



GUWAHATI UTILITIES COMPANY LIMITED

(CIN U38110AS2023PLC024235.) (GSTIN : 18AAKCG3120G1D3)

4th Floor, Tripti Tower, Ganeshguri, Guwahati-06, Assam

E-mail: mdguclindia@gmail.com

Request for Proposal (RFP)

Guwahati Utilities Company Limited (GUCL) is the urban local body responsible for governing and managing electric lamp post poles in Guwahati. It administers an area of 216.79 km² of Guwahati city.

Rights for Installation of Kiosk for advertisement in the road side electrical poles under Guwahati Utilities Company Limited (GUCL)

1. Bide Details

Date of Release RFP document	21/ 02/2025 onwards
Last Date and Time for submission of RFP	13/03 /2025 up to 2.00 PM
Date, Time & Venue of Technical Bid Opening	14/ 03/2025 at 2.30 PM Venue: GUCL office, Tripti tower, Guwahati
Date, Time & Venue of Financial Bid Opening	14/03/2025 at 2.30 PM Venue: GUCL office, Tripti tower, Guwahati
Address for Communication	The Managing Director, Guwahati Utilities Company Limited, Tripti Tower, Ganeshguri, Guwahati-781006, Assam. Mail ID- mdguclassam@gmail.com

Note:

- In the event of any date indicated above is a declared holiday, the next working day shall become operative for the respective purpose mentioned herein.
- RFP documents can be collected from the GUCL Office at Ganeshguri against payment of tender fee of Rs 1000/- (One thousand only).

2. Scope of Work

2.1 The Broad scope of work includes rights for installation of Kiosk for advertisement in the road side street lights electrical poles under Guwahati Utilities Company Limited.

The Scope of Work in details is as below-

2.1.1 The selected bidder will get rights for installation of Kiosk for advertisement in the road side electrical poles as per areas under Guwahati Utilities Company Limited.

2.1.2 The size of display will be 4 x 3 Sq.Ft. (Both side lid display)

2.1.3 The list of areas for electrical poles that are allow for installation of Kiosk for advertisement is given in **Table 1**.

Table 1. List of packages

Package No.	Area of Road	No. of Road side pole
1	G.S.ROAD FROM ULUBARI TO KHANAPARA INCLUDING ALL FLY OVERS	470
	A.T. ROAD FROM BHARALUMUKH TO JALUKBARI BURHAMASZID.	
	PANJABARI MAIN ROAD FROM SIX MILE FLY OVER TO BOTAGHULI POINT.	
2	VIP ROAD FROM SIX MILE TO NOONMATI FLY OVER AROUND KHANAPARA FIELD	465
	KOINADHARA (ASSAM ELECTRICITY GRID OFFICE TO BHOLANATH MANDIR	
3	MG ROAD FROM RAJBHABAN TO BHARALUMUKH.	260
	S.C. Goswami Road, Danish Road, H.B. Road, Jaswanta Road, Gopal Road, Meghdoot Bhaban Road, Part of HB Road, Station Road.)	
	ATHGOAN FLY OVER & T.R. PHOKAN ROAD, EAST AND WEST BANK OF DIGHOLIPUKHURI PAR, DR.B.BORUAH ROAD AND HAZI MUSAFIR KHANA ROAD.	
4	IAS COLONY ROAD	270
	DR. R.P.ROAD FROM DISPUR LAST GATE GANESHGURI FLY OVER LINK.	
	HATIGAON MAIN ROAD FROM RAJDHANI MASZID TO NH - 37 LINK.	
	B.N.SAIKIA ROAD FROM DISPUR LAST GATE POINT TO N.H-37 BASISTHA CHARIALI POINT.	
	JAYA NAGAR & TRIPURA MAIN ROAD FROM SIX MILE FLY OVER TO NH - 37 LINK.	
DISPUR CLOCK TOWER TO DISPUR FLY OVER.		
5	GNB ROAD FROM CHANDMARI FLY OVER TO RBI POINT	70
	R.G.B ROAD FROM GANESHGURI CHARIALI TO GUWAHATI COMMERCE COLLEGE	
	TOTAL ROAD SIDE POLES	1535

- 2.1.4 The Bidder shall engage their own manpower and materials for installation of Kiosk for advertisement in the road side street light electrical poles as per Table 1 Under Guwahati Utilities Company Limited.
- 2.1.5 The bidder will work under strict supervision of GUCL official.
- 2.1.6 **The bidder has to pay the Advertisement Tax As Per Size of Display to Guwahati Municipal Corporation in yearly basis in addition to tender value.**
- 2.1.7 During the installation of kiosk in the electrical poles under Guwahati Utilities Company Limited, every care should be taken to prevent mishap. For any mishap the selected bidder or and his authorized representative will be responsible for any civil/criminal liability during the contract period.
- 2.1.8 Cost of supply and arrangement of electricity will be bear by the selected bidder.
- 2.1.9 Measures to ensure the safety and security of the advertisement space and surrounding area.
- 2.1.10 The work can be carried out at any time of the day including night hours.
- 2.1.11 The Bidders will be entitled to kiosk advertisement rights for the electrical Poles with street lights under GUCL as per areas only.
- 2.1.12 The agreement of the contract for the selected bidder will remain valid up to from the contract signing date.
- 2.1.13 No work shall be preceded without the written approval of the Guwahati Utilities Company Limited.
- 2.1.14 GUCL will lease the space on the road side street light electrical poles as mentioned Herein for advertisement to the vendor and the bidder shall generate revenue though advertisement.
- 2.1.15 The amount quoted by the bidder will be the additional rental value to GUCL, Guwahati Municipal Corporation (GMC) advertisement tax to be paid extra to the GMC.
- 2.1.16 The quoted price should be for the period of 3 years.
- 2.1.17 The bidder will make the additional rental value as one-time payment excluding the applicable taxes to Guwahati Municipal Corporation in lieu of the advertising rights at the sites mentioned herein.
- 2.1.18 The selected bidder will have to bear all direct/indirect/incidental cost with Regards to execution of the work related with installation of kiosk advertisement Including cost of travelling, halting, etc for their personal for implementation and execution of the work.

3. Pre Qualification Criteria:

The bidder should have-

- 3.1 A Bidder shall be an agencies / firms / companies.
- 3.2 The Bidder should have valid GST and Pan card.
- 3.3 All Bids must be submitted, duly Sealed and Signed by the Bidder.
- 3.4 The Bidder should must have similar work experience in any govt. Dept, PSU, Corporation, etc.

4. Earnest Money Deposit (EMD)

The Bid proposal is for 5 nos. of packages and the bidder may bid for one or more than one Package. The bid should be accompanied by EMD for the number of packages that the bidder Shall bid for. Bidders shall submit EMD package wise as per the list below

Package No.	Area of Road	EMD AMOUNT
1	G.S.ROAD FROM ULUBARI TO KHANAPARA INCLUDING ALL FLY OVERS	Rs 5000/-
	A.T. ROAD FROM BHARALUMUKH TO JALUKBARI BURHAMASZID.	
	PANJABARI MAIN ROAD FROM SIX MILE FLY OVER TO BOTAGHULI POINT.	
2	VIP ROAD FROM SIX MILE TO NOONMATI FLY OVER AROUND KHANAPARA FIELD	Rs 5000/-
	KOINADHARA (ASSAM ELECTRICITY GRID OFFICE TO BHOLANATH MANDIR	
3	MG ROAD FROM RAJBHABAN TO BHARALUMUKH. S.C. Goswami Road, Danish Road, H.B. Road, Jaswanta Road, Gopal Road, Meghdoot Bhaban Road, Part of HB Road, Station Road.)	Rs 5000/-
	ATHGOAN FLY OVER & T.R. PHOKAN ROAD, EAST AND WEST BANK OF DIGHOLIPUKHURI PAR, DR.B.BORUAH ROAB AND HAZI MUSAFIR KHANA ROAD.	
	IAS COLONY ROAD	
4	DR. R.P.ROAD FROM DISPUR LAST GATE GANESHGURI FLY OVER LINK.	Rs 5000/-
	HATIGAON MAIN ROAD FROM RAJDHANI MASZID TO NH - 37 LINK.	
	B.N.SAIKIA ROAD FROM DISPUR LAST GATE POINT TO N.H-37 BASISTHA CHARIALI POINT.	
	JAYA NAGAR & TRIPURA MAIN ROAD FROM SIX MILE FLY OVER TO NH - 37 LINK.	
	DISPUR CLOCK TOWER TO DISPUR FLY OVER.	
5	GNB ROAD FROM CHANDMARI FLY OVER TO RBI POINT	Rs 5000/-
	R.G.B ROAD FROM GANESHGURI CHARIALI TO GUWAHATI COMMERCE COLLEGE	
TOTAL ROAD SIDE POLES		1535

The EMD will be in the form of demand draft drawn from a nationalized/scheduled bank in favour of the **The Managing Director, GUCL**. The EMD of the bidders will be returned without any interest as promptly as possible on acceptance of the bid by the selected bidder or when the bidding Process is canceled by GUCL.

5. Submission of RFP

The bidder should submit technical bid (Annexure-II) and financial bid (Annexure-IV) separately in two Separate envelopes along with relevant documents and demand drafts for document processing fee and EMD.

The envelopes for Technical bid (Annexure-II) and Financial bid (Annexure-IV), the Demand Drafts,

Covering Letter (Annexure-I) and a copy of the RFP document duly sealed and signed by the authorized Signatory of the bidder in each page are to be put together in an outer envelope which is to be sent to The address for communication mentioned at clause 1. The outer envelope should be clearly marked **“Rights for Installation of Kiosk for advertisement in the road side street light electrical poles under Guwahati Utilities Company Limited”**.

The bidder has to submit separate envelop for different packages and shall mention clearly the Package no. and name that the bidder shall bid on.

Incomplete bid document or bid document received without the seal and signed in each page, money receipt document processing fees and EMD or after due date and time will be summarily rejected.

6. Eligibility Criteria

- 6.1 Average Turnover of INR 50 lakh in the past 3 years of the bidder or one of the consortium/JV members, only in the field of advertisement will be considered. Copy of audited balance sheet or certificate from Auditor towards such financial performance to be attached.
- 6.2 Preference will be given to the parties having project experience of similar nature like installation of kiosk for advertisements in road side electrical poles for minimum 3 years and at least 2 projects. Proof of such experience to be attached.
- 6.3 Preference will be given to presence in Guwahati. Proof to be attached.
- 6.4 A Bidder shall be a private, or public legal entity, or a combination of them in the form of association(s) including Joint Venture (JV). In the case of a JV/ consortium, (i) all parties shall be jointly and severally liable, (ii) the number of partners shall be limited to 03 (three) and (iii) the proposed lead partner shall be clearly specified. Proof in the form of a power of Attorney in favour of the lead member to be furnished.
- 6.5 The bidder (members of JV/consortium/its Directors/ Partners) should not have been blacklisted by any Government Departments or any other ULBs in India. An Undertaking to this effect may be submitted at the time of submission of bid.
- 6.6 The eligibility criteria listed in herein shall apply to the Bidder, including the parties constituting the Bidder, i.e., its proposed partners, subcontractors or suppliers for any part of the contract including related services. In addition, the lead partner shall have to fulfill the criteria listed in the Bid document.
- 6.7 For the Financial eligibility criteria, financial credentials of the Lead member to be used.
- 6.8 All Bids must be submitted, duly signed by the Bidder(or the Lead Member authorized by each consortium member to sign the Bid on behalf of the consortium).

7. Evaluation and Comparison of Bids

A two-stage procedure will be followed in evaluating the bids, with evaluation of the technical bids being completed prior to any financial bid being opened and compared. The financial bid will be opened only in case the bidder passed with minimum technical score of 70% of the total marks in the evaluation of the technical bid.

In the Second Stage, the financial bids of all bidders that have scored minimum 70% score in the technical evaluation will be opened and compared.

8. Right to amend document

GUCL reserves the right to modify the specification at any time prior to the last date of submission of RFP which will be available on the notice board of GUCL. In order to provide prospective bidders reasonable time to respond to the modifications, GUCL may, at its sole discretion, extend the last date for submission of bids.

9. Right to accept or reject bids

GUCL reserves the right to accept or reject any or all bids without incurring any liability or obligation. The decision of GUCL in this regard will be final.

10. Termination of Contract

GUCL reserves the right to terminate the selected bidder at any stage in case of breach of any of the guideline and terms & conditions by the selected bidder or in case their performance is not found satisfactory. GUCL shall be entitled to terminate the selected bidder in case of any neglect or lapse on the part of the selected bidder.

If the selected bidder is found to display Kiosk without payment of Advertisement tax, the agreement will be terminated without refund.

11. Instruction to Bidders

- 11.1 The bidder must be registered with competent authority.
- 11.2 The bidder must have income tax assessment and GST registration.
- 11.3 Rate should be quoted inclusive of the cost of services, manpower cost, other resources to be utilized in the work and developing reports and also inclusive of GST as applicable.
- 11.4 Quoted rate need to pay equal installments in every 3 month / quarterly.
- 11.4 The selected bidder has to complete the job assigned within the timeline set by GUCL.
- 11.5 GUCL will have no liability regarding transportation, boarding and lodging of the selected bidder, their staff and machineries.
- 11.6 Any conditions of the bidder sent along with RFP, if any, shall not be binding on GUCL.
- 11.7 The rate quoted by the bidders is arranged in chronological order from highest to the lowest. The bidder quoting the highest amount per package will be declared the successful bidder.
- 11.8 Bid of the bidder will not be considered if it is blacklisted by any of its clients or other agencies.
- 11.9 The rates mentioned in the financial bid are to be mentioned in words as well as in figures.
- 11.10 RFP with overwriting at any place will be rejected.
- 11.11 The selected bidder will be issued a LoI (letter of Intent) before entering into an agreement with GUCL.
- 11.12 The bidders selected in the technical bid evaluation may be called for a presentation as per convenience of GUCL.

12. Disclaimer

All information contained in the RFP document or subsequently provided/clarified are in good interest and faith. This is not an agreement and is not an offer or invitation to enter into an agreement of any kind with any bidder.

Each bidder should conduct its own investigation and analysis & should check the accuracy, reliability and completeness of the information in the RFP document. Bidders should make their own independent investigation in relation to any additional information that may be required.

Bidders should make their own due diligence of facilities while preparing the RFP.

**Annexure-I
Covering Letter**

(On the bidder's letter head)

FORM: (Full name and address of the bidder)

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To:

**The Managing Director
Guwahati Utilities Company Limited
Tripti Tower
Ganeshguri -781006
Assam**

**Sub: - Rights for Installation of Kiosk for advertisement in the road side street light electrical
Poles under Guwahati Utilities Company Limited**

Ref: RFP No.

Dated

Sir,

We hereby submit our RFP in full compliance with terms & conditions of the above referred RFP document. A blank copy of the RFP document, duly signed on each page is also submitted as a proof of our acceptance of all specifications as well as terms & conditions. We have submitted the money receipt of RFP Processing fee and EMD in the form of Demand Drafts.

**Signature of the authorized signatory of the
bidder with name, designation, seal and date**

Annexure-II

Technical Bid
(ON bidder's letterhead)

SL. NO.	Particulars	Give details or mention page No. where attached
1	Name, address, email and telephone number of the bidder	
2	Name, designation, address, email and telephone number of the contact person of the bidder	
3	Address of the bidder's office	
4	Date of Registration and Registration number of the bidder (attach photocopy of registration certificate)	
5	GST Registration Number of the bidder (attach copy of GST registration)	
6	PAN Number of the bidder(attach copy of PAN Card)	
7	List of permanent professionals, experience and number of year of association with the bidder on bidder's letterhead	
8	List of machineries of the bidder to be engaged in GMC's project on bidders letterhead	
9	Certificate of power of attorney of the authorized signatory of the bidder on the stamp paper of value Rs. 20.00(Twenty Only)	
10	Detail of experience of the bidder in the similar field (copy of work order/completion certificate to be attached)	
11	Certificate for not being blacklisted in the format at Annexure- III	
12	Annual Turnover: 2019-2020: 2020-2021: 2021-2022: 2022-2023 2023-2024 (Turnover of last Five years certified by CA Balance sheet and profit and loss account of last Five years. No other enclosures are required)	

Declaration:

This is to certify that I/We before signing this bid document have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

Signature of the authorized signatory of the bidder with name, designation, seal and date

Annexure-III

Certificate for not being blacklisted

(On bidder's letterhead)

To

The Managing Director,
Guwahati Utilities Company Limited,
Ganeshguri,
Guwahati- 6

Sub : Self Certification

Sir,

I, the undersigned hereby certify that neither the M/s _____ nor any of its directors/constituent partners have been blacklisted by any State or Central Government or Government Undertaking / Enterprise, prior to the date of submission of this RFP for the purpose of **Rights for installation of Kiosk for advertisement in the road side street lights electrical poles under Guwahati Utilities Company Limited.**

The undersigned hereby authorize(s) and request(s) any bank, person, firm or corporation to furnish pertinent information deemed necessary and requested by GUCL with the intention of verifying the correctness of this statement or regarding the competence and general reputation as stated above.

Yours faithfully,

Signature of the authorized signatory of the bidder with name, designation seal and date

Annexure- IV

Financial Bid

(On bidder's letterhead)

Sl. No	Item	Package No	Rental Value for GUCL from bidder (In Rs. For 3 Years)	Rental Value for GUCL from bidder (In WORDS For 3 Years)
1	Proposed Bid Amount			

- Note: 1. The rate should be quoted as per clause 11.3 and 11.10 of the RFP document.
2. Bid will be evaluated based on additional rental value.

Declaration:

This is to certify that I/We before signing this bid document have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

Signature of the authorized signatory of the bidder with name, designation, seal and date