



CHENNAI METRO RAIL LIMITED

Expression of Interest (EoI)
For Co-Branding Rights
For Phase I (extension) & II metro Stations.

CMRL/BD/ESQ-EOI/2019/491

JUNE 2019

Chennai Metro Rail Limited
Admin Building, CMRL Depot
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Chennai | Tamil Nadu - 600 107 | India.
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1. Introduction

Chennai Metro Rail Limited (CMRL) is a joint venture of the Government of India (GoI) and the Government of Tamil Nadu (GoTN) for the construction of Metro Rail in the Chennai city with loan assistance from Japan International Co-operation Agency (JICA). The phase 1 of Chennai metro consists of two Metrorail corridors with a total length of 54.1 km (Phase 1 of the Chennai Metro Rail Project). There are 40 stations of which 21 will be underground and 19 are elevated.

- Corridor 1 : Wimco Nagar to Airport covering a distance of 32.1 kilometres.
- Corridor 2 : Central to St.Thomas Mount covering a distance of 22.0 kilometres.

The above two corridors are out of 54 km, 45 operational, as part of non-fare box revenue is initiated. Chennai Metro Rail Limited (CMRL) invites Expression of Interest from the interested National / International reputed Indian Organizations / Corporate Agencies for Co-Branding rights. It is made amply clear that, the objective of this EOI is only to ascertain/understand the interest of parties and their special requirements if any.

2. Disclaimer

This Expression of Interest (EoI) Document for “Licensing of Co-Branding Rights for Phase I (extension) & II metro stations” contains brief information about the scope of work.

While all efforts have been made to ensure the accuracy of information contained in this EoI Document, this Document does not purport to contain all the information required by the Applicants. The Applicants should conduct their own independent assessment, investigation and analysis and should check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their EoI application/s. Chennai Metro Rail Limited (“CMRL”) or any of its employees or advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the EoI Document.

CMRL reserves the right to change any or all conditions/information set in this EoI Document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as CMRL may deem fit without assigning any reason thereof.

CMRL reserves the right to accept or reject any or all applications without giving any reasons thereof. CMRL will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the applications to be submitted in terms of this EoI Document.

3. APPLICATION FORM

INFORMATION TO BE FURNISHED BY THE APPLICANTS

3.1 Expression of Interest (EOI) for Licensing for Co-Branding Rights for Phase I (extension) & II metro stations.

S. No.	Particulars	Details to be filled in
1	Name of Organization	
2	Address Telephone No/Mobile No. E-mail ID	
3	Submitted in the covering letter	Annexure-I
4	Details of the Proposal	Annexure-II
5	Organization Details	Annexure-III
6	Financial Capacity from last three years ending 31-03-2019	Annexure-IV
7	Suggestions / Ideas to make the Project successful, if any	Annexure-V

Place:

Signature of the applicant

Date:

Name & Designation

3.2 Date of submission

Interested Corporate Agency/Organization shall submit duly filled application along with Annexures in the prescribed format and all other relevant documents **on or before 12.07.2019 at 15.00** hrs at the following address:

**Chief General Manager (Planning & Business Development),
Admin Building, CMRL Depot,
Poonammallae High Road, Koyambedu,
Chennai – 600 107, Tamil Nadu, India**

Envelope containing EOI should be marked as “**Expression of Interest (EOI) for Licensing for Co-Branding Rights for Phase I (extension) & II metro stations**”. Applications received by the CMRL after the specified time on the Application Due Date shall not be eligible for consideration and shall be summarily rejected.

3.3 Components not limited to

1. Co-Branding Rights by prefixing/suffixing the metro stations.
2. Colouring rights of station inside and outside metro stations.
3. Commercial space inside Stations.
4. Advertisement Rights.
5. Announcement Inside trains and station display in station, boards and TV/ applicant can also suggest any other optimizations possible.

3.4 Meeting

A meeting shall be held on 19.06.2019 at 11:00 AM at Admin Building, CMRL Depot, Poonammallae High Road, Koyambedu, Chennai-107, during which participating companies/Entries can seek clarifications if any. Canvassing in any form will be a disqualification.

3.5 Nodal Officer for Information about the EoI

Applicants may obtain further information/ clarifications pertaining to this Application from the office of DGM (Planning & Business Development), +91-44-23792000 (Extn- 22693)/ Mob: +91 94458 68247, Chennai Metro Rail Limited, 2nd Floor, Admin Building, CMRL Depot, Poonamalle High Road, Koyambedu, Chennai-600 107, Tamil Nadu.

Annexure I: Format for Covering Letter

Date:

To,
Chief General Manager (Planning & Business Development),
Admin Building, CMRL Depot,
Poonammallae High Road, Koyambedu,
Chennai – 600 107, Tamil Nadu

Sub: Expression of Interest (EoI) for Licensing for Co-Branding Rights for Phase I (extension) & II metro stations

Dear Sir,

1. With reference to your EoI document dated 10.06.2019, I/We the undersigned am/are hereby expressing our Interest for Licensing take up on License basis “Co-Branding Rights for Phase I (extension) & II metro stations.”
2. We clearly and unequivocally understand that CMRL is only exploring the option of Licensing Co-Branding Rights for Phase I (extension) & II metro stations. It is also clearly understood that, the issue of this EoI does not imply that CMRL is bound to appoint any applicant, as the case may be, for the Project.
3. We hereby declare that all the information and statements made in this EoI are true and accept that any misinterpretation contained in it may lead to our disqualification, in future tenders called by CMRL in this regard.
4. We have prepared our expression of interest for the captioned project as specified in EoI Document.
5. I/We also unequivocally understand that this is only an expression of interest to record our interest and not a commitment of any sort or nature neither on any part nor on the part of CMRL.

I/We hereby declare that all the information and statements made in this EoI are true.

(Name and Title of the Signatory)

(In the capacity of) Company Seal

(Name of the Entity)

Annexure II: Details of Proposal

(Detailed proposals to be submitted by applicant)

Example:-

SI NO	Name of Metro stations	Tenure	Quoted price per station per annum in INR
1			
2			
3			
4			

Annexure III: Organization Details

1A. In case of Single Entity

S. No.	Particulars	Details
1 (a)	Name of Entity	
(b)	Legal Status (Company/LLP/etc.)	
(d)	Registered Address	
(e)	Telephone / Mobile No.	
(f)	E-Mail Address	
(g)	Number of years of experience in the relevant field	
(h)	Brief profile of the Entity	

1B. In case of Consortium

S. No.	Particulars	Details of Lead Firm	Details of Member Firm
1 (a)	Name of Entity		
(b)	Legal Status (Company/LLP/etc.)		
(d)	Registered Address		
(e)	Telephone / Mobile No.		
(f)	E-Mail Address		
(g)	Number of years of experience in the relevant field		
(h)	Brief profile of the Entity		
(i)	Percentage Participation (Equity)		

2	Details of individual(s) who shall serve as the point of contact/ communication for CMRL:	
(a)	Name	
(b)	Telephone / Mobile No.	
(c)	E-Mail Address	

Annexure IV: Financial Capacity

1 Turnover

S. No.	Particulars	Details (INR Cr)
1	Turnover (audited) for Last 3 FY: 2018-19 2017-18 2016-17	
2	Average Annual turnover (audited) for last 3 FY	

TURNOVER: It is certified that the average annual turnover for the last Three (3) years is INR 50,00,00,000/- (Rupees Fifty Crores only) as on 31st March 2019, as per the last three audited financial accounts.

Note: In case of Consortium, provide details of for each member of the Consortium

Name of Authorised Signatory

Signature of Authorised Signatory

Instructions:

1. For any currency other than INR, appropriate conversion to INR may be made at the prevailing exchange rate as on the date of publication of the EoI Advertisement.
2. The financial year would be the same as the one normally followed by the applicant for its Annual Report.
3. Certified copies of audited Balance Sheets/Chartered Accountants' Certificates to be enclosed for each financial year

Annexure V

List of Phase I extension metro stations

SN	Station Names
1	Sri theagaraya nagar
2	Korukkupet
3	Tondairpet
4	Toll Gate
5	Thangal
6	Gowri Ashram
7	Tiruvottiyur
8	Wimco Nagar

- Applicant may note that the above stations are already in under Construction.

List of Phase II metro stations

SN	Station Name	SN	Station Name
Corridor 3: Madhavaram to SIPCOT			
1	Madhavaram Milk Colony	26	Adyar Junction
2	Thalpet	27	Adyar Depot
3	Murari Hospital	28	Indira Nagar
4	Moolakadai	29	Thiruvannamiyur Metro
5	Sembiyam	30	Tharamani Link Road
6	Perambur Market	31	Nehru Nagar
7	Perambur Metro	32	Kandanchavadi
8	Ayanavaram	33	Perungudi
9	Otteri	34	Thoraipakkam
10	Pattalam	35	Mettukuppam
11	Perambur Barracks Road	36	PTC Colony
12	Doveton Junction	37	Okkiyampet
13	Purasaiwakkam High Road	38	Karapakkam
14	Kelleys	39	OkkiyamThoraipakkam
15	KMC	40	Sholinganallur
16	Chetpet Metro	41	Sholinganallur Lake
17	Sterling Road Junction	42	Sri Ponnamman Temple
18	Nungambakkam	43	Sathyabama University
19	Gemini	44	St. Joseph's College
20	Thousand Lights	45	Semmancheri
21	Royapettah Govt. Hospital	46	Gandhi Nagar
22	Radhakrishnan Salai Jn	47	Navallur
23	Thirumayilai Metro	48	Siruseri
24	Mandaiveli	49	SIPCOT 1
25	Greenways Road Metro	50	SIPCOT 2
SN	Corridor 4: Lighthouse to Poonamallee Bypass	SN	Corridor 5: Madhavaram to Sholinganallur

1	Lighthouse	1	Madhavaram Milk Colony
2	Foreshore Estate Road	2	Venugopal Nagar
3	Kutchery Road	3	Assissi Nagar
4	Thirumayilai Metro	4	Manjambakkam
5	Alwarpet	5	Velumurugan Nagar
6	Bharathidasan Road	6	MMBT
7	Adyar Gate Junction	7	Shastri Nagar
8	Nandanam	8	Retteri Junction
9	Natesan Park	9	Kolathur Junction
10	Panagal Park	10	Srinivasa Nagar
11	Kodambakkam Metro	11	Villivakkam Metro
12	Meenakshi College	12	Villivakkam Bus Terminus
13	Power House	13	Nathamuni
14	Vadapalani	14	Anna Nagar Depot
15	Saligramam	15	Thirumangalam
16	Avichi School	16	Kendriya Vidyalaya
17	Alwarthiru Nagar	17	Kaliammankoil Street Junction
18	Valasaravakkam	18	CMBT
19	Karabakkam	19	Grain Market
20	Alapakkam Junction	20	Sai Nagar Bus Stop
21	Porur Junction	21	Elango Nagar Bus Stop
22	Chennai Bypass Crossing	22	Alwartirunagar
23	Ramchandra Hospital	23	Valasaravakkam
24	Iyappanthangal Bus Depot	24	Karabakkam
25	Kattupakkam	25	Alapakkam Junction
26	KumananChavadi	26	Porur Junction
27	KaryanChavadi	27	Mugalivakkam
28	Mullaithottam	28	DLF IT SEZ
29	Poonamallee Bus Terminus	29	Sathya Nagar
30	Poonamallee Bypass	30	CTC
		31	Butt Road
		32	Alandur
		33	ST. Thomas Mount
		34	Adambakkam
		35	Vanuvampet
		36	Puzhuthivakkam
		37	Madipakkam
		38	Kilkattalai
		39	Echangadu
		40	Kovilambakkam
		41	Vellakkal

42	MedavakkamKoot Road
43	Kamaraj Garden Street
44	Medavakkam Junction
45	Perumbakkam
46	Global Hospital
47	ELCOT
48	Sholinganallur

- *Applicant may note that the above station names are tentative and are for indicative purpose only.*

Annexure VI: Suggestions / Ideas to make the Project successful, if any

Left intentionally blank (to be filled by applicant)

- I. Applicant may quote the value for stations / Packages.
- II. Applicant can also suggest any other options.
- III. Applicant can propose the tenure of licensee.