



## **SEEPZ SEZ AUTHORITY**

### **REQUEST FOR EXPRESSION OF INTEREST (REoI)**

**for**

### **Empanelment of Advertisement Agency for Allotment of Space for Rights to Display Advertisements and for Planning, Installation and Management of Advertisement Media at SEEPZ, SEZ, Mumbai**

(As per GFR Rule 144 and Using CPPP Portal)

Tender Ref. No.: SEEPZM-ADVT/2025-26/PROC

Date of Issue: 06-05-2026

#### **ISSUING AUTHORITY:**

**Assistant Development Commissioner & Estate Officer,  
SEEPZ- SEZ, Mumbai**

Postal Address:

SEEPZ SEZ, MIDC Central Road,  
Andheri East, Mumbai 400096.

E-Mail: [hanishr.g171701@gov.in](mailto:hanishr.g171701@gov.in), [ddcseepz-mah@nic.in](mailto:ddcseepz-mah@nic.in) & [seepz.pmu@gov.in](mailto:seepz.pmu@gov.in)

Helpline No.: 022-28290856

Landlines: 022-28294728/29

(From 9:30 A.M. to 6:00 P.M.)

### Key Information at a Glance

SN	Item	Description
1	Tender Ref. No.	SEEPZM-ADVT/2025-26/PROC
2	Tender Title	REoI for Empanelment of Advertisement Agency for Allotment of Space for Rights to Display Advertisements and for Planning, Installation and Management of Advertisement Media at SEEPZ, SEZ, Mumbai.
3	Cost of REoI Documents	REoI documents can be downloaded from the following websites: <a href="https://eprocure.gov.in/epublish/app">https://eprocure.gov.in/epublish/app</a> <a href="http://seepz.gov.in/tender.aspx">http://seepz.gov.in/tender.aspx</a>
4	Date of REoI Publishing	06-05-2026
5	Date and time for physical visits of prospective applicants to SEEPZ - SEZ premises are permissible	Mandatory, as per Applicants convenience before application submission start date
6	Date and time of Pre-Application Conference	13-05-2026 at 12:30 PM
7	Tentative date for publishing Responses to Pre-Application Queries and Corrigendum, if any	15-05-2026
8	Last date and time for Submission of Applications (PQ cum Technical)	21-05-2026 till 4:00 PM
9	Tentative Date and time of opening of Technical Applications	22-05-2026 after 4:30 PM
10	Tentative date for publication of Technical Evaluation upload on CPPP Portal	TBD
11	Tender Contact / Helpline Details	<u>Primary Tender Custodian (PTC):</u> Shri Hanish Rathi, ADC eProcurement Contact: 022-28294756/ 7976067037, Email- <a href="mailto:hanishr.g171701@gov.in">hanishr.g171701@gov.in</a> , <u>Roles of PTC:</u> 1. All preliminary queries/ telephone queries can be addressed to PTC. 2. PTC maintains a dedicated call log / e-mail received chronologically for the specific tender. 3. Provides response on email after due internal approval by Competent Authority. 4. Intimates / responds all prospective applicants of timelines including pre-

SN	Item	Description
		application, corrigendum etc. 5. Organize / support and facilitate all field / site visits. 6. Responds to queries and clarifications sought after due approval of the reply being furnished by Competent Authority. 7. Supervising the work and timely report to DDC. 8. Supervises Pre-application conference/ meeting arrangements and issue of corrigendum's / clarifications. 9. Overall Supervision of all aspects related to the tender process.
12	Link for accessing training module regarding use of e-procurement portal by applications may be found at:	<a href="https://eprocure.gov.in/cppp/trainingdisp">https://eprocure.gov.in/cppp/trainingdisp</a>
13	Authority to be contacted in case of any clarification / request for entry permission for physical visit	Name: Shri. Hanish Rathi Designation:- Asst. Development Commissioner Email:- <a href="mailto:hanishr.g171701@gov.in">hanishr.g171701@gov.in</a> , with copy to <a href="mailto:ddcseepz-mah@nic.in">ddcseepz-mah@nic.in</a> & <a href="mailto:seepz.pmu@gov.in">seepz.pmu@gov.in</a> Contact: 022-28294756/022-28294725
14	Help Desk No. and Email ID (For CPPP Portal)	eProcurement Helpdesk no's (New Delhi) 0120-4200462, 0120-4001002, 0120-4001005
15	Site Visit	Site Visit is mandatory before submission of REoI

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## **Section 1 - Notice Inviting Expression of Interest (Notice Inviting EoI)**

**Reference No:** SEEPZM-ADVT/2025-26/PROC

**Date:** 06-05-2026

**Tender Title:** REoI for Empanelment of Advertisement Agency for Allotment of Space for Rights to Display Advertisements and for Planning, Installation and Management of Advertisement Media at SEEPZ, SEZ, Mumbai

1. The SEEPZ SEZ Authority invites online Expressions of Interest (EoI) from experienced and reputed Advertisement / Outdoor Media Agencies for empanelment Applicants for Allotment of Space for Rights to Display Advertisements and for Planning, Installation and Management of Advertisement Media in SEEPZ- SEZ Premises.
2. The process of Open Competitive Bidding shall be followed. The bidding process shall be conducted in an online mode on the CPPP portal which is publicly accessible using the following web address: <https://eprocure.gov.in/epublish/app>.
3. Interested Applicants must register on CPPP portal and upload their REoI documents/applications within the stipulated time and date i.e. 21-05-2026 till 4:00 PM.
4. This EoI is intended solely for empanelment / shortlisting of eligible agencies based on their credentials, experience and conceptual capability.
5. No financial bid is being invited at this stage.
6. Empaneled agencies may be invited to participate in a subsequent Request for Proposal (RFP) for commercial bidding, on terms and conditions finalized by Authority.
7. Detailed instructions regarding online submission of Applications/applications may be seen Annexure I. In case of any issues or queries related to the e-procurement portal, kindly send an email request to [hanishr.g171701@gov.in](mailto:hanishr.g171701@gov.in) with copy to [ddcseepz-mah@nic.in](mailto:ddcseepz-mah@nic.in) and [seepz.pmu@gov.in](mailto:seepz.pmu@gov.in) or contact on 022-28294756/022-28294725. Applicants are requested to check the system requirements for using the CPPP portal and uploading documents adequately in advance to avoid issues from cropping up at the last minute.
8. The Applicant is solely responsible for uploading documents on the CPPP portal. Authority shall not be liable for resolving any queries / issues raised on the day of bid submission.
9. REoI shall be opened online on 22-05-2026 at 4:30 PM (tentative). Applicants can see the tender opening status by logging on to CPPP portal using their registered IDs.
10. The Tender Evaluation Committee (TEC) reserves the right to accept or reject any or all applications/applications without assigning any reason, at any stage before the award of contract.

Sd/-  
Hanish Rathi  
Asst. Development Commissioner  
SEEPZ-SEZ Authority

## **Section 2 - Instructions to Bidder (ITB)**

### **A. General**

#### **1. Introduction**

- a) SEEPZ SEZ Authority invites Expression of Interest (REoI) from experienced and reputed Advertisement / Outdoor Media Agencies for assessment of technical capability, credentials and approach for planning, designing, installation, operation and maintenance of advertisement media within SEEPZ.
- b) This REoI process is intended only for market discovery and shortlisting of eligible agencies. The shortlisted agencies shall be invited to participate in a subsequent Request for Proposal (RFP) for commercial bidding, on terms and conditions finalized by the Authority post the REoI process.
- c) This Section provides the relevant information as well as instructions to assist prospective applicants in preparation and submission of EoI applications. It also includes the mode and procedure to be adopted by the Procuring Entity, being Authority for receipt and opening as well as scrutiny and evaluation of applications and subsequent placement of award of contract.
- d) Before preparing the EoI and submitting the same to the Procuring Entity, the Applicant should read and examine all the terms & conditions, instructions etc. contained in the REoI Documents. Failure to provide required information or to comply with the instructions incorporated in this REoI Document may result in rejection of applications submitted by Applicants.

#### **2. Language of Applications**

The EoI applications submitted by the Applicants and all subsequent correspondences and documents relating to the application exchanged between the Applicant and the Procuring Entity, shall be written in English language. However, the language of any printed literature furnished by the Applicant in connection with its application may be written in any other language, provided the same is accompanied by a self-certified English translation and, for purposes of interpretation of the application, the English translation shall prevail.

#### **3. Code of Integrity**

- a) The Procuring Entity and all officers or employees of the Procuring Entity being SEEPZ, SEZ Authority, whether involved in the procurement process or otherwise, or Applicants and their representatives or Consultants or Service Providers participating in a procurement process or other persons involved, directly or indirectly in any way in a procurement process shall maintain an unimpeachable standard of integrity in accordance with the code of integrity prescribed under GFR 175.
- b) In case of breach of the code of integrity by an Applicant or a prospective Applicant, the Authority, after giving a reasonable opportunity of being heard, may take appropriate measures including –

- i. exclusion of the Applicant from the procurement process;
  - ii. forfeiture or encashment of any other security or bond relating to procurement;
  - iii. recovery of payments made by the Procuring Entity along with interest thereon at bank rate;
  - iv. cancellation of the relevant contract and recovery of compensation for loss incurred by the Procuring Entity;
  - v. Debarment of the Applicant from participation in any future procurements of any Procuring Entity for a period of up to three years.
- c) The Applicant must be a Single Entity, which shall submit Integrity Pact duly signed by authorized signatory. This shall be submitted along with the application/ tender documents and shall become part of the contract agreement. The format of the Integrity Pact is provided under **Application Forms**.

#### **4. Eligibility**

- a) This invitation to REoI is open to all Applicants eligible as described in the Instructions to Bidders (ITB). SEEPZ employees, Committee members, Board members and their relatives (Spouse or Children) are not eligible to participate in the tender. Applicants involved in corrupt and fraudulent practices or debarred from participating in Public Procurement by any state government or any procuring entity of the central government shall not be eligible.
- b) The specific eligibility conditions shall be as prescribed under the 'EoI Information Sheet'.
- c) Applicants shall submit a declaration regarding its eligibility vis-à-vis all the criteria mentioned under the instructions to applicants and the EoI Information Sheet.

#### **5. Qualifications**

Applicants should substantially meet the qualification criteria as stipulated in the 'Section 4 - Evaluation and Qualification Criteria'. Applicants should fill and submit the Forms provided in 'Section 6 - Application Forms' to provide relevant information and documents in support of fulfillment of Applicant's qualification as part of its application.

#### **6. E-Tendering Online Application Submission Process**

The e-REoI is available on CPPP portal, <https://eprocure.gov.in/eprocure/app> as mentioned in the REoI. The tenders duly filled in should be uploaded and submitted online or before the end date of submission.

#### **B. REoI Documents**

#### **7. Contents of REoI Documents**

- a) The REoI Documents include the following Sections, which should be read in conjunction with any amendment issued in accordance with ITB.

- i) Section 1 Notice Inviting Expression of Interest (Notice to EoI)
  - ii) Section 2 Instructions to Applicants (ITB)
  - iii) Section 3 EoI Information Sheet (EIS)
  - iv) Section 4 Evaluation and Qualification Criteria
  - v) Section 5 Terms of Reference (ToR)
  - vi) Section 6 Application Forms
- b) Unless downloaded directly from the SEEPZ website (<http://seepz.gov.in>) or the e-procurement portal (<https://eprocure.gov.in/epublish/app>) as specified in the EIS, Procuring Entity shall not be responsible for the correctness of the REoI Documents, responses to requests for clarification, the Minutes of the Pre-application meeting, if any, or Amendment(s) to the REoI Documents in accordance with ITB.
- c) Applicants are expected to examine all instructions, forms, terms, and specifications in the REoI Documents and to furnish with its Application all information or documentation as is required by the REoI Documents.

## **8. Clarification of REoI Documents**

- a) An Applicant requiring any clarification of the REoI Documents shall contact the SEEPZ, SEZ Authority in writing / email at the Procuring Entity's address specified in the EIS.
- b) The Procuring Entity will respond in writing / email / through the e-procurement portal to any request for clarification, provided that such request is received prior to the deadline for submission of applications within a period specified in the EIS. The Procuring Entity shall also promptly publish brief description of the enquiry but without identifying its source and its response at its website or on the e-procurement portal.
- c) Should the clarification result in changes to the essential elements of the REoI Documents, the Procuring Entity shall amend the REoI Documents following the procedure given under ITB.

## **9. Pre-Application Conference/Meeting**

- a) In order to provide response to any doubt regarding REoI Documents, or to clarify issues, a pre-application conference/meeting may be scheduled, as specified in the EIS.
- b) During the pre-application meeting, the clarification sought by representative of prospective Applicants shall be responded appropriately. However, they shall be asked to submit their written request by close of office next day or by e-mail for electronic record thereof. The Procuring Entity shall publish written response to such requests for clarifications, without identifying its source. In case required, amendment(s), in terms of ITB below shall be issued, which shall be binding on all



applications. The request and the responses shall be made in writing.

- c) The Applicant whose application is not extended shall be considered to have refused the request to extend the period of validity of its applications and rejected as non-responsive. The decision of Procuring Entity will be final and binding in this regard.

### **13. Format and Signing of Applications**

- a) The EoI Application comprising all documents specified under ITB Clause 11 a) may be compiled into a single PDF document. All pages in the document should be serially numbered and an index specifying contents of the application should be populated at the beginning of the document.
- b) Authorized signatory of the Applicant shall sign, either physically or digitally, on each page of the EoI application. This signature should be accompanied by Applicant's official seal.

## **D. Submission and Opening of Applications**

### **14. Submission of Applications**

- a) Applicants shall upload their EoI applications on the CPPP portal i.e. <https://eprocure.gov.in/eprocure/app>. Any indication of price offering in the EoI application shall lead to disqualification of the Applicant. No Offline applications shall be accepted under any circumstances.
- b) Applications may be submitted by a single entity.

### **15. Deadline for Submission of EoI Applications**

- a) Applications must be received by the Procuring Entity online on the e-procurement portal and at the address specified in the EIS no later than the date and time specified in the EIS.
- b) The date of submission and opening of Applications shall not be extended except when:
  - i. Sufficient number of Applications have not been received within the given time and the Procuring Entity is of the opinion that further Applications are likely to be submitted if time is extended; or
  - ii. The REoI Documents are required to be substantially modified as a result of discussions in pre-application conference or otherwise and the time for preparations of Applications by the prospective Applicants appears to be insufficient for which such extension is required.
- c) In cases where the time and date of submission of applications is extended, an amendment to the REoI Documents shall be issued in accordance with ITB 10.

## **16.Late Applications**

The e-procurement portal does not permit late submission of applications. With regards to the physical submission of applications, the Authority's officer authorized to receive the applications shall not receive any application that is submitted personally by hand or by courier after the time and date fixed for submission of applications under any circumstances.

## **17.Opening of REoI Applications**

- a) The applications shall be opened online on the date and time stipulated in the EIS.
- b) In exceptional circumstances, if the procuring entity is faced with any technical issues while opening the applications online, with due certification of the Tender Evaluation Committee (TEC) on the nature of such technical exception, the physical applications in hard copy shall be proceeded to be evaluated with after due approval of Competent Authority. In such an event, the date of opening shall be the same as the one stipulated for online opening unless separately publicly notified by the Competent Authority.
- c) After due evaluation of the EoI applications, the procuring entity shall notify the qualified Applicants regarding the empanelment status through the e-procurement portal.

## **E. Evaluation and Comparison of EoI Applications**

### **18. Confidentiality**

- a) Information relating to the evaluation of applications empanelment of agencies, shall not be disclosed to Applicants or any other persons not officially concerned with the REoI process until the same is published officially on the e-procurement portal for information of all Applicants.
- b) Any effort by an Applicant to influence the Procuring Entity in the evaluation or empanelment decisions may result in the rejection of its Application.

### **19. Preliminary Examination of Applications**

- a) The Tender Evaluation Committee constituted by the Procuring Entity shall conduct a preliminary scrutiny of the opened applications at the beginning to assess the prima-facie responsiveness and record its findings thereof particularly in respect of the following:
  - i. that the application is complete and duly signed by authorized signatory;
  - ii. that the application is valid for the period, specified in the REoI Documents;
  - iii. that the application is unconditional; and
  - iv. Any other specific requirements put forth in the REoI documents.
- b) Applications failing to meet these preliminary requirements shall be treated as non-responsive and shall not be considered further for evaluation.

### **20. Immaterial Non-conformities**

- a) The Tender Evaluation Committee may waive non-conformities in the application that do not constitute a material deviation, reservation or omission and deem the application to be responsive;
- b) The Tender Evaluation Committee may request the Applicant to submit necessary information or documents which are historical in nature like audited statements of accounts, tax clearance certificate, PAN, etc. within a reasonable period of time. Failure of the Applicant to comply with the request within the given time shall result in the rejection of its application;
- c) The Tender Evaluation Committee may rectify immaterial non-conformities or omissions on the basis of the additional information or documentation received from the Applicant.



- g) The submissions received in response to this Request for Expression of Interest (REoI) shall be evaluated strictly in accordance with the prescribed eligibility criteria, relevant experience, credentials, and the conceptual proposal submitted by the applicant agencies, solely for the purpose of assessing technical suitability.
- h) This REoI is intended exclusively for the empanelment and/ or shortlisting of agencies that are found to be eligible and technically responsive, and does not constitute a request for financial bids or an offer of any contract.
- i) The Request for Proposal (RFP), constituting the subsequent stage of procurement, shall be issued only to those agencies shortlisted pursuant to this REoI, in accordance with Rule 164 (ii) – Two-Stage Bidding of the GFR.
- j) The Authority reserves the right, at its sole discretion, to empanel or shortlist any number of agencies, or to cancel, withdraw, amend, or modify the REoI process, in whole or in part, at any stage, without assigning any reason and without incurring any obligation or liability to any applicant agency.
- k) Empanelment or shortlisting pursuant to this REoI shall not be construed as a guarantee, commitment, or assurance of invitation to any subsequent RFP, participation in further stages of the procurement process, or award of any work or contract.

## **22. Non-conformities, Errors and Omissions**

- a) Provided that an Application is substantially responsive, the Tender Evaluation Committee may waive any nonconformity in the Application.
- b) Provided that an application is substantially responsive, the Procuring Entity, being SEEPZ, SEZ Authority or authorized representative may request that the Applicant to submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the application related to documentation requirements. Failure of the Applicant to comply with the request may result in the rejection of its application.

## **23. Evaluation of EoI Applications**

- a) The evaluation of applications shall be carried out based on the criteria stipulated under 'Section 4 – Evaluation and Qualification Criteria'. The evaluation committee shall not adopt any other criteria other than the ones already stipulated in the REoI documents.
- b) The Procuring Entity's evaluation of an application may require consideration of other factors, in addition to the applicant's financial offer. These factors may be related to the characteristics, performance, and terms and conditions of purchase of Non- Consultancy Services. The effect of the factors selected, if any, shall be expressed in monetary terms to facilitate comparison of applications, shall be specified in Section 4 – Eligibility and Qualification Criteria.

## **24. Right to Accept Any Application and to Reject Any or All Applications**

The Procuring Entity reserves the right to accept or reject any application, and to cancel/ annul the REoI process and reject all applications at any time prior to contract award, without thereby incurring any liability to the Applicants for which the Procuring Entity shall keep record of clear and logical reasons properly for any such action/ recall of REoI process. In case of cancellation / annulment, all applications submitted and specifically, application securities, shall be promptly returned to the Applicants.

## **25. Ground for Rejection of REoI other than Eligibility Criteria Documents**

- (i) Submission after the deadline specified in the REoI.
- (ii) Incomplete or unsigned application forms.
- (iii) Failure to submit required documents as per the checklist in Section 3.
- (iv) Submission of illegible or tampered documents.
- (v) Attempt to influence the evaluation process or SEEPZ officials.
- (vi) Non-compliance with the prescribed format or instructions.
- (vii) Absence of the Undertaking or Integrity Pact.
- (viii) Any misrepresentation or false information in the submitted documents.

## **F. Notification of Empanelment**

### **26. Empanelment of Applicants**

Upon completion of the evaluation of EoI submissions, Authority shall communicate in writing to the applicant agencies found eligible and suitable, informing them of their empanelment. Such communication shall confirm that the applicant's credentials have been examined and that the agency has been included in the panel of empanelled service providers for the relevant category.

Empanelment under this EoI shall be subject to the applicant completing any prescribed formalities within the timeframe specified by the Authority. In the event an empaneled applicant fails to acknowledge the empanelment communication or does not comply with the stipulated requirements, the Authority reserves the right to withdraw or cancel the empanelment, without prejudice to any other rights available under applicable rules.

The empanelment shall remain valid for the period specified in this REoI. During the validity period, empaneled agencies may be invited, at the discretion of Authority, to participate in subsequent Request for Proposal (RFP) processes or other engagement mechanisms, as and when required.

### Section 3 - EoI Information Sheet (EIS)

The following specific data for the Non-Consultancy Services to be procured shall complement, supplement, or amend the provisions in the Instructions to Applicants (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

ITB Para Reference	Particulars
ITB 3 c)	<p>i) Applicant shall be a natural person, private entity, government-owned entity or, any combination of these having a formal intent and legal competency to enter into an agreement or contract and are registered under respective Act and Jurisdiction in India;</p> <p>ii) Applicant shall have fulfilled his obligation to pay such of the tax payable to the Central Government or the State Government or any local authority;</p> <p>iii) Applicant shall not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons;</p> <p>iv) Applicant shall not have, and their directors and officers not have, been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of three years preceding the commencement of the procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;</p> <p>v) Applicant shall not be presently debarred by any Procuring Entity under the State/Local Government, the Central Government, Autonomous body, Authority by whatever name called under them.</p>
ITB 8 a)	<p>The Procuring Entity's address for seeking clarifications is:</p> <p>Office of the Development Commissioner, SEEPZ SEZ, MIDC Central Road, Andheri East, Mumbai – 400096</p> <p>The email address is: <a href="mailto:hanishr.g171701@gov.in">hanishr.g171701@gov.in</a>, with a copy to <a href="mailto:ddcseepz-mah@nic.in">ddcseepz-mah@nic.in</a> and <a href="mailto:seepz.pmu@gov.in">seepz.pmu@gov.in</a></p> <p>Queries may also be raised by using the 'seek clarifications' option available on the e-procurement portal.</p>
ITB 8 b)	<p>The applicants may submit their requests for clarification no later than 7 days prior to deadline for submission of applications.</p>
ITA 9 a)	<p>The pre-application conference shall be held electronically on 13-05-2026 at 12:30 PM.</p> <p>The web-link to attend the pre-application conference is as follows:</p> <p><a href="https://seepz.webex.com/seepz/j.php?MTID=m7fa768df0710280cfc902c3022726122">https://seepz.webex.com/seepz/j.php?MTID=m7fa768df0710280cfc902c3022726122</a></p>

	Password: Prebid@2026 (77324312 when dialing from a video system)
ITA 13 a)	No change.
ITA 17 a)	The deadline for submission of applications is as per Key Information.
ITA 19 a)	The applications shall be opened as per Key Information. The tentative date for publication of Technical Evaluation Results is as per Key Information.

## Section 4 - Eligibility and Qualification Criteria

### 4.1 Eligibility Criteria

Sr.	Criteria	Documents Required
1	Must be a valid legal entity registered with appropriate government authority in the form of a firm / company / LLP and must be in existence for at least 5 years (i.e. since FY2020-21).	Self-Attested copy of Certificate of Incorporation / Partnership Deed / Proprietorship Registration / Trade License / MSME registration certificate.
2	The company should have PAN No. & GST Registration.	Self-Attested copies of PAN No. & GST Registration
3	The Applicant must have at least three years' experience (ending month of March prior to the application opening) of providing similar services to Central/State/ <b>Local</b> Government/ PSUs/ Nationalized Banks/ Reputed Organizations. Services rendered with list of such Central/ State / <b>Local</b> Government / PSUs/ Nationalized Banks with duration of service shall be furnished.	Self-Attested copies of Work orders, completion certificates, or client testimonials from the last 3 years
4	<p>Experience in completion of similar services (or at least 80% completed in case of ongoing projects) during the last 10 years, meeting one of the following:</p> <ul style="list-style-type: none"> <li>• 1 project ≥ ₹ 8 Cr, or</li> <li>• 2 projects ≥ ₹ 5 Cr each, or</li> <li>• 3 projects ≥ ₹ 4 Cr each.</li> </ul> <p>OR</p> <p>Experience in completion of similar services during the last 3 years, meeting one of the following:</p> <ul style="list-style-type: none"> <li>• 1 project ≥ 20,000 sft, or</li> <li>• 2 projects ≥ 12,500 sft each, or</li> <li>• 3 projects ≥ 10,000 sft each.</li> </ul>	<p>Self-attested copies of the following documents issued by Central/ State Government Departments, Statutory Bodies, PSUs, Autonomous Bodies, or Government-owned Corporations:</p> <ul style="list-style-type: none"> <li>• Work Orders/ Agreements</li> <li>• Completion Certificates (for completed projects); and</li> <li>• Progress Certificates / Client Certificates/ CA Certificates clearly indicating that at least 80% of the contract value has been executed (for ongoing projects)</li> </ul>

5	<p>i. Gross average financial turnover of the Applicant from the advertisement business during the last three years should not less than Rs. 30 Cr.</p> <p>ii. Applicant should have net worth of at least Rs. 15 Cr during each of the past 3 financial years.</p>	<p>Audited financial statements (Balance Sheet and P&amp;L) and ITRs for last 3 financial years.</p> <p>CA certificate clearly specifying the volume of turnover from services of similar nature and positive net worth during each of the past 3 FYs.</p> <p>Documentary evidence such as a certificate from a scheduled commercial bank or a CA.</p>
6	Approach and Methodology	<p>Applicants are required to submit a comprehensive Approach and Methodology. This should demonstrate the Applicant's understanding of the project objectives, type of display &amp; hoarding, location, area requirement &amp; minimum display area within SEEPZ-SEZ.</p> <p>Additionally, these details are needed to be furnished in format as specified in Sl. 5.</p> <p>The authority will call for presentation for the same at a suitable date and time.</p>
7	No blacklisting by any government agency.	Self-declaration on company letterhead stating non-blacklisting status.
8	Indemnity Bond	Affidavit for Indemnity Bond on ₹500/- non-judicial stamp paper duly signed and notarized.
9	Integrity Pact	Affidavit for the Integrity Pact on ₹500/- stamp paper as per provided format.
10	Power of Attorney	Affidavit for Power of Attorney on Rs. 500/- non-judicial stamp paper duly signed and notarized

Note:

1. **Similar Services** - Projects which involved executing and managing similar advertising campaigns in India to Central Government or its department / State / Local Government or its department / Semi Govt./ Municipal Corporations / Municipal Councils / Urban Local Body (ULB)/ UT/ PSU/Private.
2. All documents certified by CA must bear a valid UDIN (Unique Document Identification Number). The details mentioned in the certificate and the corresponding UDIN must match and be verifiable. *Failure to comply shall render the documents non-compliant.*
3. No MSME exemption is allowed.

**4.2 Site Visit Requirement**

All prospective Applicants are mandatorily required to undertake a physical site visit to the SEEPZ premises prior to submission of their application. This is to ensure that Applicants are fully aware of the site conditions, scope of work, and logistical considerations relevant to the proposed digital advertising infrastructure. During the visit, the Applicant must also conduct a detailed assessment of the site area and identify unused plots, including demarcation, to evaluate the most suitable locations for installing digital advertisements, which must be reflected in the Approach and Methodology presentation.

Date and time till which physical visits to SEEPZ premises are permissible from 20.02.2026 to 05.03.2026 (between office hours of Working days only) for the bidders in order to familiarize themselves about the vicinity and the work area. Bidders need to take prior permission from the Estate Officer for the visit, through email only. Site visit shall be mandatory for all bidders prior to submission of EoI. The bidder shall conduct detailed site assessment and should carry out geo-tagging, photographic documentation, or other technical verification required for proper understanding of the site conditions. No claim arising due to lack of site knowledge shall be entertained at a later stage.

## **Section 5 - Terms of Reference**

### **5.1 Introduction**

SEEPZ Special Economic Zone (SEZ), located in Mumbai, is one of India's premier export hubs, housing a diverse range of units engaged in manufacturing, services, and trade. As part of its ongoing efforts to enhance visibility, promote internal stakeholders, and optimize the use of available infrastructure, the SEEPZ SEZ Authority intends to hire a professional advertising agency to install and manage digital hoardings across the zone.

The primary objective of this initiative is:

1. To provide a dynamic platform for SEEPZ unit holders and companies to showcase their products, services, and achievements through digital advertisements.
2. To monetize SEEPZ's land and built-up spaces by offering designated areas on a rental basis for non-digital/ digital display infrastructure, thereby generating non-tax revenue for the Authority.

These digital hoardings will be strategically placed both within the SEZ premises (for internal stakeholders and visitors) and at external-facing locations (for public visibility and outreach). The selected agency will be responsible for the end-to-end execution of this initiative, including installation, operation, content management, and maintenance of the digital infrastructure.

This initiative aligns with SEEPZ's broader vision of modernizing its communication ecosystem, promoting its unit holders, and leveraging technology to create sustainable revenue streams.

### **5.2 Scope of Work**

The selected agency shall be responsible for the Design, Build, Finance, Install, Operate digital/ non-digital hoardings/ screens at strategic internal and external locations within SEEPZ premises. The detail scope is as below:

#### **5.2.1 Permitted Types of Advertisement Boards**

- i) The following types of advertisement hoardings (both digital and non-digital), except wall paintings on boundary walls, are permitted to be installed within the premises of SEEPZ:
  - (i) Uni-pole hoardings
  - (ii) Bi-pole hoardings
  - (iii) V-shaped hoardings
  - (iv) Back-to-back hoardings
  - (v) Backlit hoardings
  - (vi) L-shaped hoardings
  - (vii) Glow sign boards

- (viii) Show frames
- (ix) LCD / LED display or projected displays
- (x) Any other acceptable or newly approved type of advertisement display

**Note:** The Licensee shall comply with the latest outdoor advertisement guidelines issued by the Municipal Corporation of Greater Mumbai (BMC), as amended from time to time, and with all other applicable statutory requirements

#### 5.2.2 **Number, Type, Size and Location of Advertisement Boards**

- (i) The advertisement hoarding can be put up as per number, type and size of boards and at the locations as suggested by the applicant.
- (ii) The hoardings can be put up in accordance with the terms & conditions contained in the REoI/ RFP document.
- (iii) The size and site of advertisements can be changed on administrative grounds by the approval of the Authority.

#### 5.2.3 **Display Parameters**

- (i) For the purpose of this REoI, unless a contrary intention appears from the subject or context, the term display of advertisements will consist of size and site.
- (ii) SEEPZ reserves the right to alter the location and size of the said advertisement, if necessary, after mutual agreement, and no compensation will be granted to the Licensee on this account.
- (iii) The Licensee shall not use the said location for any purpose other than the display of advertisement.

#### 5.2.4 **Minimum Area and Locations for Display**

- (i) The licensee shall, as part of its proposal and during the subsistence of the Agreement, identify, propose, and develop advertisement display areas and locations within the SEEPZ premises, including internal and/or external locations, strictly subject to feasibility, statutory compliance, and written approval of Authority from time to time.
- (ii) The aggregate display area and specific locations to be developed and maintained under the license shall be as finalized and approved by SEEPZ based on the proposal submitted by the Applicant and such subsequent modifications as may be approved during the license period.
- (iii) The Licensee hereby commits to utilize, operate, and maintain the approved display areas in accordance with the terms of this Agreement and shall ensure continuous usage of such approved areas for the purpose of display of advertisements, except where restrictions are imposed by SEEPZ or statutory authorities.
- (iv) Failure to install, utilize, or maintain the approved display areas and locations, or unauthorized deviation therefrom, shall constitute a breach of the terms of this license, without prejudice to SEEPZ's rights to levy penalties, revise allocations, withdraw approvals, or terminate the Agreement in accordance with its terms and applicable law.
- (v) SEEPZ reserves the right to revise, relocate, reduce, or withdraw any approved display area in the interest of administration or public safety, without entitlement

to compensation.

#### 5.2.5 **Reservation of slot by the Authority**

- (i) The Authority reserves the right to utilize 5 minutes per hour on digital displays. The remaining 55 minutes per hour shall be available to the Licensee exclusively for commercial advertising.

### 5.3 **Other Terms and Conditions**

#### 5.3.1 **Compliance with Taxes, Rates and Applicable Laws**

- (i) The Licensee shall pay all rates, cess, taxes and assessments, whatever payable or hereafter becomes payable, to the Government, Municipality or any other agency in respect of the said display of advertisements and shall abide by the rule/ law of the land in force relating to display of advertisements.

#### 5.3.2 **Validity of License Period**

- (i) The license, unless extended or cancelled as per the provisions hereinafter contained, shall remain in force for a **period of Ten Years (10) years**, commencing from the date of commencement and **extendable by Five (5) years**, upon satisfactory services certified by the Authority.

#### 5.3.3 **Restrictions on Usage and Transfer**

- (i) The Licensee shall not assign, transfer, mortgage or sublet the privilege conferred under this agreement and shall use the allotted location strictly for display of advertisements only.

#### 5.3.4 **Electricity and Utility Arrangements**

- (i) The Licensee shall take separate electric supply connections for lighting of the advertisement boards from the Authority's service provider and shall directly pay the applicable charges to such service provider on a regular basis. The obligation of abiding by all applicable rules, guidelines, laws and amendments issued from time to time by the Government, the Authority and/or the service provider shall be borne and complied with by the Licensee only.
- (ii) However, the Authority shall facilitate the Licensee in sourcing power from its service provider.
- (iii) At the time of vacating the allotted location, the Licensee shall submit a No Dues Certificate from the concerned electric agencies for release of the security deposit.

#### 5.3.5 **Statutory Approvals and Clearances**

- (i) The Licensee shall arrange and obtain all necessary clearances and formalities from Municipal Corporation or all other concerned statutory authorities, bear all charges and costs for display of advertisements.

#### 5.3.6 **Safety during construction and operation**

- (i) The Licensee shall be solely responsible for safety and shall comply with all applicable laws and safety requirements. It shall ensure the safety of workers, visitors, pedestrians, vehicular traffic, and the general public by providing adequate barricading, signage, lighting, traffic diversions, safe pedestrian access,

personal protective equipment, first-aid facilities etc. The Site shall be maintained free from unnecessary obstructions and hazardous conditions, entirely at the Licensee's risk and cost.

- (ii) During the license period, the Licensee shall ensure that the hoardings and associated structures remain safe and free from hazards to pedestrians, traffic, and the general public, and shall promptly rectify any unsafe condition.
- (iii) Nevertheless, compliance with these requirements shall not relieve the Licensee from liability for any accident, injury, loss, or damage arising from unsafe conditions or non-compliance.

#### 5.3.7 **Land, Structures and Installation Works**

- (i) Land for advertisements will be provided by SEEPZ on an "As is where is basis."
- (ii) Civil, electrical, and allied works shall be carried out by the Licensee at his own cost.
- (iii) No structure of any kind whatsoever shall be erected without prior written permission of the Estate Officer, SEEPZ SEZ, Mumbai, or any officer authorized by him.
- (iv) The plan of the structure shall be subject to approval, and no construction shall begin without such approval in writing.
- (v) Any structure erected shall be treated as a temporary structure.

#### 5.3.8 **Access, Supervision & Compliance**

- (i) The Licensee shall allow SEEPZ officials free access at all times to the advertisement area.
- (ii) The Licensee shall, whenever requested by SEEPZ, forthwith pull down or replace any structure which SEEPZ considers to be improperly situated.
- (iii) The Licensee shall be governed by the rules, regulations, advertisement policy and instructions of SEEPZ, whether presently in force or issued hereafter, governing the said activities.
- (iv) The Licensee shall pay all taxes levied by any local body or civil authority in relation to the licensed activity.

#### 5.3.9 **Performance and Determination of Rights**

- (i) SEEPZ reserves the right to determine the contract forthwith in the event of unsatisfactory performance by the Licensee.
- (ii) SEEPZ shall have the right to cancel the License at any time by giving ninety (90) days' prior written notice to the Licensee. Upon such cancellation, the Licensee shall, at its own cost, vacate the land and remove all materials, installations, and structures belonging to it, pay dues if any and restore the land to its original condition.
- (iii) Failure to vacate within the stipulated period shall render the Licensee **liable to pay penalty** for the period of unauthorized occupation, without prejudice to other rights of SEEPZ.
- (iv) In case the Licensee fails to restore the land to its original condition, SEEPZ may do so at the risk and cost of the Licensee, and such expenses shall be recoverable from the security deposit and/or any other monies due.

### 5.3.10 **Handing Over upon Expiry**

- (i) After expiry of the licensed period, if not further extended, the Licensee shall immediately vacate the premises and hand over possession to SEEPZ at its own cost, removing all materials, installations, and structures belonging to it, pay dues if any and restore the land to its original condition within 90 days from the date of expiry.
- (ii) Failure to vacate within the stipulated period shall render the Licensee **liable to pay penalty** for the period of unauthorized occupation, without prejudice to other rights of SEEPZ.

### 5.3.11 **Term, Termination & Consequences**

- (i) Either party may terminate the agreement by giving three months' prior written notice.
- (ii) Notwithstanding anything contained hereinabove, SEEPZ shall have the right to terminate this Agreement at any time, without assigning any reason and without prior notice, in the event of any breach of the terms and conditions of this Agreement by the Licensee.
- (iii) Termination shall not affect any existing rights, claims, or indemnities of SEEPZ arising prior to termination.
- (iv) Upon earlier determination, the Licensee shall immediately remove its belongings and hand over the land to SEEPZ in original condition without objection.
- (v) Failure to vacate within the stipulated period shall render the Licensee **liable to pay penalty** for the period of unauthorized occupation, without prejudice to other rights of SEEPZ.
- (vi) SEEPZ shall not be responsible for any loss or damage caused to the Licensee arising out of termination for any reason whatsoever.

### 5.3.12 **Notices & Jurisdiction**

- (i) Any notice to the Licensee shall be deemed served if delivered personally or sent by registered post to the Licensee's last known address.
- (ii) Any notice by the Licensee to SEEPZ shall be deemed served if delivered at the SEEPZ SEZ Office or sent by registered post.
- (iii) The courts at Mumbai shall have exclusive jurisdiction over all disputes arising out of or in connection with this agreement.

### 5.3.13 **Risk, Liability & Indemnity**

- (i) The Licensee shall comply with all applicable Labour Laws and rules thereunder and shall indemnify SEEPZ against any loss or damage arising from violation of the same.
- (ii) The Licensee shall be solely and fully responsible for the safety, stability, operation, maintenance and integrity of all advertisement structures, foundations, electrical installations, display devices and allied infrastructure installed or used by the Licensee under this Agreement.
- (iii) The Licensee shall indemnify, defend and hold harmless the Licensor, its officers, employees and representatives from and against any and all claims, demands, actions, losses, damages, liabilities, penalties, costs and expenses (including legal

fees) arising out of or in connection with:

- a) any bodily injury, personal injury or death of any person;
- b) any loss of or damage to property of any third party or the Licensor; or
- c) any accident, structural failure, collapse, fire, electrical fault or safety incident,

to the extent caused by or attributable to the installation, existence, operation, maintenance, repair, alteration or removal of the advertisement structures or due to any negligent act, omission, breach, or non-compliance by the Licensee, its contractors, employees or agents.

- (iv) The Licensee shall comply at all times with all applicable laws, building codes, safety regulations and municipal permissions and shall maintain adequate third-party liability insurance for the duration of the License.

#### 5.3.14 **Commencement**

- (i) The date of commencement of the contract shall be either:
  - a. 90 days from issuance of the Letter of Acceptance, or
  - b. The actual date of display of advertisements by the Licensee, whichever is earlier.
- (ii) The Annual License Fee is subject to 5% yearly increment during the license period.

#### 5.3.15 **Applicant's Responsibility**

- (i) Planning, design, construction, installation, and completion of all necessary structures in accordance with approved drawings, specifications, and applicable safety and quality standards.
- (ii) Obtaining all required structural and other statutory approvals from competent authorities, including submission of documents and payment of all applicable statutory fees, charges, and levies.
- (iii) Ensuring the safety, structural stability, and proper maintenance of all structures throughout the license period, including timely inspection, repair, and compliance with applicable safety standards.
- (iv) Sourcing, coordinating, and managing advertisement content for display, ensuring compliance with applicable laws, guidelines, and content standards.
- (v) Timely payment of the applicable license fee to the concerned authority, strictly in accordance with the terms and conditions of the tender/license agreement.
- (vi) Keeping the land area debris/ hindrance free and maintaining beautification of the respective land area.
- (vii) The licensee shall abide by any amendments or modifications made by SEEPZ or any other statutory authority to its Advertisement/ Commercial Publicity Policy. Guidelines, Norms or Regulations from time to time.

#### 5.3.16 **Penalty**

The below penalty clauses apply in case of breaches to the terms of contract:

<b>Category</b>	<b>Penalty</b>	<b>Further Consequence, if any</b>
Delay in payment	<p>The Licence Fee shall be paid quarterly in advance within 15 days from the start of each quarter.</p> <p>If the Licence Fee remains unpaid or is paid late for 3 consecutive months, the Services may be suspended upon written instructions from the Authority.</p> <p>Notwithstanding the above, the Agreement may be valid upon payment of a penalty at the rate of 1.5% per month on the outstanding Licence Fee, for a period of up to 6 months from the date of such default or late payment.</p>	Default or late payment for more than 6 months – notice to termination of agreement.
SEEPZ's reservation of slot not complied	<p>The Licensee shall maintain and submit a system generated monthly display log.</p> <p>Any deviation from SEEPZ's proposed reservation plan for a particular month shall be treated as a single instance of default.</p> <p>For each such instance, SEEPZ shall impose a penalty of 0.5% of the applicable quarterly Licence Fee.</p> <p>The aggregate penalty in a year levied under this category shall be limited to 5% of the applicable quarterly Licence Fee.</p>	-
Failure to vacate the land within the stipulated period after Expiry/ Termination	<ul style="list-style-type: none"> <li>• Removal of structures at risk &amp; cost of licensee</li> <li>• Recovery of such costs from Security Deposit/ Performance Security</li> <li>• Treating continued occupation as unauthorized use</li> </ul>	-

**Section 6 - Application Forms**

<b>SN</b>	<b>Name of the Form</b>	<b>Page No.</b>
1.	Letter of Application	30
2.	Checklist of documents comprising application	33
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5.	Details of Hoardings, Location, Area, Size	38
6.	Proforma of Integrity Pact	39
7.	Format for Power of Attorney to Authorized Signatory	44

## 1. Letter of Application

*The Bidder must prepare the Letter of Bid on its letterhead clearly showing the Bidder's complete name and address.*

***Note: All italicized text is for use in preparing these forms and shall be deleted from the final products.***

Application Ref. No.:

Date:

To,

The Dy. Development Commissioner (Estate Officer)

SEEPZ, SEZ Authority

SEEPZ Service Centre Building,

SEEPZ SEZ, Andheri (East), Mumbai-400 096.

1. We have examined and have no reservations to the Application Documents, including Addenda issued in accordance with Instructions to Applicants;
2. We meet the eligibility requirements in accordance with ITB 4 and have no Conflict of Interest in accordance with GFR 175;
3. We offer to perform, in conformity with the Application Documents, the following Non- Consultancy Services allotment of space for Rights to display advertisements at SEEPZ, SEZ, Mumbai at regular interval of one month or as and when required / as directed by SEEPZ-SEZ Office subsequently.
4. Our application shall remain valid for 180 days from the last date of submission of the application and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
5. If our application is accepted, we commit to submit a performance security in accordance with the Application Documents;
6. We are not participating, as a Applicant or as a subcontractor, in more than one application in this application process;
7. We, along with any of our subcontractors, suppliers, consultants, manufacturers, or service providers for any part of the contract, are not debarred by any procuring entity under the State Government, the Central Government or any State Government or any Public Undertaking, Autonomous body, Authority by whatever name called under them;

8. We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any activities which is in contravention of the Code of Integrity proscribed in GFR 175; we further confirm that the Integrity Pact, duly signed by the authorized signatory, has been submitted along with this application as per the format provided in the application documents.
9. We hereby certify that we are neither associated nor have been associated directly or indirectly with the consultant or any other individual or entity that has prepared the design, specifications and other documents for the subject matter of procurement or is being proposed as Project Manager for the contract from the SEEPZ SEZ Authority;
10. We hereby certify that we have fulfilled our obligations to pay all such taxes as payable to the Central Government or the State Government or any local authority;
11. We hereby certify that we are not insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons;
12. We hereby certify that our directors and officers have not been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of three years preceding the commencement of the procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
13. We hereby undertake to indemnify and keep indemnified the SEEPZ SEZ Authority against all claims, damages, losses, or liabilities arising out of any non-compliance with statutory, licensing, labour, or environmental obligations during the execution of the contract, as outlined in the Undertaking submitted along with this application.
14. We hereby undertake to comply with all applicable labour laws, environmental regulations, and statutory requirements as outlined in the Undertaking submitted along with this application.
15. We confirm that a valid Power of Attorney, authorizing the undersigned to sign this application and act on behalf of the Applicant, is enclosed with this application.
16. We understand that this application, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us, until a formal contract is prepared and executed; and
17. We understand that SEEPZ SEZ Authority is not bound to accept the highest evaluated application or any other application that SEEPZ SEZ Authority may receive and that the decision of the SEEPZ, SEZ authority shall be final & binding.

Name of the Applicant:

Name of Applicant's Authorized Signatory:

Designation of the person signing the Application:

Signature of the person named above

Date signed

## 2. Checklist of documents comprising application

<b>SN</b>	<b>Document</b>	<b>Included (Y/N)</b>	<b>Page No.</b>
1	Letter of Application as per the form provided in Section 6 –Application Forms		
2	Applicant Information Form as per Form provided in Section 6: Application Forms		
3	Documents establishing Applicants' eligibility in accordance with EIS (ITB 4 a)		
4	Documents establishing Applicants' qualification in accordance with Forms given in Section 6: Application Forms		
5	An Undertaking duly signed on the letter head from the Applicants to the effect that they agree and abide by the clauses / conditions of Application Documents issued by the Procuring Entity and any amendment made thereafter.		
6	Affidavit of Indemnity		
7	Integrity Pact		

### 3. Applicant Information Form

Date:

Application Ref. No.: SEEPZM-EOPT/4/2025-PROC

Applicant's Name:	
Applicant's legal entity status:	Firm/ LLP/ Pvt. Ltd. Company/ Ltd. Company
Applicant's year of incorporation/ registration:	
Applicant's complete registered address:	
Applicant's PAN:	
Applicant's GSTIN:	
Information regarding Applicant's authorized representative:	Name: Designation: Address: Email:
Name(s) of promoter(s) and members of the board of directors.	

#### 4. Applicant's Qualification Information

Sr. #	Criteria	Applicant's Qualification	Documents Required
1	Must be a valid legal entity registered with appropriate government authority in the form of a firm / company / LLP and must be in existence for at least 5 years (i.e. since FY2020-21).		Self-Attested copy of Certificate of Incorporation / Partnership Deed / Proprietorship Registration / Trade License / MSME registration certificate.
2	The company should have PAN No. & GST Registration.		Self-Attested copies of PAN No. & GST Registration
3	The Applicant must have at least three years' experience (ending month of March prior to the application opening) of providing similar services to Central/State/ <b>Local</b> Government/ PSUs/ Nationalized Banks/ Reputed Organizations. Services rendered with list of such Central/ State / <b>Local</b> Government / PSUs/ Nationalized Banks with duration of service shall be furnished.		Self-Attested copies of Work orders, completion certificates, or client testimonials from the last 3 years
4	<p>Experience in completion of similar services (or at least 80% completed in case of ongoing projects) during the last 10 years, meeting one of the following:</p> <ul style="list-style-type: none"> <li>• 1 project <math>\geq</math> ₹ 8 Cr, or</li> <li>• 2 projects <math>\geq</math> ₹ 5 Cr each, or</li> <li>• 3 projects <math>\geq</math> ₹ 4 Cr each.</li> </ul> <p>OR</p> <p>Experience in completion of similar services during the last 3 years, meeting one of the following:</p> <ul style="list-style-type: none"> <li>• 1 project <math>\geq</math> 20,000 sft, or</li> <li>• 2 projects <math>\geq</math> 12,500 sft each, or</li> <li>• 3 projects <math>\geq</math> 10,000 sft each.</li> </ul>		<p>Self-attested copies of the following documents issued by Central/ State /Local Government Departments, Statutory Bodies, PSUs, Autonomous Bodies, or Government-owned Corporations:</p> <ul style="list-style-type: none"> <li>• Work Orders/ Agreements</li> <li>• Completion Certificates (for completed projects); and</li> <li>• Progress Certificates / Client Certificates/ CA Certificates clearly indicating that at least 80% of the contract value has been executed (for ongoing projects)</li> </ul>
5	i. Gross average financial turnover of the Applicant from the advertisement business during the		Audited financial statements (Balance Sheet and P&L) and ITRs for last 3 financial years.

	<p>last three years should not less than Rs. 30 Cr.</p> <p>ii. Applicant should have net worth of at least Rs. 15 Cr during each of the past 3 financial years.</p>		<p>CA certificate clearly specifying the volume of turnover from services of similar nature and positive net worth during each of the past 3 FYs.</p> <p>Documentary evidence such as a certificate from a scheduled commercial bank or a CA.</p>
6	Approach and Methodology		<p>Applicants are required to submit a comprehensive Approach and Methodology. This should demonstrate the Applicant's understanding of the project objectives, type of display &amp; hoarding, location, area requirement &amp; minimum display area within SEEPZ-SEZ.</p> <p>Additionally, these details are needed to be furnished in format as specified in Sl. 5.</p> <p>The authority will call for presentation for the same at a suitable date and time.at a suitable date and time.</p>
7	No blacklisting by any government agency.		Self-declaration on company letterhead stating non-blacklisting status.
8	Indemnity Bond		<p>Affidavit of Indemnity (Indemnity Bond) on a ₹500/- non-judicial stamp paper comprising the following text:</p> <p>“We hereby agree to undertake that we shall, at all times, indemnify and keep indemnified the Employer i.e. SEEPZ SEZ Authority against all claims/ damages for any violation of any statutory / licensing requirements / Pollution control norms while providing our services under the Contract.</p>

			We shall indemnify the Client in full for any failure in performance on account of default or non-fulfillment of our obligations. We understand that, in such case, all the costs and expenses incurred by the employer are recoverable from us.”
9	Integrity Pact		Affidavit for the Integrity Pact on ₹500/- stamp paper as per provided format.
10	Power of Attorney		Affidavit for Power of Attorney on Rs. 500/- non-judicial stamp paper duly signed and notarized

## 5. Details of Hoardings, Location, Area, Size

The brief details of the Proposal are as follows:

Sr. No.	Type of Display	Type of Hoarding	Location Description	Geo-tagged Photo of Location	Min. Land Area requirement (sft)	Min. Display Area (sft)

### Note:

- 1) The type of display shall be Outdoor (facing DP roads) or Indoor (facing in-campus arterial roads). Digital or Non-digital to be mentioned as well.
- 2) The type of hoarding shall fall under the categories specified in TOR Clause 5.2.1(i).
- 3) The Applicant shall submit the proposal based on observations and understanding derived from the site visit.
- 4) The indicated minimum display area is **indicative only** and is to be provided solely for the purpose of revenue estimation.
- 5) The Applicant may add additional rows in the table, wherever required, to provide complete and accurate information.

## 6. Proforma of Integrity Pact

(This document shall be executed on Rs. 500/- non judicial stamp paper and shall be submitted along with the REoI documents as per the date and time given in this REoI)

This integrity Pact is made at on this \_\_\_\_\_ day of 2026.

### Between

SEEPZ SEZ Authority (hereinafter referred to as the “Authority” which expression shall, unless repugnant to the context or meaning thereof include its administrators, successors and assigns)

### And

{Name and address of the Applicant}, (hereinafter referred to as “The Bidder(s)” and which expression shall unless repugnant to be meaning or context thereof include its successors and permitted assigns.)

### Preamble

Whereas, the Authority has floated the REoI {NIT No. \_\_\_\_\_ dated \_\_\_\_\_} (herein after Referred to as “EOI Documents”) and intend to allot /award, under laid down organizational procedure, the work titled....\_\_\_\_\_ {Name & details of work}. And Whereas the Authority values full compliance with all relevant laws of the space allotment, land, rules, regulations, economic use of resources and of fairness/ transparency in its relations with its Bidder(s).

In order to achieve these goals, the Authority will authorize officer(s)/ committee who will monitor the tender process and the execution of the contract for compliance with the principles mentioned in the REoI and applicable for tendering process.

### Article-1: Commitments of the Authority

(1) The Authority commits itself to take all measures necessary to prevent corruption and to observe the following principles:

- a) No employee of the Authority, personally or through family members, will in connection with the Tender, demand, take a promise for or accept, for self, or third person, any material or immaterial benefit which he/ she is not legally entitled to.
- b) The Authority will, during the Tender process treat all Bidder(s) with equity and reason. The Authority will in particular, before and during the Tender process, provide to all Bidder(s) the same information and will not provide to any Bidder(s) confidential/ additional information through which the Bidder(s) could obtain an advantage in relation to the tender process.
- c) The Authority will exclude all known prejudiced persons from the process,

whose conduct in the past has been of biased nature.

- (2) If the Authority obtains information on the conduct of any of its employees which is criminal offence under the IPC/ PC Act or any other Statutory Acts or if there be a substantive suspicion in this regard, the Authority will inform the Chief Vigilance Officer and in addition can initiate disciplinary actions as per its internal laid down Rules/ Regulations.

### **Article – 2: Commitments of the Bidder(s)**

The Bidder(s) commit themselves to take all measures necessary to prevent corruption. The Bidder(s) commits themselves to observe the following principles during his participation in the tender process and during the contract execution.

- a) The Bidder(s) will not, directly or through any other person or firm, offer, promise or give to any of the Authority' employees involved in the tender processor the execution of the contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process.
- b) The Bidder(s) will not enter with other Bidders into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, submission or non-submission or bids or any other actions to restrict competitiveness or to introduce cartelization in the bidding process.
- c) The Bidder(s) will not commit any offence under the relevant IPC/PC Act and other Statutory Acts; further the Bidder(s) will not use improperly, for purposes of completion or personal gain, or pass on to others, any information o document provided by the Authority as part of the business relationship, regarding plans technical proposals and business details, including information contained or transmitted electronically.
- d) The Bidder(s) of Indian Nationality shall furnish the name and address of the foreign principle, if any.
- e) The Bidder(s) will, when presenting his bid, disclose any and all payments he has made, is committed to or intends to make to agents, brokers or any other intermediaries in connection with the bid.
- f) The Bidder(s) who have signed the Integrity Pact shall not approach the Courts while representing the matter to IEMs and shall wait for their decision in the matter.

The Bidder(s) will not instigate third persons to commit offences outlined above or be an accessory to such offences.

### **Article - 3 Disqualification from tender process.**

- 1) If the Bidder(s), before or during tender process has committed a transgression through a violation of any provision of Article-2, above or in any other form such as to put his reliability or credibility in question, the Authority is entitled to disqualify the Bidder(s) from the tender process.

### **Article – 4: Compensation for Damages.**

- 1) If the Authority has disqualified the Bidder(s) from the tender process prior to the allotment/award according to Article-3, the Authority is entitled to demand and recover the damages equivalent to Earnest Money Deposit/ Bid Security.
- 2) If the Authority has terminated the contract according to Article – 3, or if the Authority is entitled to terminate the agreement according to Article-3, the Authority shall be entitled to recover liquidated damages or the amount equivalent to Security Deposit.

#### **Article – 5: Previous Transgressions**

- 1) The Bidder declares that no previous transgression has occurred in the last three years with any other Company in any country conforming to the anticorruption approach or with any other Public Sector Enterprises in India or any Government Department in India that could justify his exclusion from the tender process.
- 2) If the Bidder makes incorrect statement on this subject, he can be disqualified from the tender process or action can be taken as mentioned under Article-3 above and as per the procedure mentioned in “Guidelines on banning of business dealings”.

#### **Article – 6: Equal treatment of all Bidders**

- 1) The Bidder(s) undertake(s) to demand from all sub-contractors a commitment in conformity with this Integrity Pact.
- 2) The Authority will enter into agreements with identical conditions as this one with Bidders.
- 3) The Authority will disqualify from the tender process all Bidders who do not sign this Pact or violate its provisions.

#### **Article – 7: Criminal charges against violating Bidder(s)**

If the Authority obtains knowledge of conduct of a Bidder, or of an employee or a representative or an associate of Bidder, which constitute corruption, or if the Authority has substantive suspicion in this regard, the Authority will inform the same to the Chief Vigilance Officer.

#### **Article – 8 External Independent Monitor**

- 1) The Authority appoints competent and credible Independent External Monitor for this Pact after approval by Central Vigilance Commission. The task of the Monitor is to review independently and objectively, whether and to what extent the parties comply with the obligations under this agreement.
- 2) The Monitor is not subject to instructions by the representatives of the parties and performs his/ her functions neutrally and independently. The Monitor would have access to all Contract documents, whenever required. It will be obligatory for him / her to treat the information and documents of the Bidders as confidential. He/ she reports to the Authority at SEEPZ SEZ.
- 3) The Bidder(s) accepts that the Monitor has the right to access without restriction

to all Project documentation of the Authority including that provided by the Bidder. The Bidder will also grant the Monitor, upon his/her request and demonstration of a valid interest, unrestricted and unconditional access to their project documentation. The same is applicable to Sub-contractors.

- 4) The Monitor is under contractual obligation to treat the information and documents of the Bidder(s) with confidentiality. The Monitor has also signed declarations on 'Non- Disclosure of Confidential Information' and of 'Absence of Conflict of Interest'. In case of any conflict of interest arising at a later date, the IEM shall inform Competent Authority at SEEPZ SEZ and recuse himself / herself from that case.
- 5) The Authority will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between the Authority and the Bidder. The parties offer to the Monitor the option to participate in such meetings.
- 6) As soon as the Monitor notices, or believes to notice, a violation of this agreement, he/ she will so inform the Management of the Authority and request the Management to discontinue or take corrective action, or to take other relevant action. The monitor can in this regard submit non-binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in a specific manner, refrain from action or tolerate action.
- 7) The Monitor will submit a written report to the Competent Authority at SEEPZ SEZ within 8 to 10 weeks from the date of reference or intimation to him by the Authority and, should the occasion arise, submit proposals for correcting problematic situations.
- 8) If the Monitor has reported to the Authority at SEEPZ SEZ, a substantiated suspicion of an offence under relevant IPC/ PC Act, and the Competent Authority at SEEPZ SEZ has not, within the reasonable time taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance Commissioner.
- 9) The word 'Monitor' would include both singular and plural.

#### **Article – 9 Pact Duration**

This Pact begins when both parties have legally signed it. It expires for the successful Bidder(s) 12 months after the last payment under the Agreement and for all other Bidders 6 months after the issuance of LOA to the successful bidder.

If any claim is made/ lodged during his time, the same shall be binding and continue to be valid despite the lapse of this pact as specified above, unless it is discharged/ determined by the Authority at SEEPZ SEZ.

#### **Article - 10 Other Provisions.**

(1) This pact is subject to Indian Law. Place of performance and jurisdiction is the Registered Office of the Authority, i.e. Mumbai.

- (2) Changes and supplements as well as termination notices need to be made in writing.
- (3) If the Bidder is a partnership, this pact must be signed by all partners.
- (4) Should one or several provisions of this agreement turn out to be invalid, the remainder of this agreement remains valid. In this case, the parties will strive to come to an agreement to their original intentions.
- (5) Issues like Warranty/ Guarantee, etc shall be outside the purview of IEMs.
- (6) In the event of any contradiction between the Integrity Pact and its Annexure, the Clause in the Integrity Pact will prevail.

\_\_\_\_\_  
(For & On behalf of the Authority)

\_\_\_\_\_  
(For & On behalf of the Bidder)

(Office Seal)

(Office Seal)

Place:

Date

Witness 1: ..... (Name & Address)

Witness 2: ..... (Name & Address):

Date: ./\_\_\_\_\_/2026

## 7. Format for Power of Attorney to Authorized Signatory

### Power Of Attorney

**(To be executed on non-judicial stamp paper of the appropriate value in accordance with relevant Stamp Act. The stamp paper to be in the name of the firm/ company who is issuing the Power of Attorney).**

We, M/s. \_\_\_\_\_ (name of the firm/ company with address of the registered office) hereby constitute, appoint and authorize Mr./Ms. \_\_\_\_\_ (Name and residential address) who is presently with us and holding the position of \_\_\_\_\_ and whose signature is given below as our Attorney to do in our name and our behalf all or any of the acts, deeds or things necessary or incidental to our application for the \_\_\_\_\_ (name of tender), including signing and submission of application/ tender /proposal, participating in the meetings, responding to queries, submission of information/ documents and generally to represent us in all the dealings with SEEPZ SEZ, in connection with the this tender until culmination of the process of bidding, till the Contract Agreement is entered into with SEEPZ SEZ and thereafter till the expiry of the Contract Agreement. We hereby agree to ratify all acts, deeds and things lawfully done by our said Attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid Attorney shall always be deemed to have been done by us.

Dated this the \_\_\_\_\_ day of \_\_\_\_\_ 2026.

(Signature and name of authorized signatory being given Power of Attorney)

\_\_\_\_\_  
**(Signature and name in block letters of Proprietor / All the partners of the firm / Authorized Signatory for the Company) (Strike out whichever is not applicable)**

Seal of the Proprietorship firm / Partnership firm/ Company

**Witness 1:**

Name:

Address:

Occupation:

**Witness 2:**

Name:

Address:

Occupation:

**Notes:**

- The mode of execution of the power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
- **Power of Attorney is to be attested by Notary.**