

INDIRA GANDHI STATE SPORTS COMPLEX, THE MALL SHIMLA

No. SML/IGSSC-24/2008-(loose)

Dated: 30/01/2025

Auction Notice

The Department intends to auction LED Screen (Video Wall measuring 20'x10') installed at prime site of the Shimla Town advertising and telecast events. The site is located at Indira Gandhi State Sports Complex (IGSSC), the Mall Shimla near HPTDC Lift. The visitors have a very first site on it when they step in from the HPTDC lift corridor on the Mall. The LED screen will be leased out "As IS WHERE IS BASIS" through open auction. The auction will be held at IGSSC premises on 20-02-2025 at 2.00 P.M.

The eligibility criteria and T&Cs for participating in auction can be had from the department website" <https://himachal.nic.in/index.php?lang=1&dpt id=241>



Incharge,
Indira Gandhi State Sports Complex,
The Mall Shimla-171001

ELIGIBILITY CRITERIA & TERMS & CONDITIONS FOR LEASE OUT LED SCREEN AT IGSSC THE MALL SHIMLA.

The bidders those fulfill the following eligibility criteria and accept the Terms & Conditions are eligible to participate in the auction process:

1.1 Eligibility Criteria

- i) The advertising agency should be registered with appropriate registering authority.
- ii) The advertising agency should have professional experience of 5 years in advertising and handling digital media.
- iii) The advertising agency must have cleared GST liability till 31.03.2024.
- iv) The advertising agency should have GST/PAN.
- v) The advertising agency shall deposit EMD value of Rs. 25000/- (Rs. Twenty Five thousand) in shape of DD in favour Incharge –cum-DYSSO IGSSC well in advance.
- vi) The advertising agency should have average annual turnover for the last three years of Rs. 1.50 crore as verified by the Chartered Accountants of the firm.
- vii) The ITRs for the last three years (2021-2022, 2022-2023 & 2023-2024).

NOTE:

1. The bidders intended to participate in the open auction will have to upload or submit in physical form the above documents till 15.02.2025. The bidder(s) fails to upload the above he /she will not be allowed to participate in the bid process. However the Director, YSS on merit may consider any request.
2. The bidder(s) will be allotted token number against which the bid will be acknowledged.
3. The base price of the bid will be announced by the committee at the time of bid.
4. The each bidder will officer bid price by the multiple of Rs. 500/- each time.
5. The purchaser reserves the rights to accept or reject the highest bid after assigning the reasons as may deem fit and no claim / complaint in this regard will be entertained.

2. Terms & Conditions:

1. The LED Screen will be auctioned **“AS IS WHERE BASIS IS”**
2. The successful advertising agency will deposit 25% money of auctioned amount at the fall of hammer.
3. The agency shall pay lease rent on half yearly basis in two installments in advance.
4. The LED screen will be leased out for a period of five years with incremental increase @10% p.a of auctioned amount.
5. The advertising agency will submit 5% performance security of annual auctioned amount in shape of FDR/BG in favour of Incharge, The Mall Shimla.
6. All operational & maintenance charges will be borne by the advertising agency.
7. The agency will comply with publicly display advertising norms/ guidelines.
8. The electricity bill will be paid by the agency on pro rata basis.
9. Whenever the sports associations organizes any kind of District level, State Level and National level competition in Indira Gandhi State Sports Complex, the Mall Shimla, the competition will be shown on the LED screen.
10. No advertisement against drinking, smoking, semi-nude fashion, religious fanatics or nationalism will be advertised.
11. The purchaser, without prejudice to any other contractual rights and remedies available to it (the purchaser), May, by written notice of default sent to the bidder, terminate the contract in whole or in part, if the bidder fails to deliver any or all contractual obligation(s).

12. Notice, if any, relating to the contract given by one party to the other, shall be sent in writing through registered post or facsimile or email. The addresses of the parties for exchanging such notices will be the addresses as incorporated in the contract.

13. The effective date of a notice shall be the date specifically mentioned in the notice.

14. If dispute or difference of any kind arises between the purchaser and the bidder in connection with or relating to the contract, the parties shall make every effort to resolve the same amicably by mutual consultations.

15. Breach of terms and conditions of allotment:- Notwithstanding anything mentioned above, the competent authority may, by notice in writing cancel the allotment and forfeit whole or part of the money, if any, paid in respect thereof which in no case shall exceed 10% of the consideration money, payable in respect of the allotment of the site on ground of default breach or non-compliance of any terms and conditions of allotment or for furnishing in writing incorrect information.

16. The successful bidder will be responsible for the security of the screen.

17. If the parties fail to resolve their dispute or difference by such mutual consultation within twenty-one days of its occurrence, then, such dispute or difference shall be referred to the Director (YSS) H.P.

18. Venue of Arbitration: The venue of arbitration shall be subject to civil jurisdiction of Municipal limits of Shimla Town, Shimla, and H.P. only.

19. The successful bidder or his/her authorized representative shall sign an agreement to the above T&Cs with the Incharge IGSSC.



Incharge,
IGSSC

THE MALL, SHIMLA-171001.