

ADVERTISEMENT RIGHTS ON BUS STOP SHELTERS



REQUEST FOR PROPOSAL (RFP)

April 2013



Lahore Transport Company

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Letter of Invitation



Dated: _____

Dear Mr./Ms. _____

Invitation for Proposal

You are hereby invited to submit your Proposal for the advertisement rights and maintenance of Bus Shelters of Lahore Transport Company in Lahore latest by 27-05-2013, as per instructions contained in the enclosed RFP document at the address given below.

The criteria and method of selection of the parties are also given in this document for your reference. For any additional information, you may contact the undersigned during office hours on any working day before the deadline.

- The proposal complete in all respects as per required format should be submitted in one original and two copies.
- The complete scope of work, as mentioned in Schedule-A, must be quoted. The bid offering partial scope of work shall be rejected as non-responsive.
- LTC may ask for any additional information before opening of bids.
- LTC will not be responsible for any costs or expenses incurred by bidders in connection with the preparation or delivery of bids.
- As an authority competent to accept the bids, LTC reserves the right to accept or reject one or all the bids without assigning any reason thereof and decision cannot be challenged in any court of law.
- Price to be quoted on a per month basis and must include all taxes applicable. If not specifically mentioned in the quotation, then it will be presumed that the price include all the taxes.

Yours Sincerely,

Deputy Manager Marketing

Lahore Transport Company
4th Floor, IEP Building, Liberty Roundabout
Main Boulevard, Gulberg-III, Lahore
Phone: 042- 99268197-99



INSTRUCTIONS TO BIDDERS

INTRODUCTION

1 Scope

- 1.1 Lahore Transport Company (LTC) wishes to receive bids for advertisement rights on all the Bus Stop Shelters on various routes of Lahore City, along with provision of general cleaning and maintenance of infrastructure and other such obligations specified in this document in Schedule-A (hereinafter referred to as Services). The detail of advertisement area is as follows:

Passenger Shelters

Top Front Panel = 24 ft x 5ft (Ad-Area1) = 120 sq.ft.
Top Two Side panels = 2 x (8.5.5 ft x 5ft) (Ad-Area2) = 85 sq.ft.
Total Approximate Area = **205 sq.ft.***

** The area may vary slightly due to variations in lengths, depending upon the structure of the bus shelters. However, height of 5feet . is standardized*

The bidder must quote for the complete scope of work. The bid offering partial scope of work shall be rejected as non-responsive.

- 1.2 The bid is to be completed and submitted to LTC in accordance with these Instructions to Bidders.
- 1.3 The scope of related services includes general cleaning and maintenance of infrastructure and allied facilities.

2 Selection and Evaluation Criteria

The bids will be evaluated based on evaluation criteria mentioned in this document.

3 Cost of Bidding

Tender documents are available upon payment of Rs. 2500- in the form of pay order/ demand draft in favor of Lahore Transport Company. The bidder shall bear all costs associated with the preparation and delivery of his bid, and LTC will in no case be responsible or liable for those costs.

BIDDING DOCUMENTS

4 Contents of Bidding Documents

- 4.1 The advertisement rights and services required, bidding procedures and contract terms are prescribed in the bidding documents. In addition to the Invitation for Proposal, the bidding documents include:
- a) Instructions to Bidders
 - b) Schedules:
 - Schedule A Special Stipulations
 - Schedule B Price Schedule
 - Schedule C Locations and Details of Sites.

Schedule D	Advertisement board specs.
Schedule E	Performance Security Form
Schedule F	Contract Form (Draft)

5 Clarification of Bidding Documents

The prospective bidder requiring any further information or clarification of the bidding documents may notify LTC in writing or by telephone or by visiting at the following address:

Deputy Manager (Marketing)
Lahore Transport Company
IEP Building, 97-B-D/I, Liberty Roundabout
Lahore.
Ph: 042-99268071

6 Amendment of Bidding Documents

- 6.1 At any time prior to the deadline for submission of bid, LTC may, for any reason, whether at its own initiative or in response to a clarification requested by the prospective bidder, modify the bidding documents by amendment(s).
- 6.2 The amendment shall be part of the bidding document, pursuant to Clause 6, and shall be notified in writing or by email or by fax or posting on company's website to all the prospective bidders who have received the bidding documents, and will be binding on all.
- 6.3 In order to afford the prospective bidder reasonable time in which to take the amendment into account in preparing its bid, LTC may, at its discretion, extend the deadline for the submission of bid.

PREPARATION OF BID

7 Language of Bid

The bid prepared by the bidder and all correspondence and documents relating to the bid exchanged by the bidder and LTC shall be written in the English language.

8 Documents Comprising the Bid

The bid prepared by the bidder shall be accompanied by the following documents:

- 1 Tender Documents duly signed & stamped on each page.
- 2 Prices to be quoted on Company letter head duly signed & stamped as per **Schedule-B**
- 3 Undertaking (on Rs. 50 stamp paper indicating, works will be done as per LTC's specs.) as per **Schedule-A & E.**
- 4 Copy of NTN Certificate
- 5 Copy of GST Certificate
- 6 Proposed Methodology for providing maintenance services as per **Schedule-A**
- 7 Authority Letter as mentioned in Clause 16.2.
- 8 Company/Firm Registration Certificate and partnership deed for partnership firm & Memorandum of Associations and Articles of Association for Company.
- 9 Reference letters from clients

- 10 Profile of the company with (With management CV's), Audited Annual Reports, Audited Company Accounts.

9 Bid Prices

- 9.1 The reserve price of all shelters per month basis is indicated in the attached Schedule-C. The bidder shall complete the Schedule-B (Price Schedule) in accordance with the instructions contained in this document. The prices quoted in Schedule-B will be inclusive of total scope of work as mentioned in Schedule-A. Any bid below the reserve price will be rejected.
- 9.2 Prices quoted in the Price Schedule for the advertising area should be mentioned per month basis.

10 Bid Currencies

Prices shall be quoted in Pak Rupees.

11 Payment Modalities

- 11.1 Payment will be made monthly in advance for the whole month.
- 11.2 The contract will be made for a period of one (1) year. After the completion of one year from the award date New tender will be floated.

12 Period of Validity of Bid

The bid shall remain valid for sixty (60) days from the date of bid closing prescribed by the LTC.

13 Bid Process

LTC will adopt Single Stage-One Envelope procedure as per sub-rule (a) of rule 36 of Punjab Procurement Rules, 2009

SUBMISSION OF BID

14 Sealing and Marking of Bid

The bidder shall seal original and two copies of the Bid separately in an inner and an outer envelope, duly marking the envelopes as "ORIGINAL" and "COPY" and mailed to the following address:

**Deputy Manager Marketing,
Lahore Transport Company
4th Floor, IEP Building,
Liberty Roundabout, Main Boulevard
Gulberg-III, Lahore.**

The Bid envelope will be marked on the corner as "Lahore Transport Company Bus Shelters Advertisement"

15 Deadline for Submission of Bid

The original and copy of bid must be received by the LTC at the address specified, no later than May 27th, 2013 till 10:00. A.M. LTC may, at its discretion, extend the deadline for the submission of bids by amending the bidding documents and conveying to all bidders.

OPENING AND EVALUATION OF BID

16 Opening of Bid

16.1 The bid shall be opened by LTC in the presence of bidder's representatives who choose to attend at the time and date as specified by LTC, at the office of LTC. The bidder's representatives who are present shall sign a register evidencing their attendance. The successful bidders will be intimated accordingly through appropriate means.

17 Clarification of Bid

To assist in the examination, evaluation and comparison of bid, LTC may, at its discretion, ask the bidder for a clarification of its bid and no change in the price or substance of the bid shall be sought, offered or permitted except as required to confirm the corrections of arithmetical errors discovered in the evaluation of bid. LTC may waive any minor informality or non-conformity or irregularity in the bid.

18 Basis of Evaluation and Comparison of Bid

The Bids shall be evaluated on the basis of evaluation criteria laid down in the following table:

Sr. #	Criteria	Points Allocated	Maximum Points
I.	Advertising Agency Relevant Experience		25
	5 years & above	25	
	3 years & above	20	
	1 year & above	15	
II.	No. of Satisfied Clients		25
	10 or above	25	
	05 to 09	20	
	Less than 5	15	
III.	Bid Price		25
	Highest	25	
	2 nd Highest	20	
	3 rd Highest	15	
	TOTAL SCORE		75

Notes:

1. The above scores should be supported by relevant supporting documents, where applicable. LTC may require bidder to furnish additional documents where it deems necessary.
2. LTC reserves the right to cancel this evaluation process without assigning any reason.
3. A mis-statement/misrepresentation for any part of the RFP shall disqualify the firm.

AWARD OF CONTRACT

19 Post-qualification and Award Criteria

LTC will award the Contract to the bidder if its bid has been determined to be substantially responsive to the bidding documents and meets or exceeds the reserve price as determined by the LTC.

20 Notification of Contract Award

- 20.1 LTC will notify the bidder in writing by registered letter that its bid has been accepted. This letter is termed as “Letter of Acceptance”.
- 20.2 The notification of award will constitute the formation of a contract, until the Contract has been effected.

21 Performance Security

The successful bidder, before award of contract, will be required to submit performance security equal to 10% of the contract price (Consolidated Yearly Payment) in the form of a Performance Bank guarantee from a First Class Scheduled Commercial Bank acceptable to LTC, valid for one year and one month (Refer Schedule-E), in favor of Lahore Transport Company.

22 Signing of Contract

- 22.1 After the acceptance of performance security, LTC will send to the successful bidder the Contract Form (draft provided as **Annexure-F**), incorporating all agreements between the parties.
- 22.2 Within three (3) days of the receipt of such Contract Form, the bidder shall sign and date the Contract and return it to the LTC.

23 LTC's Right to Accept the Bid or Reject the Bid

The LTC reserves the right to accept or reject the bid and to annul the bidding process at any time prior to award of Contract, without thereby incurring any liability to the bidder or any obligation to inform the bidder of the grounds for the LTC action.

SCHEDULE –A: SPECIAL STIPULATIONS

For ease of reference, certain information and Special Stipulations applicable to the Contract are set forth herein.

1. Payment Mode Monthly in advance.
2. Performance Guarantee 10% of the contract (Consolidated yearly payment) price.
3. Cut-Off Date for payment Payment for the following month to be made within first 10 days, from the start of corresponding month.

In case of delay, the penalty @ Rs: 62.15/shelter/day will charged.
4. Duration of the contract One year standard.
5. Scope of Services
 - a) Painting of whole infrastructure, as and when required or advised by LTC (Dulux Paintex Enamel or Berger Elegance Long life Enamel. All shelter structure is painted in silver color and Bench strips in green color).
 - b) Proper cleaning of Bus Shelters, Flag posts & surrounding area on regular basis.
 - c) General repair and maintenance of infrastructure and allied facilities on regular basis.
 - d) In case of unsatisfactory performance or non-maintenance, LTC will charge maintenance charges as per actual,
6. Advertisement boards installation /specs.
 - a) Successful bidders will construct & install the advertisement boards on Bus shelters as per the size, specifications & standards provided by LTC as per Schedule-D. Construction /installation of boards will be monitored /supervised by LTC Engineers.
 - b) In the event of expiry/termination of Contract or default of the bidder/lessee, these advertisement material/boards shall become the property of LTC

SCHEDULE - B: PRICE SCHEDULE

Preamble

The Services will be delivered at the locations of the shelters for which bidding is made. The total Bid Price shall include all other services, as per Schedule-A, to be provided under the Contract. The Bid Price must include all taxes applicable. If not specifically mentioned in the quotation, then it will be presumed that the prices include all the taxes.

Sr. No.	Item	Description	Total Price
1	Passenger Shelter	<u>118 Bus Shelters as described in Schedule-C</u>	

*** The area of bus shelters is defined at clause 2.1**

Signature of Bidder _____

SCHEDULE-C: Locations and Details of Sites

S #	Locations/Stop	No. Of Bus Shelters
Mall Road - Direction (Airport to Museum)		
1	Gymkhana Club	1
2	Pull Nehr Upper Mall	1
3	Club Road	1
4	Governor House	1
5	Zoo	1
6	Charing Cross	1
7	Regal Chowk	1
8	High Court	1
9	Anarkali	1
Mall Road - Direction (Museum to Airport)		
10	NCA College	1
11	GPO	1
12	Regal Chowk	1
13	Al-Falah Plaza	1
14	Zoo	1
15	Governor House	1
16	Club Road	1
17	Nehr Pul 2	1
18	Gymkhana Club	1
Jail Road - Direction (Mazang Chungi to Bridge Colony)		
19	Mazang	1
20	Lahore College for Women	1
21	Service Hospital	1
22	Race Course Park	1
23	Zafar Ali Road	1
24	Siddique Trade Centre	1

Jail Road - Direction (Bridge Colony to Mazang Chungi)		
25	Siddique Trade Centre	1
26	Zafar Ali Road	1
27	Kinnaird College for Girls	1
28	Race Course Park	1
29	Service Hospital	1
30	Lahore College for Women	1
31	Mazang	1
Main Blvd Gulberg- Direction (S.T.C. to NBP Park both directions)		
32	Siddique Trade Centre	1
33	McDonald's Stop	1
Canal Road - Direction (Kherry Pul to Thoker Niaz Baig)		
34	Phattian Wali Pul	1
35	Taj Bagh	1
36	Lal Pul	1
37	GOR	1
38	Shah Jamal	1
39	FC College/ Shah jamal Stop	1
40	Shah Di Khui	1
41	Wafaqi Colony	1
42	Doctors Hospital	1
Canal Road - Direction (Thokar Niaz Baig to Kherry Pul)		
43	Wafaqi Colony	1
44	Shah Di Khui	1
45	Icchra Pul	1
46	FC College/ Shah jamal Stop	1
47	GOR	1
48	Islamic Centre	1
49	Lal Pul	1
50	Fateh Garh	1

51	Taj Bagh	1
G.T Road - Direction (Jallo Mor to Copper Store)		
52	Wahgha Border	1
53	Darogewala	1
	Sukh Nehar	1
55	Crown Hall	1
	Sing Pura	1
57	Begum Pura	1
	Copper Store	1
G.T Road - Direction (Copper Store to Jallo More)		
59	Copper Store	1
60	Begum Pura	1
61	Ghass Mandi	1
62	Shalimar Stop	1
63	Sukh Nehar	1
Faisal Town Main Road - Direction (Faisal Town to Akbar Chowk)		
64	Kotha Pind Stop	1
Fardousi Road- Direction (Shouk Chowk to Shaukat Khanam Hospital)		
65	Shouk Chowk-2	1
Egerton Road- Direction (Railway Station to Aiwan-e-Iqbal via Egerton Road & Empress road)		
66	Shimla Hill	1
Peco Road- Direction (Phattak to Peco Mor)		
67	Power House Stop	1
68	Phattaki	1
69	Kot Lukhput	1
70	Peco More	1
Molana Shoukat Ali Road- Direction (Peco Mor to Shah Di Khoi)		
71	Pindi Stop	1
72	Gate No. 3 Stop	1

73	Shouk Chowk	1
74	Johar Shadi hall	1
75	Jinnah Hospital	1
Molana Shoukat Ali Road- Direction (Shah Di Khoi to Akbar Chowk)		
76	Jinnah Hospital	1
Campus Road-Direction (Barkat market Chowk to Scheme More)		
77	Bhekewal Mor	1
Campus Road- Direction (Scheme More to Barkat market Chowk)		
78	Bhekewal Mor	1
79	Bhekewal Mor Stop-2	1
Allama Shabir Usmani Road - Direction (Jinnah Hospital to Kalma Chowk)		
80	Jinnah Hospital	1
81	Barkat Market	1
Allama Shabir Usmani Road - Direction (Kalma Chowk to Jinnah Hospital)		
82	Barkat Market	1
Wahdat Road- Direction (Mulim Town to Mansoor Degree College)		
83	Naqsha Stop	1
84	Bank Stop	1
85	Aakhri Stop	1
86	Bakhtawar Stop	1
Wahdat Road- Direction (Mansoor Degree College to Muslim Town)		
87	Mansoor Degree College	1
88	Bakhtawar Stop	1
89	Kareem Market	1
90	Raza Block Stop	1
91	Bhekewal Morr Stop	1
92	Akhri Stop	1
93	School Stop	1
94	Bank Stop	1
95	Naqsha Stop	1

Main Road Gulshan Ravi- Direction (Samanabad Morr to Bund Road)		
96	Chimney Stop	1
97	Wasa Morr	1
Main Road Gulshan Ravi-Direction (Bund Road to Samanabad Morr)		
98	Park Moor	1
99	Moon Market stop	1
Shahra-e-Awan-e-Tijarat- Direction (Governor House to Shadman Chowk)		
100	Police Club Stop	1
101	Pattiala House Stop	1
Shahra-e-Awan-e-Tijarat -Direction(Shadman Chowk to Governor House)		
102	Pattiala House Stop	1
Ravi Road-Direction (Ravi Pul to Yadgar Chowk)		
103	Batti Chowk-1	1
104	Batti Chowk-2	1
105	Batti Chowk-3	1
106	Batti Chowk-4	1
Jaranwala Road- Direction (Jaranwala to Shahdara Morr)		
107	Shahdara Morr	1
108	Jiya Mossa	1
109	Begum Kot	1
Jaranwala Road- Direction (Shahdara Morr to Jaranwala Road)		
110	Shahdara Morr	1
Railway Station- Direction (First Bus Depot)		
111	Railway Station	1
Badami Bagh-Direction (Lorry Adda)		
112	Lorry Adda	1
College Road Township- Direction (Akbar Chowk to Eden Avenue)		
113	Gazi Chowk Stop	1
114	Khokhar Chowk	1
College Road Township- Direction (Eden Avenue to Akbar Chowk)		
115	Gazi Chowk Stop	1
116	Khokhar Chowk	1

ASHIYANA HOUSING SCHEME		
117		1
THOKAR NIAZ BAIG		
118		1
Total		118

Reserve Price.

Monthly reserve price of all shelters will be PKR.2, 200,000/- (2.2 million only)

Schedule-D

Specifications /drawings for supply & installation of Advertisement board /structure frame on LTC Shelters

A. Material Specifications

1) M.S. Pipe Frame

- i. Size 1.0" x 1.0"
- ii. Gauge 16 Gauge
- iii. Material M.S.
- iv. Paint 2 x coats of red oxide and 2 x coats of master Enamel after cleaning & removing dust /rust.

2) Advertisement Sheet

- i. Gauge 24 Gauge
- ii. Material G.I. Powder coated Sheet
- iii. Color White

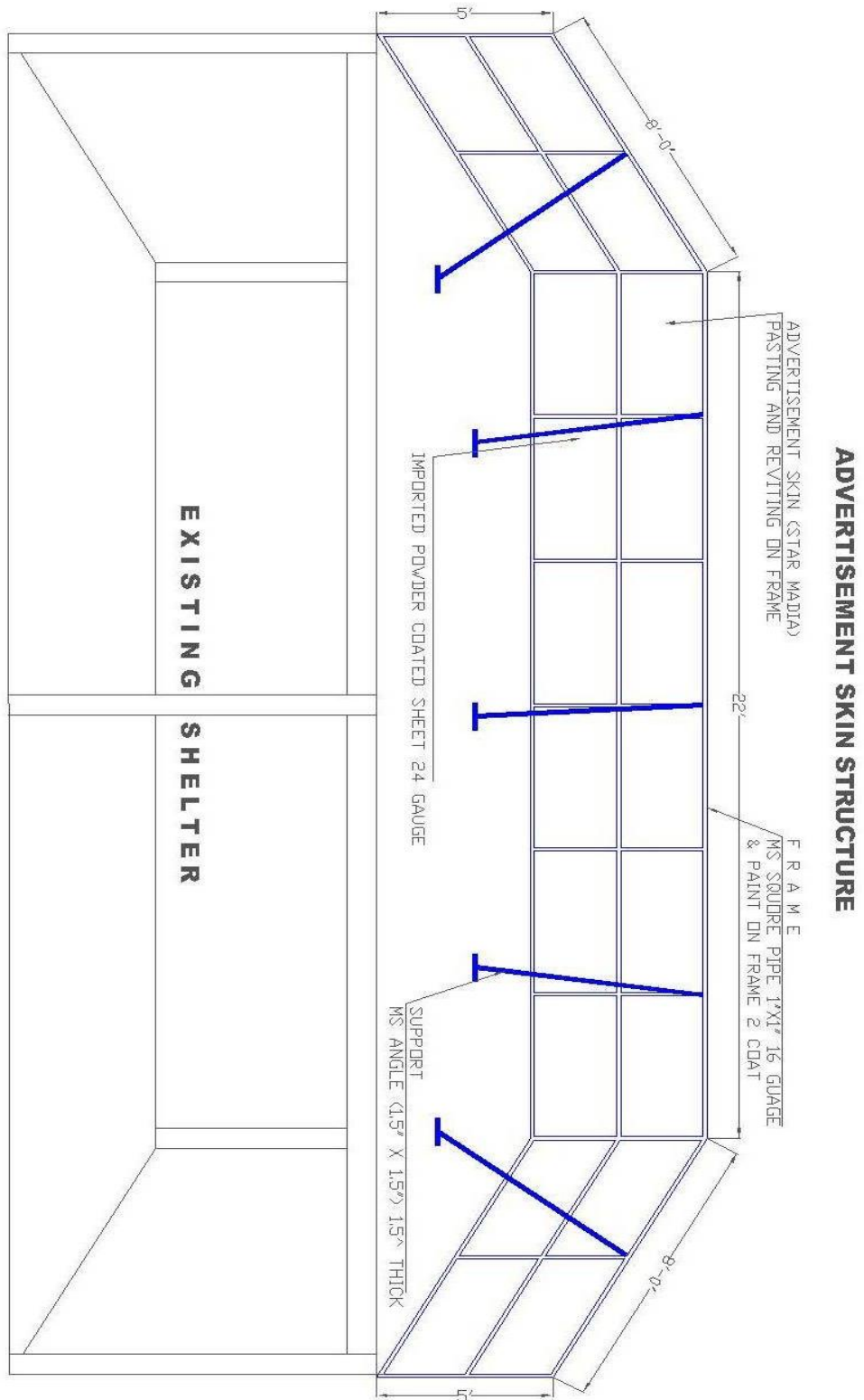
3) Supporting Angles

- i. Size 1.5"x1.5"
- ii. Thickness (3/16)"
- iii. Material M.S.
- v. Paint 2 x coats of red oxide and 2 x coats of master Enamel after cleaning & removing dust /rust.

B. General Specifications

- 1) Frame /advertisement board height will be 5'.
- 2) Front & side lengths of advertisement boards are variable. Front lengths may vary from 22' to 26', Side lengths may vary from 7.5' to 10'.
- 3) Frame structure will be made of M.S. Pipes painted with 2 x coats of red oxide and 2 x coats of master enamel as per drawing.
- 4) G.I. Powder coated sheet will be riveted to frame. Proper cutting, grinding, line & levelling will be ensured.
- 5) Angles will support the pipe frame and riveted G.I. Sheet and will be fixed with square section of shelter pipe either through proper welding or as per advice of LTC Engineer.
- 6) Provision /anchorage will be provided around the periphery of pipe frame at back side to install & remove Panaflex easily from GI sheet.

Technical Drawings For Advertisement board /Frame /structure



SCHEDULE-E: Performance Bond

Lahore Transport Company
4th Floor, 97-B-D/I, IEP Building
Liberty Roundabout, Gulberg-III
Lahore

Dear Sir,

In consideration of you having entered into a contract vide "Letter of Acceptance" No. _____ dated _____ with M/s _____ hereinafter called "Successful Bidder" and in consideration to the bid amount of Rs. _____ (Pak Rupees _____) received from the, _____ (name of the bidder) we hereby agree and undertake as follows:

1. To make unconditional payment to you as called upon the amounts of Rs. _____ in figures and (Rupees: _____) in words, as mentioned in the Letter of Acceptance, on your written demand, without further recourse, question or reference to Successful Bidder or any other person in the event of default, non-performance or non-fulfillment by the Successful Bidder of his obligations, liabilities, responsibilities under the said Letter of Acceptance.
2. To accept written intimation from you as conclusive and sufficient evidence of the existence of the default or breach as aforesaid on the part of the _____ (name of the bidder) and to make payment accordingly within three (3) days of the receipt thereof.
3. To keep this guarantee in full force from the date hereof until 13 months date _____.
4. This guarantee shall be binding on us and our successor's interest and shall be irrevocable.
5. This guarantee shall not be affected by any change in the constitution of the Guarantor Bank or the constitution of the Successful Bidder.

Authorized Signatory
(Banker)

SCHEDULE-F: Draft of Contract Form

AGREEMENT

THIS AGREEMENT is made at Lahore on the _____ day of May-2013

Between

The Lahore Transport Company, an authority duly constituted and validly existing under the law of Pakistan and having its office at Lahore, hereinafter referred as “LTC” (which expression shall unless repugnant to the context or meaning thereof, Include and be deemed to include its successors, transferees, and assign(s) through it CEO having its registered office 4th floor, IEP Building, Liberty Roundabout, Main Boulevard, Gulberg-III, Lahore of the **One part**.

And

M/s _____, having its place of business at _____ with National Tax No _____ (Hereinafter referred to as the “M/s _____”) which expression shall unless repugnant to the context or meaning thereof, Include and be deemed to include its successors, transferees, and assign(s) through its Managing Partner _____ having its registered office at _____ of the **other part**.

1. *The terms “LTC” and M/s _____ shall hereinafter are collectively referred to as parties.*

2. *AND WHEREAS LTC has permitted and granted advertising rights at the bus shelters to M/s _____ to utilize the above locations for advertising and maintenance of the bus shelters.*

3. *NOW THEREFORE THIS AGREEMENT WITNESSETH that in consideration of their respective obligations contained herein agreed to as under.*

4. **M/s _____ , will be required to submit performance security equal to 10% of the contract price (Consolidated yearly payment) in the form of a Performance Bank guarantee from a First Class Scheduled Commercial Bank acceptable to LTC, valid for one year and one month**

- 5.

- 6.

7. *That the M/s _____ shall pay a sum of Rs. _____ to Lahore Transport Company as the first quarter rental. Thereafter, the payments will be made on monthly basis, as detailed in Schedule-B, within ten days of the lapse of previous quarter.*
8. *If required, Lahore Transport Company shall provide the NOC or any relevant document for the installation of electricity meter.*
9. *M/s _____ have the discretion to sublet/sub lease these bus shelter or any advertising material/board on the above said bus shelter for promotion of any product or services of its clients during the entire period of lease. The advertisement material should be in conformity to cultural, ethical and religious norms and LTC has the authority to remove any such advertisement.*
10. *The Bus shelters will remain the property of Lahore Transport Company.*
- 11.
- 12.
- 13.
14. *That the original copy of the agreement of the non-judicial stamp paper of Rs. 1000/- , duly signed by the parties, will be retained by Lahore Transport Company and second copy will be retained by M/s _____.*
15. *In case of any damage caused to the structure M/s _____ is liable to repair it.*
- 16.
17. *If there shall be any breach or non performance or non observance by either party of its obligations under this agreement, which is capable of remedy, has not been resolved within 21 days or written request to do so, identifying the steps which must be reasonably taken to remedy the breach, the other party may be*

determined this agreement by notice in written addressed to the other and on such determination this agreement shall hereupon wholly cease and determined without prejudice to the right or remedies of either parties hereunder.

18. This Agreement constitutes the agreement and undertaking between the parties in connection with the subject matter of this agreement and superseded any prior proposal, representation, warranty, agreement or undertaking relating thereto whether oral, written or otherwise.

19.

20.

21.

22.

23. In witness whereof the parties hereto have signed this agreement on the day and year herein above first written.

24.

For and on behalf of

(Name of Company)

For and on behalf of

Lahore Transport Company

Name (1st Witness)

NIC No.

Address:

Name (2nd Witness)

NIC No.

Address