

## GUWAHATI UTILITIES COMPANY LIMITED

(CIN U38110AS2023PLC024235.) (GSTIN : 18AAKCG3120G1D3)

4<sup>th</sup> Floor, Tripti Tower, Ganeshguri, Guwahati-06, Assam

E-mail: [mdguclindia@gmail.com](mailto:mdguclindia@gmail.com)

### Request for Proposal (RFP)

Guwahati Utilities Company Limited (GUCL) is the urban local body responsible for governing and managing electric lamp post poles in Guwahati. It administers an area of 216.79 km<sup>2</sup> of Guwahati city.

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

#### 1. Bide Details

Date of Release RFP document	22-07-2025 onwards
Last Date and Time for submission of RFP	11-08-2025 up to 2.00 PM
Date, Time & Venue of Technical Bid Opening	12-08-2025 at 3.00 PM Venue: GUCL office, Tripti tower, Guwahati
Date, Time & Venue of Financial Bid Opening	12-08-2025 at 3.00 PM Venue: GUCL office, Tripti tower, Guwahati
Address for Communication	The Managing Director, Guwahati Utilities Company Limited, Tripti Tower, Ganesh Guri, Guwahati-781006, Assam. Mail ID- <a href="mailto:mdguclassam@gmail.com">mdguclassam@gmail.com</a>

#### Note:

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

## 2. Scope of Work

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

The Scope of Work in details is as below-

<b>2.1.1</b>	The selected bidder will get rights for installation of Kiosk for advertisement in the road side electrical poles as per areas under Guwahati Utilities Company Limited
<b>2.1.2</b>	The size of display will be 2.5 x 2.5 Sq. Ft. (Both side lid display)
<b>2.1.3</b>	The list of areas for electrical poles that are allow for installation of Kiosk for advertisement is given in <b>Table 1</b> .

**Table 1. List of packages**

<b>Package No.</b>	<b>Area of Road</b>	<b>No. of Road side pole</b>
1	Kalaguru Bishnu Prasad Rabha Flyover, Ganeshguri	41
2	Shraddhanjali Flyover, Zoo Road	180
	<b>TOTAL ROAD SIDE POLES</b>	<b>221</b>

<b>2.1.4</b>	The Bidder shall engage their own manpower and materials for installation of Kiosk for advertisement in the road side street light electrical poles as per Table 1 Under Guwahati Utilities Company Limited.
<b>2.1.5</b>	The bidder will work under strict supervision of GUCL official.
<b>2.1.6</b>	The bidder has to pay the Advertisement Tax as Per Size of Display to Guwahati Municipal Corporation in yearly basis in addition to tender value.
<b>2.1.7</b>	During the installation of kiosk in the electrical poles under Guwahati Utilities Company Limited, every care should be taken to prevent mishap. For any mishap the selected bidder or and his authorized representative will be responsible for any civil/criminal liability during the contract period.
<b>2.1.8</b>	Cost of supply and arrangement of electricity will be bear by the selected bidder.
<b>2.1.9</b>	Measures to ensure the safety and security of the advertisement space and surrounding area.
<b>2.1.10</b>	The work can be carried out at any time of the day including night hours.
<b>2.1.11</b>	The Bidders will be entitled to kiosk advertisement rights for the electrical Poles with street lights under GUCL as per areas only.

2.1.12	The agreement of the contract for the selected bidder will remain valid up to from the contract signing date
2.1.13	No work shall be preceded without the written approval of the Guwahati Utilities Company Limited
2.1.14	GUCL will lease the space on the road side street light electrical poles as mentioned Herein for advertisement to the vendor and the bidder shall generate revenue through advertisement.
2.1.15	The amount quoted by the bidder will be the additional rental value to GUCL, Guwahati Municipal Corporation (GMC) advertisement tax to be paid extra to the GMC.
2.1.16	The quoted price should be for the period of 2 years.
2.1.17	The bidder will make the additional rental value as one-time payment excluding the applicable taxes to Guwahati Municipal Corporation in lieu of the advertising rights at the sites mentioned herein.
2.1.18	The selected bidder will have to bear all direct/indirect/incidental cost with Regards to execution of the work related with installation of kiosk advertisement Including cost of travelling, halting, etc. for their personal for implementation and execution of the work.

### 3. Pre-Qualification Criteria:

The bidder should have-

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

### 4. Earnest Money Deposit (EMD)

The Bid proposal is for 2 nos. of packages and the bidder may bid for one or more than one Package. The bid should be accompanied by EMD for the number of packages that the bidder Shall bid for. Bidders shall submit EMD package wise as per the list below:

Package No.	Area of Road	EMD Amount
1	Kalaguru Bishnu Prasad Rabha Flyover, Ganeshguri	5000/-
2	Shraddhanjali Flyover, Zoo Road	5000/-

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

### 5. Submission of RFP

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

The envelopes for technical bid (Annexure-II) and financial bid (Annexure-IV), the Demand Drafts, Covering Letter (Annexure-I) and a copy of the RFP document duly sealed and signed by the authorized Signatory of the bidder in each page are to be put together in an outer envelope which is to be sent to the address for communication mentioned at clause 1. The outer envelope should be clearly marked

**“Rights for Installation of Kiosk for advertisement in the road side street light electrical poles under Guwahati Utilities Company Limited”.**

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

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

## **6. Eligibility Criteria**

- 6.1** Average Turnover of INR 25 lakh in the past 2 years of the bidder or one of the consortium/JV members, only in the field of advertisement will be considered. Copy of audited balance sheet or certificate from Auditor towards such financial performance to be attached.
- 6.2** reference will be given to the parties having project experience of similar nature like installation of kiosk for advertisements in road side electrical poles for minimum 3 years and at least 2 projects. Proof of such experience to be attached.
- 6.3** Preference will be given to presence in Guwahati. Proof to be attached.
- 6.4** A Bidder shall be a private, or public legal entity, or a combination of them in the form of association(s) including Joint Venture (JV). In the case of a JV/ consortium, (i) all parties shall be jointly and severally liable, (ii) the number of partners shall be limited to 03 (three) and (iii) the proposed lead partner shall be clearly specified. Proof in the form of a power of Attorney in favour of the lead member to be furnished.
- 6.5** The bidder (members of JV/consortium/its Directors/ Partners) should not have been blacklisted by any Government Departments or any other ULBs in India. An Undertaking to this effect may be submitted at the time of submission of bid.
- 6.6** The eligibility criteria listed in herein shall apply to the Bidder, including the parties constituting the Bidder, i.e., its proposed partners, subcontractors or

suppliers for any part of the contract including related services. In addition, the lead partner shall have to fulfill the criteria listed in the Bid document.

**6.7** For the Financial eligibility criteria, financial credentials of the Lead member to be used.

**6.8** All Bids must be submitted, duly signed by the Bidder (or the Lead Member authorized by each consortium member to sign the Bid on behalf of the consortium).

## **7. Evaluation and Comparison of Bids**

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

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

## **8. Right to amend document**

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

## **9. Right to accept or reject bids**

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

## **10. Termination of Contract**

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

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

## **11. Instruction to Bidders**

**11.1** The bidder must be registered with competent authority.

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

## 12. Penalty Clause

12.1 In the event of failure by the selected bidder to comply with any of the terms and conditions stipulated in this RFP document and subsequent agreement, GUCL shall be entitled to impose penalties as specified below:

### a) Non-Maintenance, Poor Maintenance, or Damage to Electrical Pole

In case of failure to maintain the kiosks in proper and safe condition to the satisfaction of GUCL, a penalty of Rs. 1000/- (One thousand only) per instance per kiosk per pole shall be imposed.

Further, if any mishap, damage, or deterioration occurs to the electrical pole due to installation, maintenance, or activities of the selected bidder or their representatives, the selected bidder shall be fully responsible to repair or restore the pole to its original condition at their own cost and risk within 7 days of occurrence or written notice by GUCL.

If the bidder fails to undertake such repair within the stipulated period, GUCL reserves the right to carry out the repair/restoration work at the risk, cost, and liability of the selected bidder, in addition to imposing a penalty of Rs. 5000/- (Five thousand only) per such incident.

**b) Non-Payment of Quarterly Instalments:**

If the selected bidder fails to pay the agreed quarterly rental instalment within the due date, a penalty interest of **12% per annum on the outstanding amount** will be charged on a daily pro-rata basis for the delayed period. If payment is delayed by more than **30 days**, GUCL reserves the right to terminate the contract without any refund of already paid amounts and to forfeit EMD/security deposit if applicable.

**c) Non-Payment of Advertisement Tax:**

If the selected bidder fails to pay the advertisement tax to Guwahati Municipal Corporation as per applicable norms, and GUCL receives any notice or penalty from GMC, the same will be recovered from the selected bidder along with an additional penalty of Rs. 5000/- (Five thousand only) per such instance.

12.2 The imposition of penalties under this clause shall not restrict GUCL's right to terminate the contract as per Clause 10 or to claim any other damages as per applicable law.

**13. Disclaimer**

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

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

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

**Annexure-I**  
**Covering Letter**  
(On the bidder's letter head)

FORM: (Full name and address of the bidder)

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**To:**

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

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

**Ref: RFP No.**

**Dated**

Sir,

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



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

**Annexure-II**  
**Technical Bid**  
**(ON bidder's letterhead)**

SL. NO.	Particulars	Give details or mention page No. where attached
1	Name, address, email and telephone number of the bidder	
2	Name, designation, address, email and telephone number of the contact person of the bidder	
3	Address of the bidder's office	
4	Date of Registration and Registration number of the bidder (attach photocopy of registration certificate)	
5	GST Registration Number of the bidder (attach copy of GST registration)	
6	PAN Number of the bidder(attach copy of PAN Card)	
7	List of permanent professionals, experience and number of year of association with the bidder on bidder's letterhead	
8	List of machineries of the bidder to be engaged in GMC's project on bidders letterhead	
9	Certificate of power of attorney of the authorized signatory of the bidder on the stamp paper of value Rs. 20.00(Twenty Only)	
10	Detail of experience of the bidder in the similar field (copy of work order/completion certificate to be attached)	
11	Certificate for not being blacklisted in the format at Annexure- III	
12	Annual Turnover: 2020-2021: 2021-2022: 2022-2023: 2023-2024 2024-2025 (Turnover of last Five years certified by CA Balance sheet and profit and loss account of last Five years. No other enclosures are required)	

**Declaration:**

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

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

**Annexure-III**

**Certificate for not being blacklisted**  
(On bidder's letterhead)

To

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

**Sub : Self Certification**

Sir,

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

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

**Yours faithfully,**

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

Annexure-IV  
Financial Bid  
(On bidder's letterhead)

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

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

Ref: RFP No. \_\_\_\_\_ Dated: \_\_\_\_\_

Name of Bidder: \_\_\_\_\_

Address: \_\_\_\_\_

Contact \_\_\_\_\_ Person \_\_\_\_\_ (Name, \_\_\_\_\_ Designation, \_\_\_\_\_ Mobile, \_\_\_\_\_ Email):

We hereby submit our Financial Bid for the following package(s) as per the RFP document.

Note:

- The quoted amount is exclusive of Advertisement Tax payable to Guwahati Municipal Corporation.
- The quoted amount is inclusive of all other costs, manpower, materials, transportation, installation, maintenance, supervision, and applicable GST as per RFP clause 11.3.
- The quoted amount will be paid to GUCL as one-time payment for the period of 3 years in equal quarterly instalments as per RFP clause 11.4.
- We agree to abide by all terms & conditions of the RFP and undertake that the work will be executed in accordance with the specifications, timelines, and compliance requirements.

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Declaration:

I/We hereby declare that the information furnished above is true and correct. I/We also agree to abide by all the terms and conditions of the RFP document.

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Signature of Authorized Signatory: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Seal: \_\_\_\_\_

Date: \_\_\_\_\_