

Ministry of Railways, Govt. of India
Nagpur Division,
Central Railway



DRM Office, Commercial Branch,
Kingsway, Nagpur -440001

File No.NGP/C/CP/Station Co Branding/22-05

Date: 20-04-2022

EXPRESSION OF INTEREST (EOI)

“Co –Branding of Railway Stations over Nagpur Division.”

Sr. Divisional Commercial Manager
Nagpur Division, Central Railway,
DRM Office, Nagpur -440001

Date: 20/04/2022



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1. Text for Advertisement

Sr. Divisional Commercial Manager
Nagpur Division, Central Railway,
DRM Office, Nagpur -440001

INVITATION FOR EXPRESSION OF INTEREST

Sr. Divisional Commercial Manager Nagpur invites sealed Expression of Interest (EoI) from Firms/Individuals for Co-branding of Railway stations over Nagpur Division.

The EOI document containing the details of qualification criteria, submission requirements, brief objective & scope of work and evaluation criteria, etc. can be downloaded from the website <https://cr.indianrailways.gov.in/>

Further details, if any, may be obtained from the **Non-Fare Revenue Section, Commercial Branch, DRM Office, Kingsway, Nagpur - 440001** during working hours.

Last date for submission of EOI is 30/04/2022 up to 11:00. Sealed envelope marked to the captioned address, containing EOI may be dropped in a drop box specially kept for the subject EOI mentioning "Expression of Interest (EoI) for Co-branding of Railway stations over Nagpur Division on the top cover at the following address:

Sr. Divisional Commercial Manager - Nagpur Division,
Divisional Railway Manager Office, Commercial Branch,
Kingsway, Nagpur - 440001

Applicants meeting the qualification criteria may be invited for a presentation / proposal before the selection committee.

Krishnath S Patil,
Sr. Divisional Commercial Manager,
Nagpur Division, Central Railway

Note: Sr. DCM- Nagpur or any of it designates reserves the right to cancel this request for EoI and/or invite afresh with or without amendments, without liability or any obligation for such a request for EoI and without assigning any reason. Information provided at this stage is indicative and Sr. DCM-Nagpur reserves the right to amend/add further details in the EoI.



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2. Letter of Invitation

Dear Sir/Madam,

- ❖ Sr. Divisional Commercial Manager invites sealed Expression of Interest (EOI) from Reputed firms/individuals for Co-branding of Railway stations over Nagpur Division.
- ❖ The EOI document containing the details of qualification criteria, submission requirements, brief objective & scope of work and method of evaluation etc. is enclosed.
- ❖ An amount of Rs.1,000/- as deposit money should be enclosed with EOI. The Deposit money should be in the form of DD / Banker's Cheque in favor of Sr. Divisional Finance Manager, Central Railway, Nagpur issued by any of the nationalized/scheduled banks. (*Bank Guarantee / personal cheque will not be accepted*)
- ❖ The EOI document is also available on the Indian Railway website <https://cr.indianrailways.gov.in/>

You may submit your responses in sealed envelopes in prescribed format to the undersigned on 30/04/2022 in the drop box kept exclusively for this.

"Sr. Divisional Commercial Manager,
Divisional Railway Manager Office, Commercial Branch,
Kingsway, Nagpur - 440001"

Queries, if any may be referred in writing to the Sr. DCM-Nagpur, at the above-mentioned address or at Email:taraprasad.0107@gov.in, srdcmnagpur@gmail.com Mobile No 7020327297

Sr. No.	Date	Date	Time
1	Publishing Date	20/04/2022	18:00
2	Document Download Start Date	21/04/2022	11:00
3	Document Download End Date	30/04/2022	10:00
4	Bid Submission Start Date	20/04/2022	18:00
5	Bid Submission End Date	30/04/2022	11:00
6	Bid Opening Date	30/04/2022	11:30

Yours faithfully,

(Krishnath S Patil)
Sr. Divisional Commercial Manager,
Nagpur Division, Central Railway
For & on behalf of the President of India.

Encl.: EOI Document



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Disclaimer

3. This Expression of Interest (EOI) contains brief information about the concept and scope of Co-branding at Railway stations and will assist Nagpur Division of Central Railway (herein after mentioned as "Railway") to Assess Earning Potential / Estimated Value / Reserve Price for inviting open tender for selecting the Agencies. This EOI is not an agreement or an offer by the Railway to the Agencies or any other person.
4. The purpose of the document is to provide the Agencies with information to assist the formulation of their EOI application or response to EOI Document ("the Application").
5. The information provided in this EOI Document, to the Agencies is on a wide range of matters, some of which depends upon interpretation of law.
6. The Agency shall bear all its cost associated with the preparation and submission of its application including expenses associated with any clarification which may be required by Railway or any other costs incurred in connection with or relating to its application. All such costs and expenses will remain with the Agency and Railway shall not be liable in any manner.
7. Furthermore, the information provided in this EOI Document is not intended to be an exhaustive account of statutory or commercial requirements and should not be regarded as a complete or authoritative statement of law.
8. Nagpur Division, Central Railway reserves the right to change any or all conditions/ information set in this EOI Document by way of revision, deletion, updation or annulment through issuance of appropriate addendum as the organization may deem fit without assigning any reason thereof.
9. The information contained in this EOI Document or subsequently provided to the prospective Agencies, whether verbally or in documentary or any other form by or on behalf of Railway or any of its employees or advisers, shall be considered confidential and is not to be reproduced/ adopted/ displayed for any purpose whatsoever.
10. This EOI Document is for informative purpose only and does not imply that Railway is bound to select or short-list Agencies for the open tender stage or to appoint the Agency for the Project as the case may be and Railway further reserves its absolute right and discretion to terminate the process at any time without assigning any reasons or explanations thereof.
11. **Concept of Co-branding:**
 - (a) The concept of Co-branding is to permit the licensee (the brand owner) to prefix or suffix the brand name or logo to the name of the railway station.
 - (b) Co-branding of stations is open to Central and State government institutions, PSUs, as well as reputed private companies including banks/Financial entities, excluding advertising agencies.
 - (c) Station-branding at Indian Railways (...name of station) is related to the prestige, presence and culture of the (...city) along with the Railway's bonding with it. Hence branding in the station and semi-naming should be carried in such a way that it upholds the concept in a suave and acceptable manner and should contribute to Indian Railways'



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presence in (...city) rather than in a fashion that invites negative criticism owing to lack-luster portrayal of the concept.

(d) Co-branding is purely a form of advertisement and does not tantamount to change in the name of the railway station.

(e) The instant contract for Co-branding of railway station does not confer upon the licensee any sole rights for advertising at a particular station

12. Scope of Work:

(a) Co-branding shall be permitted at all the places in the station building area wherever the name of the railway station is displayed (at the entry / exit gates, platforms and concourse areas) only. The list of stations is mentioned in Annexure B.

(b) In addition to the prefix / suffix indicated above, the licensee may be given advertising rights for its brand in the circulating area subject to conditions of the Out of Home policy, and availability of space, station layout, facade and aesthetics.

(c) Co-branding shall not be permitted on the railway tickets, PRS, websites, route maps, in announcements through the public address systems, on the Rail Display Network, amongst others, where the name of the railway station shall be its original name only.

(d) Prefixing/ suffixing brand name / logo should not adversely impact clear visibility of station name that is essential for train operations.

(e) The prefix-suffix should be in a different font / color and smaller in size as compared to the station name and IR's logo in order to maintain prominence of the station name and IR's logo. Its form cannot be akin to station's name and IR's logo.

(f) For the purpose of prefixing / suffixing brand name or logo to the name of the station, either of the two - brand logo or brand name - shall be permitted, and not both.

(g) For the purpose of prefixing / suffixing brand name or logo to the name of the station, the brand name shall not contain more than two words. In case the brand name has more than two words, only logo should be used.

(h) Brand name/logo to be appended with the station name would be approved by the Principal Chief Commercial Manager, Central Railway.

(i) Co-branding shall be done only by the licensee. Sub-letting the same shall not be permitted.

(j) The station would be handed over for co-branding activities on "as is where is basis."

(k) During the tenure of the license period, the Licensee may be permitted to change the brand name of the station, logo or modify the theme of the advertising inventory at its own cost after approval from Indian Railways.

(l) Successful Licensee shall have to pay the License Fee in advance on half yearly basis for each year to Indian Railways. The licensee shall also be liable to pay applicable GST under RCM to the tax authorities.

13. Installation, Operation & Maintenance:

(a) The Licensee shall be provided advertisement space within the station at approved locations where licensee may consider backlit panels, visual displays by electronic media (without audio) or any other innovative advertisement media.

(b) The licensee shall be responsible for installation, operation, maintenance and removal of its assets, including but not limited to advertisement panels and billboards.



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(c) All works related to station-branding shall have to be borne by the licensee at their own cost, in co-ordination/liaison with the Station Superintendent and / or Shift-inCharge of the station concerned / SSE (Workst).

(d) The licensee should ensure that their installations and activities will not be a cause for inconvenience to the Administration and the commuters as well, and at the same time should not infringe safety & security of Railway working.

(e) The installations, whatsoever should remain static and neither block the passage for free movement of passengers nor interfere with visibility of Railway signage, and should not adversely affect any of the existing facilities/displays.

(f) The licensee should ensure that their installations and activities will not be a cause for inconvenience to the Administration and the commuters as well, and at the same time should not infringe safety & security of Railway working.

(g) While the Railway administration shall provide security at stations, it shall not be responsible for any vandalism, theft or damage to any advertisement panels or billboard or products put up by the licensee at the station.

(h) The licensee shall ensure that the station building including walls, floors, roofs, etc., are not damaged in any manner and all installation, operation, maintenance and removal of advertisement billboards, panels, etc., shall be done after obtaining written permission of railway administration.

(i) In case of any damage to railway property during installation, maintenance or removal of licensee's assets such as advertisement panels, billboards, vinyl wrappings, etc., railway administration, as it deems fit, may recover the charges for restoration of the same from the licensee.

(j) The supply of electricity shall be made available at the proposed advt. displays and payment to be made on actual usage. The electrical connection as well as installation shall be undertaken at licensee's cost under the supervision and as per specification of the Electrical Deptt. of Railways.

(k) Charges for the electricity consumption shall be assessed by the Elect. Deptt. for which the licensee shall be separately advised by that Deptt. for making payments accordingly.

14. Co-branding exclusions.

The following types/categories of advertisements shall not be permitted. The negative list is illustrative in nature:

(a) Heritage buildings and in railway stations named after eminent personalities, national leaders, martyrs, etc.

(b) Surrogate advertisements.

(c) Advertisement of drugs, alcohol, cigarette, or tobacco items.

(d) Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860.

(e) Any content that threatens or adversely affects the public image of IR/ State/Central Government or IR's ability to operate its facilities or IR's ability to attract and preserve patronage of passengers.



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- (f) The negative list as per local Outdoor Advertisement Policy, if any.
(g) Branding by political parties, religious institutions/outfits and individual personalities.
(h) Advertisement banned by the Advertising Council of India or by law.
- 15.** Rates/offers quoted in "Express of Interest" by Agencies for "Co-branding of Railway station", will be considered as base for deciding Assessed Earning Potential / Estimated Value (i.e. Reserve Price) by Railways and accordingly Tenders will be floated by Railway in consultation with the concerned authorities.
- 16.** The Agencies are advised to inspect the proposed locations at stations and fully satisfy themselves about various aspects like Earning Potential from the concept, passenger footfall, surroundings, other incidental expenses likely to be incurred etc. before submitting the EOI.
- 17.** The applications for EOIs should be invariably stamped and dated as shown in the format enclosed. Expression of Interest in Sealed Covers should be dropped in the box kept for the purpose at the address mentioned below on or before 30.04.2022 10:30 hrs and the same will be opened on same day at 10:30 hrs.

"Sr. Divisional Commercial Manager,
Divisional Railway Manager Office, Commercial Branch,
Kingsway, Nagpur - 440001"

- 18.** In case application for EOI is submitted through mail, then the same should be sent on mail id: taraprasad.0107@gov.in, srdcmnagpur@gmail.com & Mo no:7020327297 upto 11.00 hrs on 30.04.2020.

Enclosures:

1. Annexure A - Format of the application for EOI.
2. Annexure B - List of proposed Railway stations.



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Annexure-A

FORMAT OF EXPRESSION OF INTEREST

(On letter head with stamp & seal of the firm, if any)

Date: - _____

To,
Sr. Divisional Commercial Manager,
Divisional Railway Manager Office, Commercial Branch,
Kingsway, Nagpur - 440001

Sub: Application for Expression of Interest for "Co – Branding of Railway Stations" at _____ railway station of Nagpur Division of Central Railway." for a minimum period of 01 to 03 years on a license basis.

Ref: Notice No. NGP/C/CP/Station Co Branding/22-05 Dt. 20.04.2022.

I/We _____ have read all the Terms and conditions of Expression of Interest mentioned above, and understood the same, and I/We hereby agree to abide by the conditions/stipulations mentioned therein. I/We also hereby agree to abide by the General conditions of contract.

I/We propose annual license fee of Rs. _____/- in words of _____/- for co-branding of _____ railway station of Nagpur Division of Central Railway.

I/We propose to develop _____sq. ft of display area in the circulating area/Inside station . The details of the same is as under:

Sr. No.	Location	Type of media (backlit panels, visual displays by electronic media (without audio) or any other innovative advertisement media)	Size of Display (in feet)
1			
2			
3			

The form below should be filled along with all supporting documents:



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Sr.No.	Particulars	Details to be filled by Agency
1	Name of the Agency	
2	Full Address	
3	Status of Agency (Sole Proprietor / Individual / Partnership Firm / Company / Society etc)	
4	Name of contact Person	
5	Contact Details	Phone No.: Email ID :
6	PAN No.	
7	GSTIN No.	

(Signature of the Applicant)

SEAL:

Date: _____

Name:

Address:



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Annexure B

List of Stations over NGP Division			
1	Nagpur	NGP	NSG-2
2	Wardha	WR	NSG-3
3	Ballarshah	BPQ	NSG-3
4	Chandrapur	CD	NSG-4
5	Betul	BZU	NSG-4
6	Sewagram	SEGM	NSG-4
7	Dhamangaon	DMN	NSG-5
8	Ghoradongri	GDYA	NSG-5
9	Amla	AMLA	NSG-5
10	Pulgaon	PLO	NSG-5
11	Pandhurna	PAR	NSG-5
12	Multai	MTY	NSG-5
13	Ajni	AQ	NSG-5
14	Warora	WRR	NSG-5
15	Hinganghat	HGT	NSG-5
16	Chandur	CND	NSG-5
17	Katol	KATL	NSG-5
18	Parasia	PUX	NSG-5
19	Junnardeo	JNO	NSG-5
20	Narkhed	NRKR	NSG-5
21	Bhandak	BUX	NSG-5
22	Bhugaon	BPK	NSG-5
23	Wani	WANI	NSG-6
24	Majri	MJRI	NSG-6
25	Hirdagarh	HRG	NSG-6
26	Bordhai	BXY	NSG-6
27	Sindi	SNI	NSG-6
28	Butibori	BTBR	NSG-6
29	Babupeth	BUPH	NSG-6



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30	Palachauri	PCLI	NSG-6
31	Godhni	GNQ	NSG-6
32	Navegaon	NVG	NSG-6
33	Iklehra	IKR	NSG-6
34	Taku	TAKU	NSG-6
35	Jambhara	JMV	NSG-6
36	Kalmeshwar	KSWR	NSG-6
37	Tuljapur	TGP	NSG-6
38	Teegaon	TEO	NSG-6
39	Barbatpur	BBTR	NSG-6
40	Kirathgarh	KRTH	NSG-6
41	Dhodramohor	DOH	NSG-6
42	Talni	TLN	NSG-6
43	Malkhed	MLR	NSG-6
44	Kayar	KAYR	NSG-6
45	Nagri	NGI	NSG-6
46	Jaulkheda	JKR	NSG-6
47	Dahegaon	DAE	NSG-6
48	Sonegaon	SNN	NSG-6
49	Lingti	LNT	NSG-6
50	Kalaakhar	KQE	NSG-6
51	Seloo Road	SLOR	NSG-6
52	Timtala	TMT	NSG-6
53	Chikni Road	CKNI	NSG-6
54	Kalambha	KLBA	NSG-6
55	Khapri	KRI	NSG-6
56	Chichonda	CCD	NSG-6
57	Kohli	KOHL	NSG-6
58	Tadali	TAE	NSG-6
59	Borkhedi	BOK	NSG-6
60	Gumgaon	GMG	NSG-6



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61	Wagholi	WG	NSG-6
62	Kaotha	KAOT	NSG-6
63	Sonkhamb	SNKB	NSG-6
64	Metpanjra	MER	NSG-6
65	Maramjhiri	MJY	NSG-6
66	Barsali	BYS	NSG-6
67	Pimpalkhuti	PMKT	NSG-6
68	Bharatwada	BWRA	NSG-6
69	Dharakhoh	DHQ	NSG-6
70	Saheli	SAHL	NSG-6
71	Pusla	PUSA	NSG-6
72	Warud Orange City	WOC	NSG-6
73	Morshi	MRSH	NSG-6
74	Majri Khadan	MJKN	NSG-6
75	Gangiwara	GNW	HG-2
76	Barchi Road	BCRD	HG-2
77	Markadhana	MKDN	HG-2
78	Barelipar	BQM	HG-2
79	Mowad	MWAD	HG-2
80	Benoda	BNOD	HG-2
81	Varud	VUD	HG-2
82	Hatnapur	HTN	HG-3
83	Tinkheda	TNH	HG-3
84	Gondwana Visapur	GNVR	HG-3
85	Lalawadi	LLD	HG-3
86	Malkapur Road	MALK	HG-3
87	Darimeta	DDMT	HG-3
88	Ghudankhapa	GDKP	HG-3
89	Hiwarkhed	HKNT	HG-3
90	Magrdoh	MGRD	HG-3
1	Nagpur	NGP	NSG-2



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2	Wardha	WR	NSG-3
3	Ballarshah	BPQ	NSG-3
4	Chandrapur	CD	NSG-4
5	Betul	BZU	NSG-4
6	Sewagram	SEGM	NSG-4
7	Dhamangaon	DMN	NSG-5
8	Ghoradongri	GDYA	NSG-5
9	Amla	AMLA	NSG-5
10	Pulgaon	PLO	NSG-5
11	Pandhurna	PAR	NSG-5

The stations are clubbed as clusters in following manner.

- (i) Cluster one – Nagpur Railway Station
- (ii) Cluster two – All stations of GNQ – JKR-NRKR-KLBA sections
- (iii) Cluster three – All stations of Amla – KRTH section
- (iv) Cluster four – all stations of AQ – Warud Halt Section
- (v) Cluster five – All stations of SEGM-TMT section
- (vi) Cluster six – All stations of BPK-HGT – WRR – PMKP Section
- (vii) Cluster Seven – All stations of MJR-BPQ section
- (viii) Cluster Eight – All stations of Gangiwara- Lalawadi section