

**NOTICE FOR
EXPRESSION OF INTEREST
FOR**

**“SELECTION OF SERVICE PROVIDER FOR EXPRESSION OF INTEREST FOR ADVERTISEMENT
ON ELECTRICITY BILLS AND EV CHARGING STATIONS IN BRPL”**

CMC/BR/21-22/RB/AR/AN/940 (Published inadvertently as EOI No.CMC/BR/20-21/SV/AR/867)

Please note that in the NIT published in news papers Hindustan Times, Mint and The Times of India dated 05.08.2021, EOI number has been inadvertently mentioned as CMC/BR/20-21/SV/AR/867 which may please be read as CMC/BR/21-22/RB/AR/AN/940, also refer to the correction Ad. Published on the above newspapers on dt: 10.08.2021.

Due Date for Submission of EOI: 20.08.2021

**BSES RAJDHANI POWER LIMITED,
BSES Bhawan, Nehru Place, New Delhi-110019
Corporate Identification Number: U74899DL2001PLC111527
Telephone Number : +91 11 3009 9999
Fax Number: +91 11 2641 9833
Website: www.bsesdelhi.com**

BSES RAJDHANI POWER LTD (BRPL)

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SECTION – I

INSTRUCTIONS TO BIDDER

1.1 GENERAL

BSES Rajdhani Power Limited (BRPL) is the largest of the three private distribution companies (Discoms) in Delhi, supplies electricity to national capital panning geographical area of around 750 sq kms. The company supplies electricity to over 27 lakh consumers, covering a population base of over 92 lakhs in South and West Delhi.” The bidder must qualify the requirements as specified in clause 1.3 stated below. **The sealed envelopes shall be duly superscribed as-**

**“EXPRESSION OF INTEREST (EOI) FOR SELECTION OF SERVICE PROVIDER FOR
ADVERTISEMENT ON ELECTRICITY BILLS AND EV CHARGING STATIONS IN BRPL”**

“CMC/BR/21-22/RB/AR/AN/940”

- 1.01** BRPL invites sealed tenders from eligible Bidders for the above-mentioned Contract (clause 1.01).

Cost of EOI form (Non- Refundable)	:	Rs.1180/-
Completion period of the Contract	:	Two Years (Initially Contract award for 1year and shall be renew for next year on Performance basis of contractor).
Date & time of Submission of EOI	:	20/08/2021 till 1530 HRS

The EOI document can be obtained from address given below against submission of non-refundable demand draft of **Rs.1180/-** drawn in favor of BSES RAJDHANI Power Ltd, payable at Delhi:

**Head of Department
Contracts & Material Dept.
BSES RAJDHANI Power Limited
I Floor, ‘C’ Block
BSES Bhawan
Nehru Place-110019**

The tender papers will be issued on all Contracting days upto the date mentioned in clause 1.01. The tender documents & detail terms and conditions can also be downloaded from the website

www.bsesdelhi.com. In case tender papers are downloaded from the above website, then the bidder has to enclose a separate demand draft covering the cost of bid documents.

1.2 Contact Information

Technical clarification, if any, as regards this EOI shall be sought in writing and sent by post/courier to following address

	Technical	Commercial
Contact Person	Head (Renewable and NTI) Abhishek R Ranjan/REL/RelianceADA,	Head (C&M) Rakesh.Bansal@relianceada.com
Address	BSES Rajdhani Power Ltd Admin Deptt. 2 nd Floor , C-Block, Nehru Place, New Delhi	BSES Rajdhani Power Ltd C&M Deptt. 1 st Floor , C-Block, Nehru Place, New Delhi

SECTION – II:SCOPE OF WORK**Expression of Interest for advertisement on BRPL' Electricity bills and EV charging stations**

BSES Rajdhani Power Limited (BRPL) is the largest of the three private distribution companies (Discoms) in Delhi, supplies electricity to national capital panning geographical area of around 750 sq kms. The company supplies electricity to over 27 lakh consumers, covering a population base of over 92 lakhs in South and West Delhi.

The electricity bill comprises a total of four pages, A4 size pages, of which pages 1 and 2 are dedicated to the billing details of a consumer. Page 3 of the bill is dedicated for the company's consumer centric communication (e.g information about new initiatives, solar energy, energy efficiency, safety etc.). The page 4 (A4 size) in the electricity bill and flap added along with page 1 is available for advertisement. Based on the interest BRPL shall add or remove flap in the electricity bills.

Placing an advertisement in electricity bill provides a powerful opportunity and an unparalleled reach for a brand /advertiser to reach out to its targeted audience in South and West Delhi in a cost effective manner.

This is a perfect medium for E Wallet firms, banks, mobile operators, banks, LED bulb manufacturers/ dealers, automobile firms and just about anyone who wishes to utilize this powerful medium. This can also be a potent medium for the manufacturers / sellers of e vehicles / charging stations.

Also the BRPL in partnering with Electric Charging infrastructure service provider is setting up EV charging stations/ Carport.

We invite interest from various advertisement agencies / organisations for publication of their advertisements in the monthly electricity bills. Ads (of various dimensions, including full page) can be booked on monthly / quarterly, half yearly or yearly basis.

Sr no	Particulars	Advertisement area
1	Back Page 4 full page	Electricity bill
2	Back Page 4 half page	
3	Flap front page	
4	Flap back page	
Sr no	Particulars	Advertisement area
5	EV charging station at Nehru Place	
6	EV charging station at Southex Market	
7	EV charging station - carport at Jasola park	

Sample bill copy attached below:

Payment terms:

1. The bidder shall deposit 100% of monthly estimated bill amount in advance within 15 days of LOA for the period agreed with BRPL and balance payment within 15 days from the final invoice.
2. The bidder shall deposit EMD equivalent to estimated monthly bill amount within 15 days of LOA
3. The bidder shall be responsible for providing creative content in the size agreed for printing every month before 22nd of calendar month
4. The bidder shall be responsible to ensure timely availability of creative content for advertisement.
5. In case of continued failure by the bidder for not placing advertisement for more than a month shall attract penalty at 50% of estimated cost for each month of delay, which will be recovered from EMD
6. The advertisement content shall be approved by the BRPL before placement of advertisement.
7. The bidder shall be responsible for compliance of applicable Indian Laws, Act / statutory requirement etc.
8. Please note that BRPL will verify the bidder's credentials submitted by the bidder, in case any of the documents/certificates/information submitted by the bidder is found to be false or forged, action as deemed fit, including forfeiture of Advance amount paid & blacklisting may be initiated by BRPL. If required, BRPL may direct the bidder to provide the required contact details of the client who can confirm the authenticity of the documents submitted to facilitate the verification process within the timelines provided by BRPL.

Award Process:-

Bidders are requested to submit their offer strictly in line with this EOI. NO DEVIATION IS ACCEPTABLE. Any deviation in submission of tender document by the bidder, even if the same is not noticed at the time of awarding of contract, but noticed after the awarding of contract, BRPL shall be having valid and standing rights to cancel the award and in that eventuality the Bidder shall not be entitled to claim any sum from BRPL, even if the bidder has made any investment in furtherance of award of contract. BRPL shall respond to the clarifications raised by various bidders and the same will be distributed to all participating bidders through website.

BRPL reserves the right to disqualify in spite of the bidders meeting the above Qualification criteria. The decision of BRPL shall be final & binding on the bidder

The Company reserves all the rights to award the contract to one or more bidders so as to meet its requirement or nullify the award decision without any reason.

In case any Bidder is found unsatisfactory during the execution process, the award will be cancelled and BRPL reserves the right to award other Bidders who are found fit.

Annexure-1

Advertisement on EV charging station i.e. Car Ports at Parking outside Jasola Vihar Park and Parking outside Jasola Vihar Grid Station.

Sr. No.	Location	Co-ordinates	Total Advertisement Area	Remarks
1	Parking Outside Jasola Vihar Park	28.540535, 77.290816	807 Sq. ft	The bidder shall propose design
2	Parking Outside Jasola Vihar Grid Station	28.543099, 77.291955	807 Sq. Ft	
3	BRPL Southex grid station			
4	SDMC parking near BSES Bhawan, Nehru place			

SECTION – III
ELIGIBILITY & EVALUATION CRITERIA

(A) Also, the Bidder shall furnish the following commercial & technical information along with the tender:

- ✓ Last three Financial Years (FY 18-19, FY 19-20 & FY 20-21) financial statement
- ✓ Bidder to submit UDIN based CA Certificate showing upto date all statutory compliance like GST returns/ PF and ESI returns etc. i.e upto FY 20-21
- ✓ Details of constitution of the company (Proprietary/ Limited. Along with details)
- ✓ Memorandum & Articles of Association of the Company
- ✓ Organization Chart of the company
- ✓ Experience details with credentials
- ✓ No of Employees detail
- ✓ Premises Detail and addresses across India.

(B) EVALUATION CRITERIA

After the receipt of the bids, evaluation shall be carried out based on documents submitted by the bidders in support of QR mentioned above. Thereafter EOI's will be floated to short-listed bidders for scope wise techno commercial offer and further award process.