



MAHARASHTRA STATE ROAD TRANSPORT CORPORATION

Central Office, Maharashtra Vahatuk Bhavan,
Dr.Anandrao Nair Marg, Mumbai Central, Mumbai - 400 008.

Traffic Department

TEL. NO.23023900
NO.022-23071376

Website:-msrtc.gov.in

FAX

GOLDEN OPPORTUNITY FOR ELECTRONICS ADVERTISING AGENCIES

TENDER NOTICE

Maharashtra State Road Transport Corporation is a leading organisation in the country engaged in passenger road transport. The network of passenger road transport is spread over the entire state of Maharashtra and in all the neighbouring states. MSRTC Corporation's 573 bus stations are extremely beneficial for commercial publicity. The period of advertisement contract is 5 years.

Advertisement on 573 bus stations through electronic media.

| <u>Type of Advertisement</u> | <u>Size of Advertisement</u> | |
|-------------------------------------|-------------------------------------|--------------------|
| | <u>Min.</u> | <u>Max.</u> |
| Glow Sign board | 3' x 2' | 12'x 3' |

Two separate sealed Tenders in two bid systems (Technical and Financial)are invited from reputed and experienced Advertising Agencies having minimum experience of one year in the field of Commercial Publicity Advertisement electronic media with minimum annual turnover of Rs. 50 lakhs in advertising area. Offers are invited for obtaining and displaying commercial advertisements by the sole Licensee on all above places by way of two tenders for a period of 5 years on the basis of offer of certain Guaranteed Revenue.

- (1) Cost of Tender Document - Rs.5, 000/- + VAT Rs. 625/- Total Rs.5,625/-
- (2) Earnest Money Deposit - Rs 5,00,000/(Rupees Five Lakhs only)
- (3) Mode of payment of EMD - By way of Demand Draft drawn in favour of MSRTC fund account drawn on any Nationalised/ Scheduled Bank payable in Mumbai. EMD to be submitted along with Technical Bid only or cash payment depositing in cash department submit G-12 receipt alongwith Technical Bid.
- (4) Duration of sale of Tender Form - 16/11/2009 to 07 /12 /2009.
(On office days only between 10.30 a.m. to 2.30 p.m.)
- (5) Date & Time of accepting sealed tenders. - 07 /12/2009 upto 3.00 hrs.
Date & Time of opening of tender. - 07/12/2009 at 3.30 hrs.
- (6) Place of sale and acceptance of tender forms. - As mentioned above.

General Manager (Traffic)



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|---|-------------------------------------|--------------------|
| | <u>Min.</u> | <u>Max.</u> |
| 1) LC Display Board/ Electronic Sign board | 3' x 2' | 12'x 3' |
| 2) Neon Sign board | 3' x 2' | 12'x 3' |
| 3) Show cases | | |
| 4) Audio | | |
| 5) Vedio Advts. (Without any sound) | | |

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| (4) Duration of sale of Tender Form | - | 17/11/2009 to 08 /12 /2009. (On office days only between 10.30 a.m. to 2.30 p.m.) |
| (5) Date & Time of accepting sealed tenders. | - | 08 /12/2009 upto 3.00 hrs. |
| Date & Time of opening of tender. | - | 08/12/2009 at 3.30 hrs. |
| (6) Place of sale and acceptance of tender forms. | - | As mentioned above. |

General Manager (Traffic)