

“Expression of Interest for Co-branding and Advertisement Rights at 17 Stations of East West Corridor - Ahmedabad Metro Rail Phase-1”

EoI No. GMRC/PD/ EoI - Co-branding and Advertisement Rights - EW/2026

ADDENDUM NO: 4, DATED: 13-03-2026

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1	3.3 (vii)	14	vii. During the currency 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 GMRC. However, to avoid frequent changes in the suffix/prefix of a Brand Name to the name of the metro station, a specific brand may be displayed for a period of at one year . Further, it needs to be ensured that there is no obstruction for the free movement of passengers and operations should not be affected in any manner thereon.	vii. During the currency 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 GMRC. However, to avoid frequent changes in the suffix/prefix of a Brand Name to the name of the metro station, a specific brand may be displayed for a period of at least one year . Further, it needs to be ensured that there is no obstruction for the free movement of passengers and operations should not be affected in any manner thereon.																																																																						
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6	3.4	15	iv. The designated advertisement space can only be utilized for displaying advertisements of the brand winning the Co- Branding and Advertisement Rights bid or of brands owned by its immediate / ultimate parent company; advertisements of brands not owned and controlled by the above-mentioned entities will not be permitted	deleted
7	3.4	16	i. Sub-licensing of Co- Branding and Advertisement Rights shall not be permitted under any circumstances.	The successful bidder shall be entitled to sub-license the advertisement spaces made available, subject to terms and conditions of the license agreement and with prior approval of GMRC.