

“Expression of Interest for Co-branding and Advertisement Rights at 11 Stations of North South Corridor - Ahmedabad Metro Rail Phase-1”

Eol No. GMRC/PD/EOI - Co-branding and Advertisement Rights-NS/2026

SN	Clause No.	Page No.	Tender Condition	Bidder's Query	GMRC's Clarification, Dated: 13/03/2026
1	-	-	General	Whether a single bidder shall be permitted to bid for and be awarded Co-Branding and Advertisement Rights for multiple stations, and whether any maximum cap per bidder is proposed at RFP stage.	At Eol stage, the bidder is required to show the interest and preference against the no. of stations mentioned at Appendix- 1. There is no limitation / capping in selection of no. of stations. Also, refer Clause 4.2 (a) Average Annual Turnover for further clarification.
2	-	-	General	Whether the License Fee at RFP stage shall be determined on the basis of station-wise reserve/base price or shall be purely discovered through competitive bidding.	The base price as mentioned in the Appendix-1 are the minimum license fee for the stations. However, further details of bidding process will be clarified at RFP Stage based on the no. of interests received for the particular station.
3	5	23	5. Duration of Rights The Co- Branding and Advertisement Rights shall be offered for an initial period of 5 years, extendable to 2 years subject to mutual agreement and GMRC's policies. There shall be a lock in period of two (2) years from the date of commencement of License Agreement or the date of handing over of station premises for branding, whichever is later.	During the stipulated lock-in period of two (2) years, whether any exit provisions shall be permissible under exceptional circumstances such as force majeure, regulatory changes, or corporate restructuring.	The details will be provided at RFP Stage.
4	Annexure- 2A & 2B	28	Annexure - 2A, Collateral available at Station for Co-branding Rights Annexure 2B: Collateral available at Station for Advertisement Rights	Whether GMRC shall provide a detailed station-wise advertisement inventory at RFP stage, including exact locations, formats, visibility and minimum guaranteed areas.	Refer Annexure - 2A & 2B for the minimum collatorals available at stations for both Cobranding and Advertisement Rights respectively. Refere clause 3.3 (ii) and Clause 3.5 for indicative locations at stations.
5	-	-	General	Clarification on the evaluation methodology at RFP stage, including technical and financial weightage, requirement of presentations, and assessment criteria for brand suitability.	The details will be provided at RFP Stage.

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6	3.3 (vi) (d)	14	d. At any given time, only one brand name from the above shall be displayed at the stations (For example, if Bidding Entity A owns brands X,Y,Z, at any given time, if Bidding Entity decides to display brand X, then the branding at all the designated locations shall be of brand X only; for further clarification, the Bidding Entity cannot display brand X at a few locations, brand Y at a few locations, and so on)	With reference to the condition that only one brand shall be displayed at a station at any given time, clarification is requested whether this restriction applies uniformly across all advertisement formats and locations within the station, including concourse, platform, entry–exit areas and external façade.	Yes, the example pertains to Co-branding Rights only. Refer SN 2 of Addendum 4 for Collaterals available at station for Cobranding Rights.
7	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.	In relation to the provision permitting change of brand once in a year, clarification is requested whether such change shall be allowed station-wise or network-wide, and whether the one-year period shall be reckoned from the date of commencement of license or from the date of last approved brand installation.	It will be from the date of approval of that specific brand at station area. The further details will be provided at RFP Stage.
8	-	-	General	Clarification is requested on whether a brand change once in a year shall attract any additional approval fee, processing charge or modification cost payable to GMRC.	Refer Clause 3.3 (vii)
9	-	-	General	With respect to the requirement that all designs and materials shall be subject to prior approval of GMRC, clarification is requested on the indicative timeline for approval of design submissions, including revisions, from the date of submission by the Licensee.	Details will be provided at RFP stage.
10	-	-	General	Clarification is requested on whether GMRC shall provide any standard branding guidelines / material specifications / colour palette restrictions to be followed while preparing design submissions.	Refer clause 3.3 (ii) & (iv). Further clarifications will be provided during RFP stage.
11	-	-	General	In reference to design approval, clarification is requested whether temporary promotional installations or campaign-specific creatives shall also require prior approval of GMRC, and if so, whether a separate or expedited approval mechanism shall be followed.	Refer Clause 3.3 (ii) & (iv)

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12	3.3 (ii)	13	3.3 (ii) The Licensee shall prepare a design plan and submit to GMRC for approval which must identify exact locations and type of branding/ colouring planned for each station. Colouring of station in brand colour should be in tune with and should not disturb the aesthetics/look of the station. GMRC shall consider the plan with respect to aesthetics, operational feasibility and safety and security concerns, specifications of the paints and other materials used and other technical or operational considerations. All advertisements displayed on outer area of station building shall be in accordance with the provisions of Ahmedabad Outdoor Advertisement Policy-2023	With respect to compliance with the Ahmedabad Outdoor Advertisement Policy-2023, clarification is requested whether external façade advertisements at metro stations shall require separate permissions or fees from local authorities, or whether GMRC approval shall be deemed sufficient.	It will be clarified at RFP Stage.
13	3.3 (ii)	13	3.3 (ii) The Licensee shall prepare a design plan and submit to GMRC for approval which must identify exact locations and type of branding/ colouring planned for each station. Colouring of station in brand colour should be in tune with and should not disturb the aesthetics/look of the station. GMRC shall consider the plan with respect to aesthetics, operational feasibility and safety and security concerns, specifications of the paints and other materials used and other technical or operational considerations. All advertisements displayed on outer area of station building shall be in accordance with the provisions of Ahmedabad Outdoor Advertisement Policy-2023	Clarification is requested on whether the responsibility for ensuring statutory compliance under the Ahmedabad Outdoor Advertisement Policy-2023 shall rest solely with the Licensee, or whether GMRC shall facilitate necessary approvals, if any.	It will be clarified at RFP Stage.
14	-	-	General	Clarification is requested on the applicability of the prohibition on advertisements relating to alcohol and tobacco products. Specifically, whether advertising or branding of subsidiary / associated brands of such companies, such as non-alcoholic beverages (e.g., soda) or food products (e.g., confectionery), shall be permitted, provided that such advertisements do not directly or indirectly promote alcohol or tobacco products and are in compliance with applicable laws and policies.	Refer Clause 3.4 of items not permitted as part of Co-branding and Advertisement Rights and Refer Clause 3.4 (v), (vii) pertaining to "surrogate" advertisement and "negative list" of advertisement

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15	3.1	12	3.1. Scope of Work	3.1 : Where all we can do advertisement? You have mentioned that we shall keep advertisement as per policy and guidelines. Where can we read policy and guidelines?	Refer Clause 3.5 for indicative locations at stations. Refer SN 2 of Addendum 4 for collatorals available at stations for both Cobranding and Advertisement Rights.
16	3.3	13	(i) The 'Licensee' may prefix/suffix the brand name with the name of the station i.e. the selected station be listed as “[XYZ [Brand Name]]” or “[Brand Name [XYZ]]”; where XYZ is the name of the selected station. Any such composite name may include the Co-Branding and Advertisement Rights Partner Name in conjunction with other words subject to approval of GMRC	3.3.i: We have multiple brands like Fortune, Kings, Kohinoor, Raag Gold. Can we have different brand advertisement on the same station? Secondly, if we name one station as Fortune Gujarat University and keep Kings' advertisement inside. Will that be OK	Refer Clause 3.3 (vi) for Cobranding Rights and SN 2 of Addendum 4 for available collaterals in stations. At any given time, only one brand name shall be used for Collaterals available at station for Cobranding Rights (Annexure 2A), however multiple brands/products can be displayed for Collaterals available at stations for advertisement rights (Annexure 2B).
17	3.3 (d)	14	At any given time, only one brand name from the above shall be displayed at the stations (For example, if Bidding Entity A owns brands X,Y,Z, at any given time, if Bidding Entity decides to display brand X, then the branding at all the designated locations shall be of brand X only; for further clarification, the Bidding Entity cannot display brand X at a few locations, brand Y at a few locations, and so on)	3.3.vi.d: We own multiple brands. Can we advertise one brand on one station and another brand on another station?	Yes Refer SN 1 of Addendum 4
18	3.3 (x)	14	The Licensee shall have to clearly earmark, develop and maintain properly 5% of total advertisement spaces at each metro station for carrying out GMRC's campaigns, social activities, social messages by GMRC, in consonance with its extant CSR policy. Cost for printing advertisements regarding social marketing activities or social messages shall be borne by GMRC. This 5% space shall be over and above the tendered/minimum offered area at each station. For example, if minimum offered area is 100 sqm at a particular station, licensee shall have to earmark 5 sqm area excluding 100 sqm offered/licensed area.	3.3.x: What a licensee need to do with CSR of GMRC when we have our own CSR activities	Clause 3.3 (x) is self explanatory.

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19	3.3 (xi)	14	GMRC shall provide access to power through typical plug points and access to ducts for data cables; however, it shall be the responsibility of the Licensee to design and install advertisement equipment minimising the disturbance to the metro station finishes. In case a dedicated electricity connection is required to be drawn from GMRC, the applicable electricity charges shall be payable by the Licensee in addition to the licence fee quoted by the Bidder, in accordance with the prevailing policies of GMRC	3.3.xi: How will you measure electric consumption. What are charges at present?	It will be clarified at RFP Stage.
20	Annexure 2B	28	Annexure 2B: Collateral available at Station for Advertisement Rights	Annexure 2 B: We are seeing minimum Square Metre figures. Does it mean that we can do artwork on more than that? If yes, how much more can we go?	The spaces inside the stations may be utilised for advertisement only as mentioned in this EOI. Refer Clause 3.5 for indicative locations at stations. Refer clause 3.3 (ii), (iii) & (iv) for further clarification.
21	-	-	General	1. The concessionaire must bid on behalf of any client or can directly bid and then search for a client? Generally, the concessionaires win the rights and then scout for brands/clients.	Refer Clause 3.3 (vi) & 4.1 (a)
22	-	-	General	2. The station naming rights has branding and promotional opportunities. The branding spaces are on the walls of the stations or some designated places where media can be erected?	The collaterals for Co-branding rights and Advertisement rights are as mentioned in the SN 2 of Addendum 4 . Refer Clause 3.5 for indicative locations at stations.
23	-	-	General	The sqft. for branding is already final or can be discovered by the bid winner with mutual consent	The minimum collaterals available for Co-branding are mentioned SN 2 Addendum 4 . Refer clause 3.3 (ii) & (iv). Further clarifications will be provided during RFP stage.
24			General	Whether we can sale the advertisement space to a third party after the allotment of the selected station? Please clarify the matter to enable us to select the station for co-branding.	Yes, pelase refer SN 6 of Addendum 4