validity of the bid, they will be suspended for 6 months.

**19. Penalty:** The selected bidder shall strictly adhere to the approved project schedule. Any delay beyond the stipulated completion date shall attract a penalty at the rate of 0.5% of the total contract value per calendar week of delay or part thereof, subject to a maximum of 10% of the total contract value. This penalty is a reasonable pre-estimate of the damages likely to be suffered due to such delay.

**20. Contract Period:** LIC shall enter into an agreement with the successful service provider for a total period of 2 years comprising - 1 year DLP (Defects Liability period) and 1 year of comprehensive annual maintenance contract beginning from the date of successful completion of the project. The date of successful completion of the project shall be the date on which the said project has been completed and a certificate of completion has been issued by LIC. The contract can be extended further for one year at a time, at the sole discretion of LIC, subject to satisfactory performance by the Service Provider, on mutually agreed terms and conditions.

**21. Subcontracting:** The selected bidder will not be allowed to subcontract any portions of the scope of this RFP to any other party.

## PART D–SCOPE OF WORK

LIC has taken HUTATMA CHOWK Metro station (Mumbai Metro Line 3) from Mumbai Metro Rail Corporation (MMRC) on lease for a period of 5 years (with a lock in period of 2 years) for co-branding. As part of this, LIC has been granted first right of choice to select 300 sq.m. of advertisement space at the concourse and platform levels, fare collection gates, staircases, elevators, lifts, platforms screen doors, pillars, entry/ exit gates, etc. LIC's brand name and logo shall be prefixed to the station to the existing name of the metro station Inside/Outside coloring with color theme of brand at the Hutatma Chowk Metro station of Mumbai Metro Line 3.

The work for co-branding of HUTATMA CHOWK Metro Station under the contract has to be completed to the satisfaction of LIC within 60 days from the date of contract and has to be maintained during the period of contract. The scope of work includes but is not limited to:

1. The successful bidder shall study the terms and conditions of the allotment by MMRC which includes understanding the scope of the contract with opinion of interpretations of the terms and conditions. The entity shall abide by the terms and conditions of allotment by MMRC. The entity shall visit the site with its team to analyze the branding spaces available as per the contract and to check feasibility/workability.
2. Creation of LIC approved designs, graphics, drawings, fabrication & installation of 300 sq.m. advertisement signage in the station including glass/ walls/ aluminum panels etc. as permissible by MMRC and as per specifications of LIC/MMRC using paints/films/any other suitable medium as permissible)of outside & inside infrastructure of the Metro Station (including exit and entry gates) by LIC approved brand colors. This also includes painting of beam/affixing of vinyl pasting at station to enhance the look and feel of brand LIC.
3. The successful bidder shall provide illumination to all the panels and, backlit signage, strictly as per MMRC's specification.
4. The successful bidder shall be responsible for taking warranties of all electrical, electronic items, signage, boards, color & paint (both indoor & outdoor), electrical installations, panels, equipment etc. installed under scope of work during the period of contract.
5. The successful bidder shall pay all applicable taxes, levies including municipal levies on advertising and insurance premium payable under applicable law during the period of the contract.
6. The successful bidder shall do all liaison work and shall obtain all approvals, permits, etc. from all Competent and required Authorities, including MMRC (and its departments) and different tiers of government, statutory, local, civic authorities, etc. at its own cost for the completion the said branding assignment.
7. The structural and electrical Designs are critical aspects in respect of the safety of the property and life. Hence the successful bidder shall prepare necessary architectural, civil, electrical and other required/allied drawings/documents without any additional cost to LIC. These designs, structures, drawings should be vetted by a chartered civil engineer/or appropriate certified professionals (as per the prevalent practice in the industry) without any additional cost to LIC and copy of the same should be submitted to LIC.

8. The successful bidder shall ensure that its employees, agents, any other persons or machines involved in the execution of the work do not in anyway impinge on the safety and security of metro operations, safety & convenience of commuter, safety of metro properties and its assets. In case of any serious accident caused due to negligence of successful bidder resulting in injury, death to commuters or MMRC employees or any other person/or any other property or loss to MMRC property, it shall constitute Material Breach of Contract and considered successful bidder's Event of Default that shall entitle LIC to recover the loss from the bidder.
9. The successful bidder shall on receipt of approvals/comments from MMRC, incorporate the suggestions from MMRC and resubmit the revised drawings/designs/ adaptation/ electrical layouts for approval of MMRC.
10. The successful bidder shall apply for electrical load and connections and work permissions to MMRC on behalf of LIC. The entity shall also submit meter test report/ cable test report/ cable layout plan and other related documents for release of electrical supply.
11. The successful bidder shall ensure the branding display plan prepared must be in compliance to technical parameters of Mumbai Indoor advertisement policy/any other relevant State policy and rules /EPCA guidelines/ Heritage guidelines/ Directives given by Hon'ble courts, or any other prevailing policy.
12. The successful bidder shall ensure timely completion of assignment and discharge all obligations as per contract / agreement. The successful bidder should complete all the works mentioned in the tender document.
13. The successful bidder shall ensure that station building including walls ,floor ,roof etc is not damaged in any manner and all installation, operation, maintenance and removal of advertisement billboards ,creative etc. shall be done after taking prior written permission of MMRC and LIC.
14. After completion of the branding concept, the successful bidder shall maintain the Branding to the satisfaction of LIC during the contract period. The periodical change (once in 6 months) of advertisements/ contents shall be done as per the instruction of LIC during the AMC period without any additional cost to LIC.

## **PART E- GENERAL POINTS ABOUT MATERIALS FOR BRANDING SPECIFIED BY MMRC**

**General points about materials for Branding specified by MMRC are given below:**

### **General Provisions for Kiosk/Booth Development:**

1. New kiosks shall be constructed using **Class 1 fire-retardant materials** as specified.
2. Only **approved vendors and contractors** shall be permitted for construction, ensuring that certified fire-compliant materials are used.
3. Interior materials, such as fabrics used for furniture, shall be **treated with fire-retardant paints** to enhance fire safety.
4. Portable Fire Extinguisher with Required Quantity as per IS 2190.

### **Material Requirements for Underground Stations:**

1. All materials used shall be **non-combustible and fire-retardant (Class 1)**.
2. **Toughened glass** and **calcium silicate boards** are permissible.
3. **Fiber Cement Boards** (Standard - Type B & Heavy Duty - Type A) as per **IS 14862** are permitted.
4. Fire-retardant paint shall be applied to reduce **flame spread and smoke development** (paint certification to be submitted).
5. Partition walls shall be constructed using **solid wall panels (50mm and 75mm) with fire ratings of 90 minutes and 120 minutes**.
6. The use of **wood, plastic, resins, synthetic, and natural fibres** is strictly prohibited.

### **Electrical Wiring Requirements:**

For underground stations, all electrical wiring shall comply with **FRLSZH (Fire Retardant Low Smoke Zero Halogen) standards** and meet the specifications of **NFPA 130 and NFPA 220**.

**PART F- LOCATION AND DETAILS OF INVENTORY**

HUTATMA CHOWK Metro station (Mumbai Metro Line 3) of Mumbai  
Metro Rail Corporation (MMRC)

Location No. on layout	Description of location	Type of Inventory	Size of Inventory	No of Inventory	Total area in sq ft	Area in sq mtrs
1	4 entry gates	Glass panel name: LIC-Hutatma Chowk 3M vinyl	10 ft *3 ft	4	120	11.07
2	Concourse Level: Wall Opp Ticket counter No 1	Fabric Lit box, floor mounted	16 ft * 8 ft	1	128	11.90
3	Concourse Level: Both sides adjacent to ticket counter (Grid 3,4) (grid 4,5)	Fabric Lit box, floor mounted	8 ft * 6 ft	2	96	8.93
4	Concourse Level: Near escalator wall (long wall)	Fabric Lit box, floor mounted	16 ft * 8 ft	1	128	11.90
5	Concourse Level: Area near ticket gates (both sides of TG)	Fabric Lit box, floor mounted	8 ft * 6 ft	2	96	8.93
6	Concourse Level: In passage towards CSMT	Back lit flex boards at intervals of 20 ft all along the passage mounted on wall	2 ft * 4 ft	20	160	14.88
7	Concourse Level: entry towards platform from concourse (commuters coming from Gate no 1 & 4) post scanning ticket)	Fabric Lit box, wall mounted	16 ft * 8 ft	1	128	11.90
8	Concourse Level: Wall Opp to 2 <sup>nd</sup> ticket counter	Fabric Lit box, floor mounted	16 ft * 8 ft	1	128	11.90
9	Concourse Level: Front side of Granite pillar opp to 2 <sup>nd</sup> Ticket counter	Fabric Lit box, wall mounted	16 ft * 8 ft	1	128	11.90
10	Concourse Level: Wall in centre of concourse also left and right is lift	Fabric Lit box, wall mounted	12 ft * 6 ft	1	72	6.70
11	Concourse Level: Above lift door	3M vinyl	3 ft * 8 ft	3	72	6.70

12	Concourse Level: Near lift door	Fabric Lit box, floor mounted	16 ft * 8 ft	1	128	11.90
13	Concourse Level: Escalator area	Fabric Lit box, wall mounted	16 ft * 8 ft	1	128	11.90
14	Concourse Level: entry towards platform from concourse (commuters coming from Gate no 2 &3) post scanning ticket	Fabric Lit box, wall mounted	16 ft * 8 ft	1	128	11.90
	Platform Level Covering PSD on both platforms- 32+32 doors	3M -UV-OWV	Upper portion Of each panel 4.1 ft *1 ft Lower portion Of each panel 4.1 ft*5 ft	64	1568	145.60
					<b>3208</b>	<b>298.01</b>
16	LIC Colour scheme along all escalators staircases, station control room, ticket office	3M vinyl 2 way visibility			7000 approx	