

# MAHARASHTRA METRO RAIL CORPORATION LTD.

(NAGPUR METRO RAIL PROJECT)

## Volume II - Draft License Agreement

For

Licensing of Advertisement Rights on Dual Display Information System (DDIS)  
inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2)  
of Nagpur Metro Rail Project for a period of 05 years

Tender No: N1PD - 52/2022

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MAHARASHTRA METRO RAIL CORPORATION LTD.

Metro Bhavan, Near Dikshabhoomi,  
Ramdaspath, Nagpur - 440010.

Website: <http://www.metrorailnagpur.com>

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## LICENSE AGREEMENT

THIS AGREEMENT is entered into on this the ..... day of ....., 20.....

### BETWEEN

1. **Maharashtra Metro Rail Corporation Limited**, a company incorporated under the Companies Act, 1956/2013 bearing CIN Number - U60100MH2015SGC262054, PAN Number - AAECN8723A, having its corporate office at "**Metro Bhavan**", **Opposite to Dr. Babasaheb Ambedkar College, Near Diksha Bhoomi, Nagpur - 440010** (hereinafter referred to as "Maha-Metro" and/or the 'Authority'), which expression shall, unless it be repugnant to the subject or context thereof, include its administrators, successors and assigns)) of the ONE PART;

### AND

2. .... a company/Partnership Firm/Proprietorship Firm/LLP incorporated / registered under the provisions of the ..... Act, ..... bearing registration Number ..... PAN Number. ...., having its registered office at ....., (hereinafter referred to as the "Licensee" which expression shall, unless repugnant to the context or meaning thereof, include its successors and assigns) of the Other Part.

### WHEREAS:

- (A) Maha-Metro, with a view to augment its revenues through non-operating measures/earnings, had invited bids (by its Request for Proposal No.\_\_\_\_ dated (the "Request for Proposal" or "RFP")) from the interested parties for granting the '**Licensing of Advertisement Rights on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years**', through open bidding process.
- (B) Based on fulfilment of eligibility criteria as laid down in RFP document, Maha-Metro has selected M/s. \_\_\_\_\_ as successful bidder (hereinafter referred to as "Licensee") has been selected for assigning the **Licensing of Advertisement Rights on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years**.
- (C) The Licensee shall perform the obligations and exercise the rights under the Letter of Acceptance (LOA), including the obligations to enter into the License Agreement, pursuant to the LOA for undertaking the License.
- (D) Maha-Metro has agreed to provide to the Licensee, Advertising rights, for publishing of digital advertisements, **on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years** on "as is where is basis", therein after referred to as Advertisement Spaces, on

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payment of License Fee to Maha-Metro on the terms and conditions hereunder contained in this License Agreement.

**NOW THEREFORE**, in consideration of the mutual promise and consideration set out herein Maha-Metro and the Licensee (hereinafter collectively called "Parties") witnessed and hereby agree as follows:

- A. The following documents shall be deemed to form part and be read and construed as part of this agreement, namely:
1. Letter of Acceptance no \_\_\_\_\_ dated \_\_\_\_\_.
  2. Request for Proposal (RFP), its Addendums & Corrigendum
  3. Any other document issued by / of Maha-Metro forming part of the Bidding Process
- B. The Licensee hereby covenants as follows: -
- i. Licensee hereby assumes responsibility for "*Licensing of Advertisement Rights on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years on as is where is basis*". Licensee shall be responsible to advertise on the DDIS at its own cost..
  - ii. The Licensee irrevocably agrees to make all payments including the applicable License Fees as per this Agreement as and when due, without delay or demur, without waiting for any formal advice from Maha-Metro in this regard.
  - iii. The Licensee confirms having examined the potential locations Inside Selected Metro Stations in detail and fully understands and comprehends the technical requirements of the advertisement media. The Licensee also confirms full satisfaction as to the business viability of licensing the advertisement spaces inside the Metro Stations and hereby voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration, whatsoever on this account. Licensee also confirms having made independent assessment of present and future market potential and no future claim whatsoever regarding change in market circumstances shall be used by it as an alibi and/or excuse for non-payment of License Fee and other amounts due to Maha-Metro under this License Agreement.
- C. That Maha-Metro and LICENSEE represent and warrant that they are empowered, authorized and able to make this agreement.

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In Witness whereof the parties hereto have caused this agreement to be signed in their respective hands as of the day and year first before written.

<p>.....-2022</p> <p>(.....)</p> <p>Authorized Signatory</p>	<p>.....- 2022</p> <p>(.....)</p> <p>Authorized Signatory</p>
<p>FOR AND ON BEHALF OF MAHARASHTRA METRO RAIL CORPORATION LIMITED</p>	<p>FOR AND BEHALF OF LICENSEE .....</p>

In Witness whereof the LICENSEE and the Maha-Metro have set their hands hereunto on the day, month and year first written above in the presence of the following witnesses:

Witness No. 1	Witness No. 2

## ARTICLE 1: DEFINITIONS AND INTERPRETATION

### 1.1. Definitions

In this Agreement, the following words and expressions shall, unless repugnant to the context or meaning thereof, have the meaning hereinafter respectively assigned to them:

**"Advertisements"** or **"Advertising"** means display of advertisement on the Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project, which are not objectionable or prohibited under various statutes, codes, policies, etc as applicable from time to time.

**"Administrative Charges of Local Municipal Corporation"** means any amount payable to local government authorities as a result of public display of commercial messages or any other Branding campaign.

**"Agreement"** means this License Agreement executed between Maha-Metro and Licensee.

**"Applicable Laws"** means all laws, brought into force and effect by Govt. of India, State Governments, local bodies and statutory agencies and rules / regulations / notifications issued by them from time to time and applicable to this License Agreement. It also include judgments, decrees, injunctions, writs and orders of any court or judicial authority as may be in force and effected from time to time.

**"Arbitration Act"** means the Arbitration and Conciliation Act, 1996 and shall include modifications to or any re-enactment thereof, as in force from time to time;

**"Maha-Metro Representative"** means such person or persons as may be authorised in writing by the Maha-Metro to act on its behalf under this Agreement and shall include any person or persons having authority to exercise any rights or perform and fulfil any obligations of the Maha-Metro under this Agreement;

**"Bank"** means any Nationalised/Scheduled Commercial Bank of Indian or Foreign origin having business office in India;

**"Commencement Date"** means the date of handing over of station for advertisement for limited purpose of advertisement.

**"Damages"** shall mean any claim of Maha-Metro against the Licensee for breach of this Agreement, including but not limited to, losses, dues, arrears etc. against which Maha-Metro shall be entitled to claim and adjust the Security Deposit.

**"Emergency"** means a condition or situation that is likely to endanger the security of the individuals

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on or about the Nagpur Metro Rail Project, including Users thereof, or which poses an immediate threat of material damage to any of the Project Assets;

**"Force Majeure" or "Force Majeure Event"** shall have the meaning ascribed to it in ARTICLE 12: FORCE MAJEURE;

**"GOI" or "Government"** means the Government of India;

**"License"** means the Advertising Rights granted by Maha-Metro to the Licensee for display of advertisement on Dual Display Information System (DDIS) inside Selected Metro Stations Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years, in accordance with the terms and conditions of this Agreement.

**"Licensee"** means the Licensee, who has executed the License Agreement with Maha-Metro pursuant to the conclusion of the bidding process.

**"License Fee"** means the amount payable by the Licensee to Maha-Metro for the advertisement rights as per terms and conditions of the License Agreement.

**"License Period"** means a period of 05 years from the 11<sup>th</sup> day of date of signing of License Agreement.

**"Maha-Metro"** means Maharashtra Metro Rail Corporation Limited, A joint venture of Govt. of India and Govt. of Maharashtra incorporated under the Companies Act.

**"Interest Free Security Deposit"** means interest free amount to be deposited by the Licensee with Maha-Metro as per terms and conditions of License Agreement as a security against the performance of the License agreement.

**"Parties"** means the parties to this Agreement collectively and "Party" shall mean any or both of the parties to this Agreement individually;

**"Places available for advertisement" or "Advertising Spaces"** means the Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project, which are installed, operated and maintained by Maha-Metro for a period of 05 Years in pursuance with this Agreement.

**"Re.", "Rs." or "Rupees" or "Indian Rupees"** means the lawful currency of the Republic of India;

**"Security Deposit "** means an interest free amount deposited by Licensee with Maha-Metro, as per terms and conditions of License Agreement as a security against the performance of the License agreement during the entire license tenure and as set forth in ARTICLE 11: SECURITY DEPOSIT of this License Agreement.



**"Successful Bidder"** means the Bidder who has been selected by Maha-Metro, pursuant to the bidding process for award of License.

**"State"** means the State of Maharashtra and "State Government" means the government of that State;

**"Taxes"** means and includes all taxes, fee, cesses, levies that may be payable by the Licensee under the Applicable Law to the Government or any of its agencies;

**"Termination"** means the expiry of the License period or termination of this Agreement and the License hereunder, whichever is earlier;

**"Transfer Date"** means the date on which this Agreement and the License hereunder expires pursuant to the provisions of this Agreement or is terminated by a Termination Notice;

## **1.2. Interpretation**

1.2.1 In this Agreement, unless the context otherwise requires,

- (a) references to any legislation or any provision thereof shall include amendment or re-enactment or consolidation of such legislation or any provision thereof so far as such amendment or re-enactment or consolidation applies or is capable of applying to any transaction entered into hereunder;
- (b) references to laws of India or Indian law or regulation having the force of law shall include the laws, acts, ordinances, rules, regulations, bye laws or notifications which have the force of law in the territory of India and as from time to time may be amended, modified, supplemented, extended or re-enacted;
- (c) references to a "**person**" and words denoting a natural person shall be construed as a reference to any individual, firm, company, corporation, society, trust, government, state or agency of a state or any association or partnership (whether or not having separate legal personality) of two or more of the above and shall include successors and assigns;
- (d) the table of contents, headings or sub-headings in this Agreement are for convenience of reference only and shall not be used in, and shall not affect, the construction or interpretation of this Agreement;
- (e) the words "**include**" and "**including**" are to be construed without limitation and shall be deemed to be followed by "**without limitation**" or "**but not limited to**" whether or not they are followed by such phrases;
- (f) any reference to any period of time shall mean a reference to that according to Indian Standard Time;
- (g) any reference to day shall mean a reference to a calendar day;
- (h) references to a "**business day**" shall be construed as a reference to a day (other than a Sunday) on which banks in Nagpur are generally open for business;
- (i) any reference to month shall mean a reference to a calendar month as per the Gregorian calendar;

- (j) references to any date, period or Project Milestone shall mean and include such date, period or Project Milestone as may be extended pursuant to this Agreement;
- (k) any reference to any period commencing "**from**" a specified day or date and "**till**" or "**until**" a specified day or date shall include both such days or dates; provided that if the last day of any period computed under this Agreement is not a business day, then the period shall run until the end of the next business day;
- (l) the words importing singular shall include plural and vice versa;
- (m) references to any gender shall include the other and the neutral gender;
- (n) "**lakh**" means a hundred thousand (100,000) and "**crore**" means ten million (10,000,000);
- (o) "**indebtedness**" shall be construed so as to include any obligation (whether incurred as principal or surety) for the payment or repayment of money, whether present or future, actual or contingent;
- (p) references to the "**winding-up**", "**dissolution**", "**insolvency**", or "**reorganisation**" of a company or corporation shall be construed so as to include any equivalent or analogous proceedings under the law of the jurisdiction in which such company or corporation is incorporated or any jurisdiction in which such company or corporation carries on business including the seeking of liquidation, winding-up, reorganisation, dissolution, arrangement, protection or relief of debtors;
- (q) save and except as otherwise provided in this Agreement, any reference, at any time, to any agreement, deed, instrument, licence or document of any description shall be construed as reference to that agreement, deed, instrument, licence or other document as amended, varied, supplemented, modified or suspended at the time of such reference; provided that this Sub-clause shall not operate so as to increase liabilities or obligations of the Maha-Metro hereunder or pursuant hereto in any manner whatsoever;
- (r) any agreement, consent, approval, authorisation, notice, communication, information or report required under or pursuant to this Agreement from or by any Party shall be valid and effective only if it is in writing under the hand of a duly authorised representative of such Party, in this behalf and not otherwise;
- (s) the Schedules and Recitals to this Agreement form an integral part of this Agreement and will be in full force and effect as though they were expressly set out in the body of this Agreement;
- (t) references to Recitals, Articles, Clauses, Sub-clauses or Schedules in this Agreement shall, except where the context otherwise requires, mean references to Recitals, Articles, Clauses, Sub-clauses and Schedules of or to this Agreement, and references to a Paragraph shall, subject to any contrary indication, be construed as a reference to a Paragraph of this Agreement or of the Schedule in which such reference appears;
- (u) the damages payable by either Party to the other of them, as set forth in this Agreement, whether on per diem basis or otherwise, are mutually agreed genuine pre-estimated loss and damage likely to be suffered and incurred by the Party entitled to receive the same and are not by way of penalty (the "**Damages**"); and
- (v) time shall be of the essence in the performance of the Parties' respective obligations. If any time period specified herein is extended, such extended time shall also be of the essence.

1.2.2 Unless expressly provided otherwise in this Agreement, any Documentation required to be provided or furnished by the Licensee to the Maha-Metro shall be provided free of cost and in three copies, and if the Maha-Metro is required to return any such Documentation with their comments and/or approval, they shall be entitled to retain two copies thereof.

1.2.3 The rule of construction, if any, that a contract should be interpreted against the parties responsible for the drafting and preparation thereof, shall not apply.

1.2.4 Any word or expression used in this Agreement shall, unless otherwise defined or construed in this Agreement, bear its ordinary English meaning and, for these purposes, the General Clauses Act 1897 shall not apply.

### **1.3. Measurements and arithmetic conventions**

All measurements and calculations shall be in the metric system and calculations done to 2 (two) decimal places, with the third digit of 5 (five) or above being rounded up and below 5 (five) being rounded down.

### **1.4. Priority of agreements, clauses, and schedules**

- i This Agreement, and all other agreements and documents forming part of or referred to in this agreement are to be taken as mutually explanatory and, unless otherwise expressly provided elsewhere in this Agreement, the priority of this Agreement and other documents and agreements forming part hereof or referred to herein shall, in the event of any conflict between them, be in the following order:
  - (a) this Agreement; and
  - (b) The Bid/Tender Document along with all the corrigendum issued.
  - (c) all other agreements and documents forming part hereof or referred to herein;

i.e. the Agreement at (a) above shall prevail over the agreements and documents at (b) and (c), (b) above shall prevail over the agreements and documents at (c) above.
- ii Subject to the provisions of Clause i, in case of ambiguities or discrepancies within this Agreement, the following shall apply:
  - (a) between two or more Clauses of this Agreement, the provisions of a specific Clause relevant to the issue under consideration shall prevail over those in other Clauses;
  - (b) between the Clauses of this Agreement and the Schedules, the Clauses shall prevail and between Schedules and Annexes, the Schedules shall prevail;
  - (c) between any two Schedules, the Schedule relevant to the issue shall prevail;
  - (d) between the written description on the Drawings and the Specifications and Standards, the latter shall prevail;

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- (e) between the dimension scaled from the Drawing and its specific written dimension, the latter shall prevail; and
- (f) between any value written in numerals and that in words, the latter shall prevail.

## **ARTICLE 2: OBJECTIVE AND SCOPE OF EXCLUSIVE ADVERTISEMENT RIGHTS INSIDE SELECTED METRO STATIONS**

### **2.1. Objectives of License Agreement**

2.1.1. Objectives of License Agreement are set herewith:

- a. To augment non-operational revenue of Maha-Metro through advertisements.
- b. Position Maha-Metro as a most sought-after location for advertising.
- c. Provide value to the Corporate who advertises in Maha-Metro.

### **2.2. General Terms and Conditions**

2.2.1. The Licensee shall, for a period of 05 years, have advertisement rights of ..... nos. of Dual Display Information System (DDIS) Screens i.e. Single Sided PIDS (SCD) and Double Sided PIDS (DCS) at the Concourse/Entry Level and Platform Level of Nagpur Metro Rail Project (as per the locations indicated in 'Annexure - I').

2.2.2. Maha-Metro has borne the entire cost, of installation, development the hardware operation, maintenance of LCDs, fixtures, fittings, etc. of hardware software, networking, cabling, fabrication and security by engaging manpower, electricity consumption charges, electricity deposit & other incidental expenses incurred for implementation of the system . The cost towards creation of media for the display of commercial advertisements are to be solely borne by the Licensee.

2.2.3. The DDIS LCD screens are installed at stations premises, facing the passengers waiting in queue for purchasing of tickets, enquiry, platform etc.

2.2.4. The LCD screens are of 55" inches size and supports 1920x1080 pixel. The active display dimension for advertisement shall be the yellow portion as marked in Annexure – I. The remaining part of the screen shall display the all-metro rail related information as desired by Maha-Metro.

2.2.5. The advertisements shall be displayed in the "L – Shaped" format for a duration of 30 Seconds followed by display of metro rail related information and Ticker Advertisements on the display for a duration of 60 Seconds.

In addition to the above, the Licensee shall have right to display Ticker Advertisements on the screens. The Ticker advertisements shall be displayed on the screen in the yellow portion as earmarked in Annexure – I. The Ticker advertisements shall be allowed to be displayed when the metro rail related information is being displayed on the screen. The Licensee shall have rights for display of Ticker Advertisement only for 70% of the allowed time. In each display hour, the Ticker advertisements shall display Maha-Metro choice information for 12 minutes and the advertisements shall be displayed for a duration of 28 minutes.

2.2.6. The Advertisement shall be provided by the Licensee and the operation and management of advertisement for display purpose shall be done by Maha-Metro. The necessary hardware/software for display of such advertisement is installed by Maha-Metro at the

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- respective metro stations. The Licensee shall provide the advertisements to Maha-Metro for display at the LCD Screens. The Video/Advertisement shall have to be uploaded locally at the station, which shall be managed by Maha-Metro.
- 2.2.7. The Licensee can provide maximum of 10 advertisements in a day. The video's / media for each advertisement shall be shared as separate video file. The bit rate of the video file should be 5000 KB/sec and average frame rate should be 24 Frames per sec. The system supports mp4 video format and the length should not be more than 30 seconds.
- 2.2.8. The advertisements shall be developed in a manner that it is subject to modifications as and when required with respect to Color scheme, font size, font type and further split the screen to the desired ratio for commercial advertisement and Metro Rail information.
- 2.2.9. The Licensee shall also display Civic / Metro messages at his own cost on the of screen earmarked for commercial advertisement, during emergency situations whenever asked upon to do so for which no rebate in License fee shall be granted. The design & text of the Civic / Metro messages and commercial advertisements shall be got approved from Maha-Metro prior to display. The content shall be exhibited in harmonious, pleasing colour scheme in appropriate font size so as be easily visible and readable.
- 2.2.10. Maha-Metro reserves the right to change the location of the screens from the existing ones to the other location in the interest of Maha-Metro. The Licensee shall not be permitted to change the Location and dimensions of the LCD Screens. No additional area shall be granted to the Licensee for display of Advertisement.
- 2.2.11. The tenderer shall exhibit Name of the Firm / Agency, Correspondence Address, Telephone Nos., Email address, Fax no. (if any), Expiry Date of the contract on all screens in allotted time gap information of customers and Railway officials.
- 2.2.12. On completion / discontinuation / termination of the contract, Maha-Metro shall stop the advertisement display with immediate effect.
- 2.2.13. In addition to this tender, the Maha-Metro reserves the right to develop / create any additional media and offer the same to other interested parties.
- 2.2.14. The Licensee provide Maha-Metro with commercial advertisement media to display the same on Dual Digital Display screen. The entire cost of Installation, Operating & Maintenance of Dual Digital Display at Various allotted stations as per Annexure - I on Nagpur Metro Rail Project is made by Maha-Metro. Maha-Metro shall bear all cost associated with O&M of the Dual Digital Display Screens.
- 2.2.15. Out of total displaying time in each hour, 66.67% time shall be utilized for screening of the metro informational message, other metro informative message, social messages etc. and 33.33% time slot shall be used for commercial advertisement. For the purpose of the Commercial advertisement, only video/content will be supplied by the advertiser and other arrangement including recording and screening of visuals to be done by the Maha-Metro.
- 2.2.16. All legal liabilities arising out of any exhibition shall be that of the Licensee.

- 2.2.17. The Agency shall ensure that the Competent Authority duly certifies all the advertisements brought by them for display. Film Censor Board/Broadcasting Board duly certifies all the short films/audio visuals brought by them for screening. The Advertising Agency shall also obtain all Licenses required for the purpose and shall observe the terms and conditions of such Licensees, and shall strictly observe all terms and conditions of such license. They will be responsible for all consequences arising on account of any rules/laws in connection with display of advertisement/with the screening of audio visuals films etc.
- 2.2.18. The Licensee shall not show Television Serials, features films, etc. telecast by TV Channels or any long film sequences on Dual Digital Display as such display attracts crowd on the platform obstructing free movement of the travelling public.
- 2.2.19. No audio shall be permitted on Dual Digital Display inside the Metro Station premises.
- 2.2.20. Display conditions: Approval and Restrictions on displays:
- i. The Licensee shall take prior approval of the text/design of the advertisement.
  - ii. It has to be ensured by Licensee that the Advertisements displayed are decent and take care of aesthetics and does not give a cheap or vulgar appearance.
  - iii. The Advertisement will be subject to the normal restrictions in respect of certain category of advertisements such as smoking, wines, and alcoholic drink, Gutka Pan Masala, Cigarette, have erotic background scenes, competitive advertisements from any Transport companies/Airlines and from private insurance companies offering policies against metro accidents. The advertisements should not propagate any religion or religious belief or have picture of the leaders of the particular sector or religion.
  - iv. The advertisement should not have pictures of political parties and/or their leaders.
  - v. Advertisements that are considered objectionable in the eye of Law or otherwise shall not be displayed. Advertisement prohibited under various acts and Laws of central/state Governments and various local government bodies shall not be displayed. There shall not be any sort of obscenity in the design and matter of advertisement material. The contractor will be fully liable for any contravention in this regard and will be liable under the law of the land.
- 2.2.21. The following information can be played / displayed in the area for Ticker advertisements –
- display Quotes, Event Announcements, Holiday Messages, VIP Welcome messages, Departmental Policy Highlighters, permissible advertisements, news highlights, Govt. announcements, emergency announcements etc.
- 2.2.22. The advertisements contents shall be made available to Maha-Metro at least 48 hrs in advance of schedule/plan play date/time of advertisement on screen.

### **2.3. Other Conditions**

- 2.3.1. If during the Lease period, any loss of property and/or life takes place, the loss and account of

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the same shall be borne entirely by the Licensee and Maha-Metro shall not be liable for any such claims. The Licensee would be responsible for all the payments arising out of any third-party claims. The Licensee is advised to procure insurance for meeting such liabilities at his own cost.

- 2.3.2. Maha-Metro shall not be made party in any litigation arising between the Licensee and any third party during and/or associated with the advertising rights on DDIS. All civil and criminal liability shall be the responsibility of the Licensee.
- 2.3.3. The Licensee shall not employ any person who is under the age of 18 years.
- 2.3.4. Entry and access in paid area by the workmen of the licensee shall be through smart card and its cost shall be borne by the licensee. Identity Cards shall be issued by Maha-Metro but these ID cards shall not be applicable for making journey in trains and entry/ exit to paid areas of Stations. All the Licensee's personnel shall be required to possess ID card while working in Maha-Metro's premises as per prevailing procedure. Access inside the stations in paid areas shall be through smart cards as per prevailing applicable charges, in addition to the valid ID cards.
- 2.3.5. The Licensee shall not have any right to infringe the Maha-Metro premises normal business, operation and commuters' facilities of Metro Rail Services.  
  
Upon observation of any such infringement Maha-Metro shall issue a notice of compliance. If the Licensee fails to comply with three such notice and continue such infringement, Maha-Metro shall have right to impose a penalty of Rs. 5000/ per day. This penalty shall be in addition to License Fees & other taxes payable to Maha-Metro. In the event if penalty is imposed on Licensee for 3 times during the entire lease tenure, then the agreement shall be liable for termination, subject to decision of Maha-Metro.
- 2.3.6. It shall be mandatory for the Licensee to follow the operational timings of Nagpur Metro Rail. No activity shall be permitted within the Metro station premises beyond the operational timings.
- 2.3.7. Maha-Metro reserves the right to stop showing advertisements on screen in any area of the stations. In such case the proportionate cost of those screens shall be refunded to Licensee.



### **ARTICLE 3: TENURE OF LICENSE**

#### **3.1. Tenure of License**

- 3.1.1. The exclusive advertisement rights for display of advertisement on Dual Display Information System (DDIS) installed inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project shall be provided for a period of 05 years unless otherwise terminated by Maha-Metro or surrendered by the Licensee, in term of provisions of License Agreement.
- 3.1.2. The tenure of License Agreement shall be deemed to have commenced immediately after 10 (ten) days i.e. from the 11<sup>th</sup> day from the date of signing of License Agreement.
- 3.1.3. There shall be a lock in period of 01 years from the date of commencement of License Period.
- 3.1.4. The Licensee shall have option to exit from the License Agreement immediately after completion of lock in period of 01 (One) year. For it, the Licensee shall have to issue 90 days prior notice to Maha-Metro.
- 3.1.5. The Licensee shall not be eligible to claim any compensation on account of any delay in displaying advertisement on the DDIS.

#### **3.2. Handing over of advertisement space(s)**

- 3.2.1. The advertisement rights shall be deemed to have commenced after 10 (ten) days i.e. from the 11th day from the date of signing of License Agreement.
- 3.2.2. The Selected Bidder shall not be eligible to claim any compensation on account of any delay in commencement of advertisement at one or more stations on Orange Line (Line-1) and Aqua Line (Line-2).

#### **3.3. First Right of Refusal**

- 3.3.1. The Licensee shall have "First Right of Refusal" at the end of license tenure, provided no default is made in the payments of License fees to Maha-Metro and the Licensee participates in the tender invited then and agrees to match the highest bid received.

**ARTICLE 4: LICENSE FEES, TAXES AND DUTIES**

**4.1. License Fee**

- 4.1.1. The License fee shall be charged as per the financial proposal submitted by the bidder. The Licensee Fees shall be charged even if the licensee does not utilise the advertisement rights provided to him.
- 4.1.2. The License fee shall commence immediately after expiry of the initial period of 10 days, i.e, from the 11<sup>th</sup> day from the date of signing of License Agreement and shall be charged until the termination/completion of agreement/Contract.
- 4.1.3. The Annual License Fees shall be computed for Twelve calendar months from 1<sup>st</sup> day of April to 31<sup>st</sup> day of March for payment of License Fees. The aforesaid Annual License Fees shall be paid in two instalments and shall be due on 1<sup>st</sup> April and 1<sup>st</sup> October of each calendar year.
- 4.1.4. The license fee shall be paid in advance within 15 days of the commencement of that half year. This has also been illustrated below for better understanding of licensee:

The Billing period	1 <sup>st</sup> April – 30 <sup>th</sup> September	1 <sup>st</sup> October – 31 <sup>st</sup> March
Period for the issue of Demand Note	16 <sup>th</sup> February to 15 <sup>th</sup> March	16 <sup>th</sup> August to 15 <sup>th</sup> September
Last Date of payment of Dues to Maha-Metro	15 <sup>th</sup> March	15 <sup>th</sup> September

- 4.1.5. In the event if the license tenure at the start and end of the agreement is lesser than the period of six months, then the license fees shall be paid on pro-rata basis.
- 4.1.6. The first payment of License Fees amounting to Rs. .... has been paid for the initial 06 months vide ..... dated ..... The deduction of fees as applicable from the 11<sup>TH</sup> day of signing of License Agreement and up to the 31<sup>st</sup> day of March or October, as the case may be, shall be adjusted/taken into consideration at the time of second payment of License Fees.
- 4.1.7. The Annual License Fee shall be escalated by 5% every year, on compounding basis.
- 4.1.8. The Bidder voluntarily agrees not to seek any claim, compensation, damages or any other consideration whatsoever on any pretext whatsoever on account of his inability operate and manage the advertisement spaces/panels.
- 4.1.9. Along with License Fee, Licensee shall also pay other dues i.e. Goods and Service Tax, Statutory dues / liabilities, Facilitation and Fixed Rental Charges, damage/ penal charges, pending arrears, etc. as applicable time to time.
- 4.1.10. The licensee shall preferably make the payment of the license fee to Maha-metro, as mentioned above, by electronic mode i.e. RTGS/NEFT/IMPS/Online Transfer after taking prior approval of Maha-Metro & complying with the laid down procedure.

#### **4.2. Non-payment of License fees and other dues.**

- 4.2.1. In case of default in payment of license fees, the Licensee have to pay the license fees along with interest within 90 days of due date failing which the Security Deposit shall be forfeited and the license shall be liable for termination.
- 4.2.2. Any delay in payments of Licensee Fees shall attract interest @ **SBI base rate plus 3% or 15% per annum**, whichever is higher, on the amount outstanding (calculated on a per day basis for a maximum period of 90 days), till the time the respective payments have been received by Maha-Metro..
- 4.2.3. Interest shall continue to accrue on compounding basis until the License Fee and other dues are finally paid. Such interest shall be charged for the delayed days only.
- 4.2.4. Non-payment of License Fee and other dues within the prescribed date will constitute Material Breach of Contract and Licensee Event of Default under this Agreement and shall entitle Maha-Metro to terminate the License Agreement as per provisions stipulated in **ARTICLE 13: BREACHES, EVENTS OF DEFAULT, SURRENDER AND TERMINATION OF LICENSE AGREEMENT.**
- 4.2.5. Licensee shall periodically advise the details of payment deposited with Maha-Metro. In the case of non-submission of such details, initially third-party dues, if any, i.e. statutory dues / liabilities shall be settled, then others dues / liabilities like Facilitation and Fixed Rental Charges and lastly the License fee shall be accounted for.
- 4.2.6. The Licensee agrees voluntarily and unequivocally to make all payments as may be due before the due date, without waiting for any formal advice / invoice from Maha-Metro.
- 4.2.7. In case payment is not made by due date, a 90 days' notice to cure the Licensee's Event of Default shall be issued. In the event of Licensee failing to cure the Default, Maha-Metro shall be entitled to terminate the License with 30 day's notice and shall be free to forfeit Interest Free Security Deposit and take such other action available to it under this Agreement and as per Law.
- 4.2.8. Any representation or any request by the Licensee in this regard shall only be entertained if the Licensee deposits 100% dues as per issue / demand within 15 days of issue of Licensee Event of Default Notice, along with a written request in the matter.
- 4.2.9. Maha-Metro shall stop the display of advertisement from the date of termination of the License Agreement.
- 4.2.10. Interest Free Security deposit shall be forfeited in case of termination of contract or surrender by licensee before the lock in period of 01 year.
- 4.2.11. In no case, payments shall be allowed to remain outstanding for a period of more than 90 days. If any stage, the dues remain outstanding for the period of more than 90 days, the License agreement may stand terminated without giving any notice to the Licensee and Interest Free Security Deposit shall stand forfeited.

#### **4.3. Taxes and Other Statutory Dues**

- 4.3.1. The applicable Goods and Service Tax (GST), Administrative charges/taxes imposed by NMC (if made applicable) etc. or any other taxes as applicable shall also be payable extra as made

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applicable from time to time.

- 4.3.2. All other statutory taxes, statutory dues, local levies, third party dues as applicable shall be charged extra and shall have to be paid directly by the Licensee and a copy of proof of payment should be deposited with Maha-Metro. The Licensee shall indemnify Maha-Metro from any claims that may arise from the statutory authorities in connection with this tender document / license agreement. Any change in Tax structure will also be applicable.
- 4.3.3. Payment of stamp duty on execution & registration of license agreement, if any, to be executed in pursuance of this bid shall be solely borne by the Licensee.
- 4.3.4. If the Licensee fails to pay any Taxes, charges, outgoings payments etc., which expenses he is required to bear, and the same are instead paid by the Maha-Metro, then Maha-Metro shall be entitled, to be reimbursed for such amounts by the Licensee along with interest at a rate of 18% (Eighteen percent) per annum. In addition, the Licensee shall pay as damages to the Maha-Metro 25% (Twenty Five Percent) of the sum total of amount paid by Maha-Metro and interest payable to Maha-Metro.

## **ARTICLE 5: FACTORS GOVERNING SELECTION OF PERMISSIBLE ADVERTISEMENTS**

### **5.1. Factors Governing Selection of Permissible Advertisements**

5.1.1. The Licensee shall take into account the following aspects while selecting advertisements on the screens and abide by all the instruction of the authorized Maha-Metro representative on the same:

- a) The advertisement is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
- b) The advertisement will have no objectionable and indecent portrays of people, products or any terms.
- c) The use of Maha-Metro name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
- d) No Surrogate advertisements are permitted unless application for placement of the same is accompanied by "no objection certificate" from the Ministry of Information and Broadcasting.
- e) Advertisements pertaining to achievements by different Governments, their Departments, Ministries, Government Undertakings, and other Authorities shall be permitted. However, no advertisement of any political party, person shall be permitted. No advertisement of any political party, person violating "Model Code of Conduct" shall be allowed during the period whereby "Model Code of Conduct" has been enforced by Election Commission. Further, no advertisement which violates "Model Code of Conduct" shall be permitted during the period whereby "Model Code of Conduct" have been enforced by Election Commission.
- f) Station naming and branding shall not be allowed.
- g) Any type of audio / video advertisement shall not be allowed.
- h) All advertisement creative has to be approved by Maha-Metro before display.

5.1.2. **Negative list of Advertisements:** The licensee shall take into account that the following types of advertisements are strictly prohibited:

- Nudity
- Racial advertisements or advertisements propagating caste, community or ethnic differences.
- Advertisements of drugs, alcohol, cigarette, or tobacco items.
- Advertisement propagating exploitation of women or child.
- Advertisements having sexual overtone.
- Advertisements depicting cruelty to animals.
- Advertisements depicting any nation or institution in poor light.
- Advertisements banned by the Advertising Council of India or by Law.

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- Advertisements glorifying violence.
- Advertisements of destructive devices and explosives depicting items, weapons and related items.
- Lottery tickets, sweepstakes entries and slot machines related advertisements.
- Advertisement which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing.
- Advertisements which may be obscene or contain pornography or contain an "indecent representation of women".

## **ARTICLE 6: RULES & REGULATION RELATED TO ADVERTISEMENT MEDIA AND OPERATION AND MAINTENANCE**

### **6.1. Advertisement Media**

6.1.1. The Licensee shall have to provide advertisement media as per following specifications –

- a. The video's / media for each advertisement shall be shared as separate video file.
- b. The bit rate of the video file should be 5000 KB/sec and average frame rate should be 24 Frames per sec.
- c. The system supports mp4 video format and the length should not be more than 30 seconds.
- d. The Licensee can provide maximum of 10 advertisements in a day.

### **6.2. Operation & Maintenance**

- a) Licensee confirms that he/they fully understand and confirm that the Dual Display Information System (DDIS) Screens i.e. Single Sided PIDS (SCD) and Double Sided PIDS (DCS) shall, at all-time belong to Maha-Metro, and no interest in the same shall be created by the licensee.
- b) The advertising rights on the Dual Display Information System (DDIS) Screens i.e. Single Sided PIDS (SCD) and Double Sided PIDS (DCS) will vest with the licensee only. Any persons wishing to advertise in the above-mentioned panels will have to deal directly with the Licensee, Maha-Metro will have no dealing in this regard.
- c) The Licensee also agrees not to sub license, lease, lien, sub lease or part with, partially or fully in any form, the panels/advertisement spaces. At no time subletting of rights for advertisement to other advertising agencies/outdoor agencies, Out of Home advertising agencies, etc. would be permissible under this agreement.
- d) The Licensee will not ask for any claim or seek any compensation from Maha-Metro if advertisements are not permitted due to court order/local laws/civil authorities.
- e) The Licensee agrees to pay and will continue to pay the license fees and all dues, even if any or all screens at any station/s are not functional or has/have been dismantled for repair or upkeep etc. The Licensee agrees that in the event of such dysfunction of the panels, the licensor will not be liable to pay any compensation to the licensee.
- f) Licensee and its employees or other persons involved in the execution of the work shall not, in any way, impinge on the safety and security of metro operations, passenger safety, safety of metro properties and its assets.
- g) The Licensee shall comply with the all the applicable laws including Court judgments/ court orders and/or other government regulatory bodies, regulating the advertisements/ displays. Maha-Metro can't be held liable for any change/modification in these laws which adversely affects this tender and the licensee voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration whatsoever on this account.
- h) In case of accident caused due to negligence of the Licensee resulting into injury/ death to Maha-Metro employees/ other users/ any person or loss to Maha-Metro property, Licensee shall

compensate the loss (es), without prejudice to other actions under this Agreement at the sole discretion of Maha-Metro, including termination of Agreement.

- i) **Penalty Clauses** – Maha-Metro can impose the fine on Licensee up to Rs.5,000/- per offence on the following offenses: -
- (i.) Any staff of Licensee found in drunken condition/indulging in bad conduct.
  - (ii.) Any staff of the Licensee found creating nuisance.
  - (iii.) Defacement of the Metro Property.
  - (iv.) Dishonour of Cheques and Drafts submitted by Licensee to Maha-Metro. Cheques will be accepted only in emergency conditions & with the approval of Maha-Metro by official not below the rank of Additional General Manager.
  - (v.) Misbehaviour with staff and commuters of Maha-Metro.
  - (vi.) Not following safety and security norms as may be indicated by authorized representative of Maha-Metro.
  - (vii.) Advertising Illegal and Explicit Contents on the DDIS.
  - (viii.) infringe into the Maha-Metro premises
- j) The amount of penalty shall become double the specified amount after three years from the date of commencement of License Agreement.
- k) The option to impose fine, penalty, etc. under this License Agreement shall be exercised by Maha-Metro official not below the rank of AGM (Additional General Manager).

### **6.3. Reports of unusual occurrence**

The Licensee shall, prior to the close of each day, send to the Maha-Metro, by facsimile or e-mail, a report stating accidents and unusual occurrences on the premises relating to the safety and security of the users/commuters and the Nagpur Metro Rail Project. For the purposes of this Clause, accidents and unusual occurrences on the Project shall include:

- (a) death or injury to any person;
- (b) damaged or dislodged of equipment;
- (c) any obstruction on the premises, which results in slow down of the services being provided by the Licensee or which may result in slowdown of the services provided by the Maha-Metro;
- (d) communication failure affecting the operation of premises;
- (e) smoke or fire;
- (f) flooding of Project; and
- (g) such other relevant information as may be required by the Maha-Metro.



## **ARTICLE 7: OBLIGATIONS OF THE LICENSEE**

### **7.1. Obligations of the Licensee**

- 7.1.1. The Licensee's Responsibilities and Duties shall include the following, in addition to and without prejudice to other obligations under this Agreement:
- a. to ensure that no structural damage is caused to the existing buildings and other permanent structures at the station as a result of his activities or any of its agents, contractors etc.;
  - b. to take all reasonable steps to protect the environment and to limit damage and nuisance to people and property resulting from installation of branding names, within guidelines specified as per Applicable Laws and Applicable Permits;
  - c. to duly supervise, monitor and control the activities of contractors, agents, etc., if any, under their respective License Agreements as may be necessary;
  - d. to take all responsible precautions for the prevention of accidents on or about the site and provide all reasonable assistance and emergency medical aid to accident victims;
  - e. use non-combustible material for advertisements at various locations within the Metro station. Use of combustible material shall not be permitted under any circumstances.
- 7.1.2. **Sub- Licensing** : The Licensee shall not be entitled to sub-license the advertisement rights allotted to him.
- 7.1.3. Licensee shall at all times adhere to all provisions of the Metro Railway (Operation And Maintenance) Act, 2002 and amendments thereto and shall also comply with all notices and circulars issued by Maha-Metro in this regard.

### **7.2. Employment of trained personnel**

- 7.2.1. The Licensee shall ensure that the personnel engaged by it in the performance of its obligations under this Agreement are at all times properly trained for their respective functions.
- 7.2.2. The Licensee shall also ensure that the persons employed for work are above 18 years of age, and no child labour is being engaged for the work.
- 7.2.3. The Licensee shall ensure that under no circumstances, the employees and workmen of the Licensee or any Sub-Contractor, are otherwise deemed to be employees of Maha-Metro.

### **7.3. Authorised Representative and Project Manager**

- 7.3.1. The Licensee shall, within 30 (thirty) days from the Effective Date, nominate its Authorised Representative and shall authorise him for all correspondence, communication, signing of documents, participation in meetings etc. with Maha-Metro in respect of the Project and issues relating to or arising out of the Agreement.
- 7.3.2. The Licensee shall at all times, take all reasonable precautions to prevent any unlawful, riotous, or disorderly conduct, by or amongst, his staff and labour, and to preserve peace and protection of persons and property in the neighbourhood of the Project, against such conduct. The

Licensee along with his Sub-Contractors (if any) shall disclose a list of all their employees and workmen, who are involved in the operation and maintenance of the project. The Licensee shall ensure that under no circumstances, the employees and workmen of the Licensee or any Sub-Contractor, are otherwise deemed to be employees of Maha-Metro.

#### **7.4. Obligation with respect to Taxes, duties**

- 7.4.1. The Licensee shall be solely responsible to pay all other statutory taxes, statutory dues, local levies along with third party dues, if any, as applicable on the agreement. The Licensee shall indemnify Maha-Metro from any claims that may arise from the statutory authorities in connection with this tender document / license agreement. Any change in Tax structure as per Govt. guidelines will also be applicable.
- 7.4.2. Any new levies, taxes, cess etc. if any, imposed by Government Authorities on Maha-Metro for awarding the contract shall be recovered from the Bidder separately by Maha-Metro. However, it is to be noted that Income tax if any which is imposed on Maha-Metro shall be borne by Maha-Metro only.
- 7.4.3. Payment of stamp duty on execution & registration of license agreement, if any, to be executed in pursuance of this bid shall be solely borne by the Licensee.
- 7.4.4. If the Licensee fails to pay any Taxes, charges, outgoings payments etc., which expenses he is required to bear, and the same are instead paid by the Maha-Metro, then Maha-Metro shall be entitled, to be reimbursed for such amounts by the Licensee along with interest at a rate of 18% (Eighteen percent) per annum. In addition the Licensee shall pay as damages to the Maha-Metro 25% (Twenty Five Percent) of the sum total of amount paid by Maha-Metro and interest payable to Maha-Metro.

## **ARTICLE 8: OBLIGATIONS OF THE AUTHORITY**

### **8.1. Obligations of the Maha-Metro**

- 8.1.1. The Maha-Metro shall, at its own cost and expenses undertake, comply with and perform all its obligations set out in this Agreement or arising hereunder.
- 8.1.2. The Maha-Metro agrees to provide the support to the Licensee and undertakes to observe, comply with and perform, subject to and in accordance with the provisions of this Agreement and the Applicable Laws, the following:
  - (a) grant the Licensee the advertisement rights on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years, in accordance with the terms and conditions of this License Agreement and the RFP Document.
  - (b) ensure that no barriers are erected or placed on or about the selected Metro Station by any Government Instrumentality or persons claiming through or under it, except for reasons of Emergency, national security, law and order or collection of inter-state taxes;
  - (c) not do or omit to do any act, deed or thing which may in any manner be violative of any of the provisions of this Agreement;
  - (d) support, cooperate with and facilitate the Licensee in the advertisement rights awarded to him in accordance with the provisions of this Agreement;

## **ARTICLE 9: REPRESENTATIONS AND WARRANTIES**

### **9.1. Representations and warranties of the Licensee**

9.1.1. The Licensee represents and warrants to the Maha-Metro that:

- (a) it is duly organised and validly existing under the laws of India, and has full power and authority to execute and perform its obligations under this Agreement and to carry out the transactions contemplated hereby;
- (b) it has taken all necessary corporate and other actions under Applicable Laws to authorise the execution and delivery of this Agreement and to validly exercise its rights and perform its obligations under this Agreement;
- (c) it has the financial standing and capacity to undertake the exclusive advertisement rights in accordance with the terms of this Agreement;
- (d) this Agreement constitutes its legal, valid and binding obligation, enforceable against it in accordance with the terms hereof, and its obligations under this Agreement will be legally valid, binding and enforceable obligations against it in accordance with the terms hereof;
- (e) it is subject to the laws of India, and hereby expressly and irrevocably waives any immunity in any jurisdiction in respect of this Agreement or matters arising there under including any obligation, liability or responsibility hereunder;
- (f) the information furnished in the Bid and as updated on or before the date of this Agreement is true and accurate in all respects as on the date of this Agreement;
- (g) there are no actions, suits, proceedings, or investigations pending or, to its knowledge, threatened against it at law or in equity before any court or before any other judicial, quasi-judicial or other authority, the outcome of which may result in the breach of this Agreement or which individually or in the aggregate may result in any material impairment of its ability to perform any of its obligations under this Agreement;
- (h) it has no knowledge of any violation or default with respect to any order, writ, injunction or decree of any court or any legally binding order of any Government Instrumentality which may result in any material adverse effect on its ability to perform its obligations under this Agreement and no fact or circumstance exists which may give rise to such proceedings that would adversely affect the performance of its obligations under this Agreement;
- (i) it has complied with Applicable Laws in all material respects and has not been subject to any fines, penalties, injunctive relief or any other civil or criminal liabilities which in the aggregate have or may have a material adverse effect on its ability to perform its obligations under this Agreement;
- (j) all its rights and interests in the exclusive advertisement rights in and advertisement rights shall pass to and vest in the Maha-Metro on the Transfer Date free and clear of all liens, claims and Encumbrances, without any further act or deed on its part or that of the Maha-Metro, and that none of the Project Assets shall be acquired by it, subject to any agreement under which a

security interest or other lien or Encumbrance is retained by any person, save and except as expressly provided in this Agreement;

- (k) no sums, in cash or kind, have been paid or will be paid, by it or on its behalf, to any person by way of fees, commission or otherwise for securing the License or entering into this Agreement or for influencing or attempting to influence any officer or employee of the Maha-Metro in connection therewith; and
- (l) all information provided by the Licensee in response to the Request for Proposal or otherwise, is to the best of its knowledge and belief, true and accurate in all material respects.

## **9.2. Representations and warranties of the Maha-Metro**

9.2.1. The Maha-Metro represents and warrants to the Licensee that:

- (a) it has full power and authority to execute, deliver and perform its obligations under this Agreement and to carry out the transactions contemplated herein and that it has taken all actions necessary to execute this Agreement, exercise its rights and perform its obligations, under this Agreement;
- (b) it has taken all necessary actions under the Applicable Laws to authorise the execution, delivery and performance of this Agreement;
- (c) it has the financial standing and capacity to perform its obligations under this Agreement;
- (d) this Agreement constitutes a legal, valid and binding obligation enforceable against it in accordance with the terms hereof;
- (e) it has no knowledge of any violation or default with respect to any order, writ, injunction or any decree of any court or any legally binding order of any Government Instrumentality which may result in any material adverse effect on the Maha-Metro's ability to perform its obligations under this Agreement;
- (f) it has complied with Applicable Laws in all material respects;
- (g) it has the right, power and authority to manage and operate the Nagpur Metro Rail Project.
- (h) it has good and valid ownership of the selected metro stations, and has power and authority to grant a licence in respect thereto to the Licensee.

## **9.3. Disclosure**

In the event that any occurrence or circumstances comes to the attention of either Party that renders any of its aforesaid representations or warranties untrue or incorrect, such Party shall immediately notify the other Party of the same. Such notification shall not have the effect of remedying any breach of the representation or warranty that has been found to be untrue or incorrect nor shall it adversely affect or waive any right, remedy or obligation of either Party under this Agreement.

**ARTICLE 10: DISCLAIMER**

**10.1. Disclaimer**

- 10.1.1. The Licensee acknowledges that prior to execution of this Agreement, it has extensively studied and analysed and satisfied itself about all the requirement of this License Agreement including but not limited to market and market conditions.
- 10.1.2. The Licensee acknowledges that prior to execution of this Agreement, it has carefully assessed business prospects from advertisements inside stations and that it will be fully responsible for all its assessment in this regard.
- 10.1.3. The Licensee confirms having seen / visited / assessed the locations inside the Metro Stations and fully understands and comprehends the technical, financial and commercial requirements.
- 10.1.4. The Licensee also confirms that it has fully analysed to its fullest satisfaction, business viability of the License and hereby voluntarily and unequivocally agrees not to seek any claim, damages, compensation or any other consideration, whatsoever on this account.
- 10.1.5. This Agreement shall not in any way be construed as a lease and/or license of the Metro/Station or any part thereof, and only represents a contractual obligation of Maha-Metro to provide the advertisement rights for display of advertisements on DDIS installed at the selected metro station for a period of 05 years only.

## **ARTICLE 11: SECURITY DEPOSIT**

### **11.1. Security Deposit**

- 11.1.1. The Licensee shall, for the performance of its obligations hereunder during the entire License Period, has provided to the Maha-Metro, the Security Deposit (the "Security Deposit") amounting to Rs. ....(License Fees applicable for 12 months period in the base year)...
- 11.1.2. The Security Deposit has been paid in the form of ..... RTGS/NEFT/Online Transfer/ UPI etc. and shall be retained by Maha-Metro for the entire license period.
- 11.1.3. It is to be noted that the Bid Security shall be adjusted in the Security Deposit only when the other conditions precedents for signing of License Agreement are fulfilled by the Licensee.
- 11.1.4. The Security Deposit shall be retained for the entire License period plus six months and shall be considered as interest free deposits.
- 11.1.5. The interest free security deposit shall be escalated by 5% every year on compounding basis during the entire of license period.
- 11.1.6. Maha-Metro reserves the right for deduction dues from Licensee's Interest Free Security Deposit for: -
- a. Any penalty imposed by Maha-Metro for violation of any terms and conditions of agreement committed by the Licensee.
  - b. Any amount which Maha-Metro becomes liable to the Government/Third party due to any default of the Licensee or any of his director/ employees/ representatives/ servant/ agent, etc.
  - c. Any payment/ fine made under the order/judgment of any court/consumer forum or law enforcing agency or any person duly empowered in his behalf.
  - d. Any outstanding payment/ claims of Maha-Metro remained due after completion of relevant actions as per agreement.

### **11.2. Appropriation of Security Deposit**

- 11.2.1. Upon occurrence of a Licensee's Default, the Maha-Metro shall, without prejudice to its other rights and remedies hereunder or in law, be entitled to encash and appropriate the relevant amounts from the Security Deposit as Damages for such Licensee Default or failure to meet any Condition Precedent. Upon such encashment and appropriation from the Security Deposit, the Licensee shall, within 30 (thirty) days thereof, replenish, in case of partial appropriation, to its original level the Security Deposit, and in case of appropriation of the entire Security Deposit provide a fresh Security Deposit, as the case may be, and the Licensee shall, within the time so granted, replenish or furnish fresh Security Deposit as aforesaid failing which the Maha-Metro shall be entitled to terminate this Agreement. Upon replenishment or furnishing of a fresh Security Deposit, as the case may be, as aforesaid, the Licensee shall be entitled to an additional Cure Period of 90 (ninety) days for remedying the Licensee Default, and in the event of the Licensee not curing its default within such Cure Period, the Maha-Metro shall be entitled to encash and appropriate such Security Deposit as Damages, and to terminate this Agreement in accordance with **"ARTICLE 13: BREACHES, EVENTS OF DEFAULT, SURRENDER AND**

**TERMINATION OF LICENSE AGREEMENT".**

**11.3. Release of Security Deposit**

- 11.3.1. The Security Deposit which is a sum total of Rs. ....../- (Rupees ..... Lakhs) submitted in the form of ..... and Rs. .... shall remain in force and effect for the entire License period. This Security Deposit shall be released upon Completion of entire License period plus six months and/or the termination (payable only in the event of non-Licensee default) date whichever is earlier. The Security Deposit shall be released subject to Maha-Metro's right to receive or recover amounts if any due from Licensee under this Agreement. No interest shall be paid on the Security Deposit.
- 11.3.2. Licensee shall ensure that Licensee and its employees or other persons involved in the execution of the work does not in any way impinge on the safety and security of metro operations, safety & convenience of commuter, safety of metro properties and its assets. In case of serious accident caused due to negligence of the Licensee, resulting in injury, death to commuters or Maha-Metro employees or loss to Maha-Metro property, it shall constitute Material Breach of Contract and considered Licensees Event of Default that shall entitle Maha-Metro to terminate the License Agreement with 30 days written notice.
- 11.3.3. Access to stations for the purpose of advertisements rights shall be regulated by the office of the Sr. Addl. General Manager/Property Development and the Licensee is required to take necessary permissions in this regard from the office of Sr. Addl. General Manager/Property Development as per extant policy of Maha-Metro. It is clarified that the permission to the Licensee shall not be unduly denied.



**ARTICLE 12: FORCE MAJEURE**

**12.1. Force Majeure**

- 12.1.1. Neither Maha-Metro nor Licensee shall be liable for any inability to fulfil their commitments and obligations hereunder occasioned in whole or in part by Force Majeure, any of the following events resulting in material adverse effect, shall constitute force majeure events:
- a. Earthquake, Flood, Inundation, Landslide.
  - b. Storm, Tempest, Hurricane, Cyclone, Lighting, Thunder or other extreme atmospheric disturbances.
  - c. Fire caused by reasons not attributable to the Licensor.
  - d. Acts of terrorism
  - e. War, hostilities (Whether war be declared or not), invasion, act of foreign enemy, rebellion, riots, weapon conflict or military action or civil war.
  - f. Strikes or boycotts, other than those involving the Licensor/ Licensee, its contractors, or their employees, agents etc.
- 12.1.2. The License fee for the portion affected due to Force Majeure shall be exempted for the affected period if the force majeure condition persists for more than 7 days.
- 12.1.3. Occurrence of any Force Majeure shall be notified to the other party within 7 days of such. If any Force Majeure continues for a period of three months, the party notifying the Force Majeure condition may be entitled to, though not being obliged, to terminate this agreement by giving a notice of 7 (seven) days to the other party and interest free Security Deposit shall be refunded by Maha-Metro to the Licensee after adjusting outstanding dues, if any.

**ARTICLE 13: BREACHES, EVENTS OF DEFAULT, SURRENDER AND TERMINATION OF LICENSE AGREEMENT**

**13.1. Licensee Events of Default**

Following shall be considered Material Breach of the Contract by Licensee resulting in Licensee's Events of Default :-

- 13.1.1. If the Licensee is found guilty of persistently breaching negative list of advertising and "Factors Governing Advertising Selection as stipulated in this Agreement.
- 13.1.2. If at any time during the subsistence of the License Agreement, there is non-conformity to the License Agreement or any time during the License Agreement, the Licensee indicates its unwillingness to abide by any clause of this License Agreement or repudiates the Agreement.
- 13.1.3. If the Licensee fails to pay License Fee or other amounts due to Maha-Metro and continues to be in default for more than 90 days. Even non-payment of one-month License Fee will be considered an Event of Default.
- 13.1.4. If the Licensee is in persistent non-compliance of the written instructions of a Maha-Metro officials.
- 13.1.5. If the Licensee or any of its representatives cause an incident or accident that results in injury or death to Maha-Metro employees/ commuters or loss to Maha-Metro property.
- 13.1.6. If Licensee is in violation of any of the clauses of this Agreement and after three written notice from Maha-Metro fails to cure the Default to the satisfaction of Maha-Metro.
- 13.1.7. If any of the above Material Breach and Licensee Events of Default happens, then:
- 13.1.8. If the Licensee during pendency of the License Agreement becomes insolvent or is put under receivership by a competent court.
- 13.1.9. If the licensee submitted false undertaking regarding not blacklisting / ban on Licensee by Central/ State Government Department/ Public Sector Undertaking/ Other Government Entities or Local Body or termination of contract due to their non-performance after award of contract during last five (5) years.

**13.2. Consequences of Material Breach and Licensee's event of Default**

- 13.2.1. If any of the above Material Breach and Licensee Events of Default happens, then
- 13.2.2. Maha-Metro, after giving due notice to the Licensee to Cure the Default, shall be entitled to terminate the License Agreement. For the avoidance of Doubt, it is clarified that the Cure Period available to the Licensee shall be as provided in various Clauses and sub-clauses of this Agreement.
- 13.2.3. Maha-Metro shall issue a note to the licensee to cure the defaults. If the Licensee fails to cure the Default within stipulated time, Maha-Metro after giving a final 15 days' termination notice shall be entitled to terminate the License Agreement.
- 13.2.4. In all other cases of Licensee's Event of Default where specific notice period is not provided, Maha-Metro shall issue a Notice to Licensee to cure the Default within 45 days. If the Licensee

fails to cure the Default within 45 days, Maha-Metro after giving a final 15 days' termination notice shall be entitled to terminate the License Agreement.

**13.3. Handing over on Termination / Completion / Surrender -**

13.3.1. In case of Termination / Completion / Surrender of the License Agreement, the Licensee shall hand over to concerned Station Manager or its authorized representative peaceful vacant possession of all Advertising Sites. Licensee shall remove all the media from Maha-Metro premises within 30 days of issue of termination letter, failing which a penalty of Rs. 5000 per day will be imposed on the Licensee.

**13.4. Termination on the account of Operational Ground of Maha-Metro**

- 13.4.1. Maha-Metro reserve the rights to terminate the License Agreement by giving ninety (90) days advance notice on operational ground. The License agreement will stand terminated on expiry of 90 days' notice. The advance license fees deposited by the Licensee for the balance period on pro-rata basis shall be refunded, without consideration of interest. Further, the Security deposit will be refunded after adjusting outstanding dues, if any.
- 13.4.2. The Licensee voluntarily agrees not to seek any claim, compensation, damages or any other consideration whatsoever on any ground in this regard.
- 13.4.3. The Licensee shall remove all the media from Maha-Metro premises within 15 days of issue of termination letter, failing Maha-Metro shall remove the same.

## **ARTICLE 14: DISPUTE RESOLUTION/ARBITRATION**

### **14.1. Dispute Resolution**

#### **14.1.1. No legal action till Dispute Settlement Procedure is exhausted.**

Any and all Disputes shall be settled in accordance with the provisions of Article 14. No action at law concerning or arising out of any Dispute shall be commenced unless and until all applicable Dispute resolution procedures set out in Article 14 shall have been finally exhausted in relation to that Dispute or any Dispute out of which that Dispute shall have arisen with which it may be or may have been connected.

#### **14.1.2. Notice of Dispute**

For the purpose of Sub-Clause 14.1.2, a Dispute shall be deemed to arise when one party serves on the other party a notice in writing (hereinafter called a "Notice of Dispute") stating the nature of the Dispute provided that no such notice shall be served later than 30 days after the date of takeover of the License Space by Maha-Metro.

#### **14.1.3. Two Stages for Dispute Resolution**

Disputes shall be settled through two stages:

- a. Conciliation procedures as established by "The Arbitration and Conciliation Act- 1996" & amended by the Arbitration & Conciliation (Amendment) Act, 2015 and any statutory modification or re-enactment thereof and in accordance with this Clause. In the event this procedure fails to resolve the Dispute then;
- b. Arbitration procedures undertaken as provided by "The Arbitration and Conciliation Act - 1996" & amended by the Arbitration & Conciliation (Amendment) Act, 2015 and any statutory modification or re-enactment thereof. and in accordance with this Clause.

#### **14.1.4. Conciliation**

Within 60 days of receipt of Notice of Dispute, either party shall refer the matter in dispute to conciliation.

Conciliation proceedings shall be initiated within 30 days of one party inviting the other in writing to Conciliation. Conciliation shall commence when the other party accepts in writing this invitation. If the invitation is not accepted then Conciliation shall not take place. If the party initiating conciliation does not receive a reply within 30 days from the date on which he sends the invitation he may elect to treat this as a rejection of the invitation to conciliate and inform the other party accordingly.

The Conciliation shall be undertaken by one Conciliator selected from a panel of Conciliators

maintained by the Licensor. The Conciliator shall assist the parties to reach an amicable settlement in an independent and impartial manner.

#### 14.1.5. **Conciliation Procedure**

The Employer shall maintain a panel of Conciliators, who shall be from serving or retired engineers of Government Departments, or of Public Sector Undertakings. Out of this panel, a list of three Conciliators shall be sent to the Licensee who shall choose one of them to act as Conciliator and conduct conciliation proceedings in accordance with "The Arbitration and Conciliation Act, 1996" of India & amended by the Arbitration & Conciliation (Amendment) Act, 2015 and any statutory modification or re-enactment thereof. There will be no objection if conciliator so nominated is a serving employee of Maha-Metro who would be AGM level officer and above. The Licensor and the Licensee shall in good faith co-operate with the Conciliator and, in particular, shall endeavour to comply with requests by the Conciliator to submit written materials, provide evidence and attend meetings. Each party may, on his own initiative or at the invitation of the Conciliator, submit to the Conciliator suggestions for the settlement of the dispute. When it appears to the Conciliator that there exist elements of a settlement which may be acceptable to the parties, he shall formulate the terms of a possible settlement and submit them to the parties for their observations. After receiving the observations of the parties, the Conciliator may reformulate the terms of a possible settlement in the light of such observations.

If the parties reach agreement on a settlement of the dispute, they may draw up and sign a written settlement agreement. If requested by the parties, the Conciliator may draw up, or assist the parties in drawing up, the settlement agreement. When the parties sign the settlement agreement, it shall be final and binding on the parties and persons claiming under them respectively. The Conciliator shall authenticate the settlement agreement and furnish a copy thereof to each of the parties. As far as possible, the conciliation proceedings should be completed within 60 days of the receipt of notice by the Conciliator.

The parties shall not initiate, during the conciliation proceedings, any arbitral or judicial proceedings in respect of a dispute that is the subject matter of the conciliation proceedings.

#### 14.1.6. **Termination of Conciliation Proceedings**

The conciliation proceedings shall be terminated:

- a) by the signing of the settlement agreement by the parties on the date of agreement; or
- b) by written declaration of the conciliator, after consultation with the parties, to the effect that further efforts at conciliation are no longer justified, on the date of such declaration; or
- c) by a written declaration of the parties to the conciliator to the effect that the conciliation proceedings are terminated, on the date of declaration; or

- d) by a written declaration of a party to the other party and the conciliator, if appointed, to the effect that the conciliation proceedings are terminated, on the date of declaration.

Upon termination of the conciliation proceedings, the conciliator shall fix the costs of the conciliation and give written notice thereof to the parties. The costs shall be borne equally by the parties unless settlement agreement provides for a different apportionment. All other expenses incurred by a party shall be borne by that party.

#### **14.2. Arbitration**

If the efforts to resolve all or any of the disputes through conciliation fails, then such disputes or differences, whatsoever arising between the parties, arising out of touching or relating to construction/ manufacture, measuring operation or effect of the License Agreement or the breach thereof shall be referred to Arbitration in accordance with the following provisions:

- a. Only such dispute(s) or difference(s) in respect of which notice has been made but could not be settled through Conciliation, together with counter claims or set off, given by the Licensor, shall be referred to arbitration. Other matters shall not be included in the reference.
- b. The Arbitration proceedings shall be assumed to have commenced from the day, a written and valid demand for arbitration is received by Managing Director, Maharashtra Metro Rail Corporation Limited, Nagpur (MD/Maha-Metro).
- c. The disputes so referred to arbitration shall be settled in accordance with the Indian Arbitration & Conciliation Act, 1996 & amended by the Arbitration & Conciliation (Amendment) Act, 2015 and any statutory modification or re-enactment thereof.

Further, it is agreed between the parties as under:

##### **14.2.1. Number of Arbitrators: The arbitral tribunal shall consist of:**

- a. Sole Arbitrator in cases where the total value of all claims in question added together does not exceed Rs. 2.00 crores;
- b. 3 (Three) arbitrators in all other cases.

##### **14.2.2. Procedure for Appointment of Arbitrators: The arbitrators shall be appointed as per following procedure:**

- i) In case of Sole Arbitrator: Within 60 days from the day when a written and valid demand for arbitration is received by MD/Maha-Metro, the Licensor will forward a panel of 03 names to the Contractor. The Licensee shall have to choose one Arbitrator from the panel of three, to be appointed as Sole Arbitrator within 30 days of dispatch of the request by the Licensor. In case the Licensee fails to choose one Arbitrator within 30 days of dispatch

of panel of arbitrators by Maha-Metro then MD/Maha-Metro shall appoint anyone Arbitrator from the panel of 03 Arbitrator as sole Arbitrator.

ii) In case of 3 Arbitrators:

- a) Within 60 days from the day when a written and valid demand for Arbitration is received by MD/Maha-Metro, the Licensor will forward a panel of 5 names to the Licensee. The Licensee will then give his consent for any one name out of the panel to be appointed as one of the Arbitrators within 30 days of dispatch of the request by the Licensor.
- b) Licensor will decide the second Arbitrator. MD/Maha-Metro shall appoint the two Arbitrators, including the name of one Arbitrator for whom consent was given by the Licensee, within 30 days from the receipt of the consent for one name of the Arbitrator from the Licensee. In case the Licensee fails to give his consent within 30 days of dispatch of the request of the Licensor then MD/Maha-Metro shall nominate both the Arbitrators from the panel.
- c) The third Arbitrator shall be chosen by the two Arbitrators so appointed by the parties out of the panel of 05 Arbitrators provided to Licensee or from the larger panel of Arbitrators to be provided to them by Licensor at the request of two appointed Arbitrators ( if so desired by them ) and who shall act as Presiding Arbitrator. In case of failure of the two appointed Arbitrators to reach upon consensus within a period of 30 days from their appointment, then, upon the request of either or both parties, the Presiding Arbitrator shall be appointed by the Managing Director / Maha-Metro, Nagpur.
- d) If one or more of the Arbitrators appointed as above refuses to act as Arbitrator, withdraws from his office as Arbitrator, or vacates his/their office/offices or is/are unable or unwilling to perform his functions as Arbitrator for any reason whatsoever or dies or in the opinion of the MD/Maha-Metro fails to act without undue delay, the MD/Maha-Metro shall appoint new Arbitrator /Arbitrators to act in his/their place except in case of new Presiding Arbitrator who shall be chosen following the same procedure as mentioned in para (ii)(c) above. Such re-constituted Tribunal may, at its discretion, proceed with the reference from the stage at which it was left by the previous Arbitrator(s).
- e) The Licensor at the time of offering the panel of Arbitrator(s) to be appointed as Arbitrator shall also supply the information with regard to the qualifications of the said Arbitrators nominated in the panel along with their professional experience, phone nos. and addresses to the Licensee.

14.2.3. Qualification and Experience of Arbitrators (to be appointed as per sub-clause 14.2.2 above)  
: The Arbitrators to be appointed shall have minimum qualification and experience as under:

**Arbitrator shall be;**

a Working / Retired Officer (not below E-8 grade in a PSU with which Maha-Metro has no business relationship) of any discipline of Engineering or Accounts / Finance department, having experience in Contract Management;

or

a Retired Officer (retired not below the SAG level in Railways) of any Engineering Services of Indian Railways or Indian Railway Accounts Service, having experience in Contract Management; or a Retired Officer who should have retired more than 3 years previously from the date of appointment as Arbitrator (retired not below E-8 grade in Maha-Metro or a PSU with which Maha-Metro has a business relationship) of any Engineering discipline or Accounts / Finance department, having experience in Contract Management or retired judge of any High Court or Supreme Court of India or reputed Chartered Accountant & should be member of ICAI, New Delhi. No person other than the persons appointed as per above procedure and having above qualification and experience shall act as Arbitrator.

- 14.2.4. No new claim shall be added during proceedings by either party. However, a party may amend or supplement the original claim or defence thereof during the course of arbitration proceedings subject to acceptance by Tribunal having due regard to the delay in making it.
- 14.2.5. Neither party shall be limited in the proceedings before such arbitrator(s) to the evidence or arguments put before the Conciliator for the purpose of obtaining his decision. No decision given by the Conciliator in accordance with the foregoing provisions shall disqualify him from being called as a witness and giving evidence before the arbitrator(s) on any matter, whatsoever, relevant to dispute or difference referred to arbitrator/s. Neither party shall be limited in the proceedings before such arbitrators to the evidence.
- 14.2.6. It is agreed by both the Parties that in the cases where Arbitral Tribunal is consist of sole Arbitrator, their disputes shall be resolved by fast track procedure specified in sub-section (3) of 29B of the Arbitration and Conciliation ( Amendment ) Act , 2015 or as amended up to date.
- 14.2.7. If the Licensee(s) does/do not prefer his/their specific and final claims in writing, within a period of 90 days of receiving the intimation from the Licensor/ Conciliator that the final demand is ready, he/they will be deemed to have waived his/their claim(s) and the Licensor shall be discharged and released of all liabilities under the License Agreement in respect of these claims.
- 14.2.8. Arbitration proceedings shall be held at Nagpur, India and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in English.



- 14.2.9. The Arbitral Tribunal should record day to day proceedings. The proceedings shall normally be conducted on the basis of documents and written statements. All arbitration awards shall be in writing and shall state item wise, the sum and detailed reasons upon which it is based. A model Time Schedule for conduct of Arbitration proceedings in a period of 180 days / 365 days will be made available to Arbitral tribunal for their guidance. Both the Parties should endeavour to adhere to time schedule for early finalization of Award.
- 14.2.10. The award of the sole Arbitrator or the award by majority of three Arbitrators as the case may be shall be binding on all parties. Any ruling on award shall be made by a majority of members of Tribunal. In the absence of such a majority, the views of the Presiding Arbitrator shall prevail.
- 14.2.11. A party may apply for correction of any computational errors, any typographical or clerical errors or any other error of similar nature occurring in the award of a tribunal and interpretation of specific point of award to tribunal within 60 days of the receipt of award. party may apply to tribunal within 60 days of receipt of award to make an additional award as to claims presented in the arbitral proceedings but omitted from the arbitral award.
- 14.2.12. **Interest on Arbitration Award**
- Where the arbitral award is for the payment of money, interest @ 15% per annum shall be payable on whole or any part of the money for the period it is accrued, till the date on which the award is made.
- 14.2.13. **Cost of Conciliation / Arbitration**
- The fees and other charges of the Conciliator / Arbitrators shall be as per the scales fixed by the Licensor from time to time irrespective of the fact whether the Arbitrator(s) is / are appointed by the Licensor or by the Court of law unless specifically directed by Hon'ble Court otherwise on the matter, and shall be shared equally by the Licensor and the Licensee. However, the expenses incurred by each party in connection with the preparation, presentation will be borne by itself. The latest scale of fee & other charges fixed by Maha-Metro are as per Schedule-D enclosed.
- 14.2.14. **Jurisdiction of Courts**
- Where recourse to a Court is to be made in respect of any matter, the court at Nagpur shall have the exclusive jurisdiction to try all disputes between the parties.

## **ARTICLE 15: INDEMNITY AND INSURANCE**

- 15.1. Insurance and Waiver of Liability** - The Licensee will bear the cost, throughout the term of the License, for a comprehensive general liability insurance covering injury to or death of any person(s) while working in Maha-Metro premises, including death or injury caused by the sole negligence of the Licensee or the Licensee's failure to perform its obligations under the agreement. The Licensee shall submit to Maha-Metro, suitable evidence that the foregoing policy or policies are in effect. In the event of the default i.e. avoiding the insurance cover, the Licensee agrees and undertakes to indemnify and hold Maha-Metro harmless against any liability, losses, damages, claims, expenses suffered by Maha-Metro because of such default by the Licensee. The licensee within 45 days from the date of handing over of advertisement spaces, shall submit copy of insurance to Maha-Metro.
- 15.2.** The Licensee shall comply with all the provisions of Labour Laws & regulation in force including but not limited to the Contract Labour (Regulation & Abolition) Act-1976 including any subsequent amendment thereof and the rules made there under. Licensee will indemnify Maha-Metro Administration for any loss and damages suffered due to violation of its provision.
- 15.3.** The Licensee shall comply with the laws/guidelines/policies including **Nagpur Municipal Corporation's Advt. policy/EPCA guidelines/directives given by Hon'ble courts, or any other prevailing policy as applicable in India**, regarding advertisement/display. Maha-Metro will not be held liable for any change/modification in the laws that adversely affect this Agreement. Licensee shall have no right / claim in this regard, whatsoever the reason may be.
- 15.4.** The Licensee will not ask for any claim or seek any compensation from Maha-Metro if advertisement at any advertisement spaces inside any station is not permitted due to court order/local laws/civil authorities.
- 15.5.** The Licensee hereby indemnifies Maha-Metro against any loss, damage or liabilities arising as a result of any act of omission or commission on part of Licensee or on part of its personnel or in respect of non-observance of any statutory requirements or legal dues of any nature.
- 15.6.** The Licensee hereby agrees that Maha-Metro shall have no responsibility as regards Licensee employees and the employees shall be the employees of Licensee only and shall not be construed under any circumstances as employees of Maha-Metro. Licensee hereby indemnifies Maha-Metro against the claims made by Licensee's employees against Maha-Metro.
- 15.7.** The Licensee hereby undertakes to discharge all statutory obligations and liabilities in connection with employment of its personnel in the said premises. The Licensee hereby indemnifies Maha-Metro against any liability arising in connection with the employment of its

personnel in the said premises by Licensee. Licensee hereby undertakes to carry out police verification of its employees and submit the copy of same to Property Business Wing of Maha-Metro in accordance with Maha-Metro's policies regulations prevalent at that time.

**15.8.** The Licensee shall bear all salaries, wages, bonuses, payroll taxes or accruals including gratuity, superannuating, pension and provident fund contributions, contributions to worker's compensations funds and employees state insurance and other taxes and charges and all fringe and employee benefits including statutory contributions in respect of such personnel employed/deployed by the Licensee. These personnel shall at no point of time be construed to be employees of Maha-Metro and the Licensee shall be solely responsible for compliance with all labour laws which shall include all liabilities of the Provident Fund Act, ESI Act, Workmen's compensation Act, Minimum Wages Act and other Labour Welfare Act in respect of its personnel. The Licensee shall indemnify Maha-Metro from any claims that may arise in connection with above.

**15.9.** Employees conduct:

The Licensee shall ensure that all persons employed behave in an orderly and disciplined manner and that the said employees are prohibited from carrying on any unlawful, unfair activities or demonstrations. The personnel deployed shall be decent, courteous and without any adverse or criminal background. Licensee shall arrange ID cards for their personnel from Pass Section/ Maha-Metro Ltd. as per extent rules for the same. All the Licensee's personnel shall be required to possess ID card issued by Maha-Metro while working in Maha-Metro's premises as per prevailing procedure. Access inside the stations in paid areas shall be through smart cards as per prevailing applicable charges, in addition to the valid ID cards.

**15.10.** That no tenancy/sub-tenancy is being created by Maha-Metro in favour of Licensee under or in pursuance of this Agreement and it is distinctly & clearly understood, agreed & declared by and between the parties hereto that: -

- a. That the Licensee shall not have or claim any interest in/on the said Metro Station premises as a tenant/ sub-tenant or otherwise:
- b. That no right as a tenant/sub-tenant or otherwise is purported or intended to be created or transferred by Maha-Metro in favour of Licensee in or in respect of the advertisement spaces and metro premises, except to carry out their activities as granted under this License Agreement; and
- c. That the rights, which Licensee shall have in relation to the said premises, are only those set out in this Agreement.

- 15.11.** The relationship between Maha-Metro and Licensee under and/or in pursuance of this Agreement is as between Principal and Principal. Consequently, neither party shall be entitled to represent the other and/or make any commitment on behalf of and /or with traders or any other party. Furthermore, no relationship in the nature of Partnership or Association of persons is hereby being created or intended to be created between Maha-Metro on the one hand and Licensee on the other hand in connection with and/or relating to advertisements being displayed by the Licensee at the said premises.
- 15.12.** In case of non-payment of License fees and other dues or any other reasons whatsoever, the Licensee voluntarily agrees to and permits the licensor "Maha-Metro" to dismantle/remove hoardings and material installed by the Licensee at the metro station premises and also shall revoke the Licensee's right for the 300 advertisement minutes granted to the Licensee. The Licensee agrees voluntarily and also undertakes not to seek any claim, compensation, damages or any other consideration whatsoever, which may arise due to such disconnection by the Licensor.
- 15.13.** That the Licensee shall be responsible to obtain any or all permission and/or clearances from any/all authorities, governmental or otherwise and Maha-Metro shall not be liable or responsible for any of the act or omissions committed on the part of the licensee.
- 15.14.** The Licensee agrees voluntarily and unequivocally to make all payments as may be due on the due date, without waiting for any formal invoice from Maha-Metro. The Licensee also voluntarily agrees to collect the invoices from the office of the Authorized representative of the Maha-Metro before the due date. Non receipt of invoice will not be a consideration for delayed or non-payment of dues.
- 15.15.** In case of restricted availability of power supply / breakdown, the station power requirements would get first priority and this may result in restriction / rostering of power supply to the advertisements hoardings and associated lightings. In such situations or any supply disruptions due to strikes of employees, breakdowns of machinery and plant, lockout, failures of incoming supply of Maha-Metro or such causes where the supply of Maha-Metro is affected by a cause or causes over which Maha-Metro has no control, Maha-Metro shall not be liable for any claims for loss, damage or compensation whatsoever, arising out of failure of supply due to any of the afore mentioned causes.

**Draft License Agreement for " Licensing of Advertisement Rights on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years."**

**15.16. Notices:**

- a. Maha-Metro and Licensee voluntarily and unequivocally agrees that any notices to be served with reference to the said agreement shall be sufficiently served and given if delivered to-

**If to Maha-Metro:**

Address : Maharashtra Metrorail Corporation Limited  
Metro House, 28/2 Anand Nagar, C K Naidu Road,  
Civil Lines, Nagpur-440001  
Telephone : 0712 – .....  
Fax : .....  
Email : .....  
**Kind Attention : Managing Director**  
**Cc : Maha-Metro Representative**

**If to the Licensee**

Name : M/s .....  
Address : "....."  
Telephone : 0712 – .....  
Fax : .....  
Mobile : .....  
**Attention : .....**

- b. That any notice or correspondence under the terms of this License shall be in writing by registered post/ Speed Post/ Courier or delivered personally. All activities including day to day management, billing, cancellation/termination/surrender etc. shall be carried out from the office of the General Manager/Property Business or by his duly authorized representative. All Notice shall be addressed as follows:
- c. No instruction/ notice of any party if not communicated in writing, shall be entertained by the other party.

**Draft License Agreement for " Licensing of Advertisement Rights on Dual Display Information System (DDIS) inside Selected Metro Stations of Orange Line (Line-1) and Aqua Line (Line-2) of Nagpur Metro Rail Project for a period of 05 years."**

IN WITNESS WHEREOF THE PARTIES HAVE EXECUTED AND DELIVERED THIS AGREEMENT AS OF THE DAY, MONTH AND YEAR FIRST ABOVE WRITTEN.SIGNED, SEALED AND DELIVERED

For and on behalf of  
THE AUTHORITY by:

(Signature)  
(Name)  
(Designation)

THE COMMON SEAL OF LICENSEE has been affixed pursuant to the resolution passed by the Board of Directors of the Licensee at its meeting held on the ..... day of 20..... hereunto affixed in the presence of ....., Director, who has signed these presents in token thereof and ....., company Secretary / Authorised Officer who has countersigned the same in token thereof

§:

2.

.....

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§ To be affixed in accordance with the articles of association of the Licensee.

## **Annexures**

**Annexure – 1: Details pertaining to number of screens available in Orange Line (Line-1) and Aqua Line (Line-2) along with details of advertising area**

**Quantity of PIDS in Orange Line (Line-1)**

Sr No	Station	Concourse/Entry		Platform
		SCD	DCD	DCD
1	Khapri	5	1	4
2	New Airport	4	1	4
3	South Airport	3	0	4
4	Airport	4	0	4
5	Ujjwal Nagar	6	0	4
6	Jai Prakash Nagar	8	1	4
7	Chhatrapati Station	6	0	4
8	Ajani Station	3	2	4
9	Rahate Station	3	2	4
10	Congress Nagar	3	4	4
11	Sitabuldi Station	6	2	8
12	Kasturchand Station	4	2	4
13	Zero Mile Station	4	1	4
14	Gaddi Dodam Station	2	2	4
15	Kadvi Station	6	1	4
16	Nari Station	2	1	4
17	Automotive Station	3	0	4
	<b>Total</b>	<b>72</b>	<b>20</b>	<b>72</b>
	<b>Total</b>	<b>164</b>		

**SCD= Single Sided PIDS**

**DCD= Double Sided PIDS**

**Quantity of PIDS in Aqua Line (Line-2)**

Sr No	Station	Concourse/Entry		Platform
		SCD	DCD	DCD
1	Lokmanya Station	4	1	4
2	Bansi Nagar	5	0	4
3	Vasudev Nagar	3	2	4
4	Rachana Ring Road	2	2	4
5	Subhash Nagar	3	2	4
6	Dharampeth Station	3	2	4
7	LAD Station	4	1	4
8	Shankar Nagar	4	1	4
9	IOE Station	4	1	4
10	JRS Station	4	2	4
11	Nagpur Railway Station	4	2	4
12	Dossar Vaisya Station	4	2	4
13	Agrasen Station	4	2	4



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14	Chitroli Station	4	2	4
15	Telephone	2	2	4
16	Amedkar Station	2	2	4
17	Vishno Devi	2	2	4
18	Prajapati	4	2	4
<b>Total</b>		<b>62</b>	<b>30</b>	<b>72</b>
<b>Total</b>		<b>164</b>		

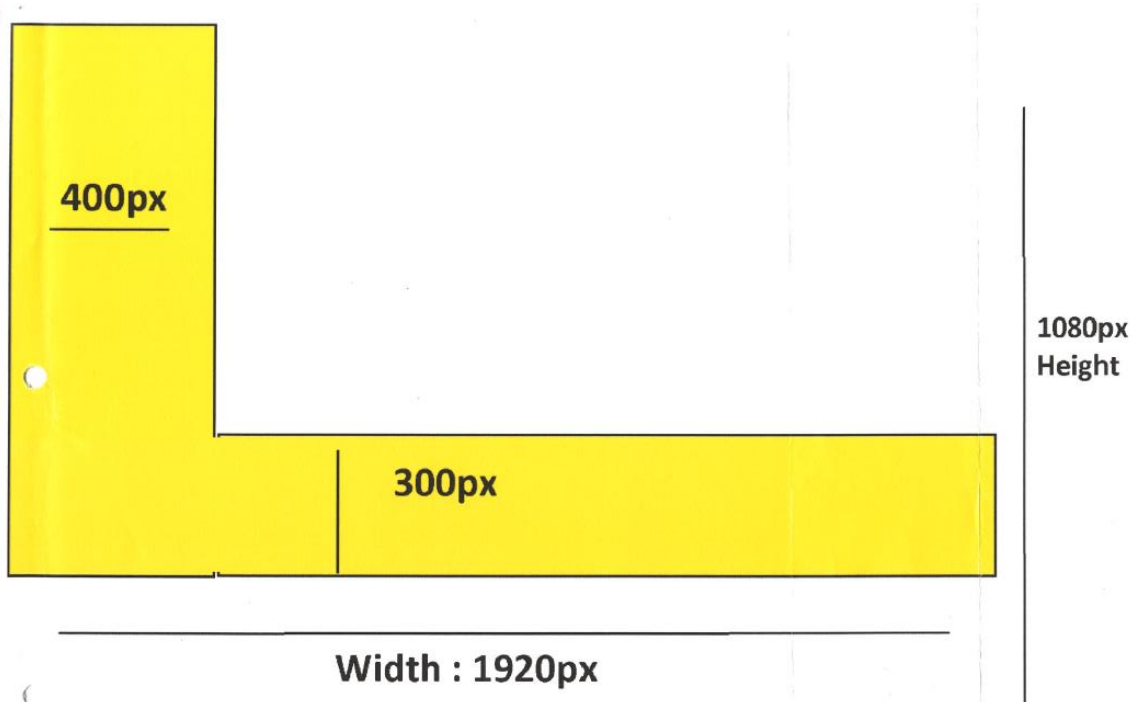
**SCD= Single Sided PIDS**  
**DCD= Double Sided PIDS**

**Display Characteristics**

**Display Type:** TFT Technology, HD Resolution  
**Display Size:** 55"  
**Resolution(width\*height):** 1920\*1080 pixel  
**Active display dimension(width\*height):** 1209.6\*680.4 mm  
**Colours:** 16.7 Millions  
**Visibility Angle:** 178 degree  
**Luminance:** 1000 cd/sq.m (typ)  
**Contrast:** 4000:1 (typ)  
**Operation System:** Microsoft Windows  
**Voltage:** 230 AC  
**Maximum Power Consumption:** 650 W  
**Brightness:** It has brightness sensor  
**Compatibility fo L shape Advertisement:** Yes, PIDS templates needs to developed as per window size and duration of video  
**Centrally Controlled:** Video will be uploaded taking individual station remotely from Metro Bhawan (Central location).  
 We have following advertisement template for concourse.



a. Format of L-Shape Advertisement



b. Format of Ticker Advertisement

