



Request for Proposal (RFP)
for
Selection of Master Concessionaire for
Advertisements inside Buses under OSRTC

[RFPNo: 8554 Date: 27 / 07 / 2026]

Issued By

Odisha State Road Transport Corporation (OSRTC)
Parivahan Bhavan, Sachivalaya Marg, Unit-II
Bhubaneswar-751001, Odisha

Disclaimer

The information contained in this Request for Proposal (the "RFP") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form, by or on behalf of Odisha State Road Transport Corporation (OSRTC) or any of its employees or advisors are provided to Bidder(s) on the terms and conditions set out in this document and such other terms and conditions subject to which such information is provided.

This document is not an agreement and is neither an offer nor an invitation by OSRTC to the prospective Bidder or any other person. The purpose of this document is to provide interested parties with information that may be useful to them in the formulation of their bids for qualification pursuant to this RFP. This RFP may not be appropriate for all people, and it is not possible for OSRTC, its employees or advisors to consider the investment objectives, financial situation, and particular needs of each party who reads or uses this document. The assumptions, assessments, statements, and information contained in this document may not be complete, accurate, adequate, or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements, and information contained in this document and obtain independent advice from appropriate sources.

The information provided in this document to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. OSRTC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion of the law expressed herein.

OSRTC, its employees and its advisors make no representation or warranty and shall have no liability to any person, including any Bidder or Bidders, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this document or otherwise, including the accuracy, adequacy, correctness, completeness or reliability and any assessment, assumption, statement or information contained therein or deemed to form part of this document or arising in any way with prequalification of Bidder for participation in the Bidding Process. OSRTC also accepts no liability of any nature whether resulting from negligence or otherwise caused arising from reliance of any Bidder upon the statements contained in this document. OSRTC may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this document.

The agency shall bear all its costs associated with or relate to the preparation and submission of its proposal including but not limited to preparation, copying, postage, delivery fees, and expenses associated with any demonstrations or presentations that may be required by OSRTC or any other costs incurred in connection with or relate to its response. All such costs and expenses will remain

with the Bidder and OSRTC shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an agency in preparation or submission of the response, regardless of the conduct or outcome of the RFP Process.

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1. Invitation for Proposal

The Odisha State Road Transport Corporation (OSRTC) hereby invites experienced and qualified Master Concessionaire for Advertisements inside Buses under OSRTC. The selected agencies will be responsible for:

Leveraging available buses for advertisement to generate sustained revenue for OSRTC while ensuring safety, aesthetics, and compliance with statutory norms.

The Concessionaire shall undertake investment and maintain it, then share the revenue with OSRTC as per agreed terms.

The complete RFP document has been published on <https://osrtc.org> and <https://www.tendersodisha.gov.in/> for the purpose of downloading and submission of the proposal on <https://www.tendersodisha.gov.in/>. The downloaded RFP document shall be considered valid for participation in the evaluation process subject to the submission of the required document fee. For any type of clarifications, bidder can contact +91-674-2530908 & Email: osrtc@od.gov.in

- i. The selection procedure shall be adopted as stipulated in this RFP.
- ii. Bidder(s) (authorized signatory) shall submit their proposal for eligibility and evaluation process. RFP processing fees should be paid as per the instructions provided in the bidding document.
- iii. Bidder(s) are requested to submit the complete RFP response proposal, processing fee, well advance in time so as to avoid any other unforeseen problems.

2. Schedule Bidding Process

SN	PARTICULARS	DETAILS
1	Uploading of RFP document on Tender Odisha Portal (https://tendersodisha.gov.in/) & OSRTC Website (https://osrtc.org/)	27 / 07 / 2026
2	Last date & time for Submission of Queries	07 / 08 / 2026 till 05:30 PM
3	Pre-Bid Meeting (Hybrid Mode) At: OSRTC Conference Hall, Paribahan Bhawan, Bhubaneswar	11 / 08 / 2026
4	Response to Queries / Clarification	18 / 08 / 2026
5	Last Date for Proposal e-submission through Tender Odisha Portal	28 / 08 / 2026 till 01:00PM

SN	PARTICULARS	DETAILS
6	Date and Time for Opening of Technical Bids (Hybrid mode) At: OSRTC Conference Hall, Paribahan Bhawan, Bhubaneswar	28 / 08 / 2026 at 04:30PM
7	Date and Time for Opening of Financial Bids (Hybrid mode) At: OSRTC Conference Hall, Paribahan Bhawan, Bhubaneswar	- To be intimated -

3. Definitions

SN	PARTICULAR	DEFINITION
1	Affiliate(s)	"Affiliate(s)" means an individual or an entity that directly or indirectly controls, is controlled by or is under common control with the Bidder.
2	Applicable Law	"Applicable Law" means the laws and any other instruments having the force of law in the Client's country, as they may be issued and in force from time to time.
3	Client	"Client" means the implementing agency that signs the Contract with the Selected Agency.
4	Master Concessionaire/ Agency	"Master Concessionaire/ Agency" means the agency that signs the Contract with the Authority/ Client to execute the work as per scope of the RFP.
5	Contract	"Contract" means a legally binding written agreement signed between the Client and the Agency after the Selection
6	Day	"Day" means a calendar day.
7	Government	"Government" means the government of the Client's country.
8	GoO	"GoO" means the Government of Odisha.
9	Proposal	"Proposal" means the Technical Proposal and the Financial Proposal of the Agency.
10	RFP	"RFP" means the Request for Proposal to be prepared by the Client for the selection of the Agency.
11	OGFR	"OGFR" means Odisha General Financial Rules, which are the financial regulations that govern public finances in the state.

4. Introduction

4.1 Background

OSRTC, being the State Transport Undertaking, manages/owns an extensive network of Bus Stands, Depots, and Atal Bus Stands across the state, which hold immense commercial potential for structured advertisement initiatives.

To optimize this potential, OSRTC intends to engage a single Master Concessionaire who will be authorized to manage advertisement inventory inside buses under OSRTC. The concessionaire will generate additional non-fare revenue for OSRTC.

The proposed engagement aims to **Monetize unutilized and underutilized spaces inside the Buses under OSRTC through suitable Advertisements.**

4.2 Brief Description of Bidding Process

A two (02) stage process for selection of the Agencies will be followed. The selection process involves eligibility criteria and credentials of interested Agencies. After scrutiny of the RFP, OSRTC will publish the selected agency list.

The Bidder shall pay to the OSRTC a non-refundable sum of **INR 10,000/-** (Rupees One Thousand only) + GST (18%), as a '**Bid Processing Fee**' in form of **Demand Draft** from any Nationalized Bank or Scheduled Commercial Bank in favour of "**OSRTC Security and EMD**", payable at **Bhubaneswar**.

- i. The details of the Bid submission are mentioned in this RFP.
- ii. The validity of the Bid shall be as specified in this RFP.
- iii. In terms of the RFP, a Bidder will be required to deposit, along with the Bid, RFP Processing Fee as specified in this RFP & Earnest Money Deposit (EMD) in accordance with this RFP.

4.3 Pre-Bid Response

- Bidder requiring any clarification on the RFP may send in their queries to osrtc@od.gov.in.
- On or before the date mentioned in the Schedule of Bidding Process specified as per the format provided in this document as Request for Clarification. Bidder shall be required to submit the queries in editable format preferably .doc and .xls both. OSRTC shall endeavor to respond to the queries within the period specified therein. All clarifications shall be published online on the website www.osrtc.org & <https://tendersodisha.gov.in/>.
- OSRTC shall endeavor to respond to the questions raised or clarifications sought by the Bidder. However, OSRTC reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing should be taken or read as compelling or requiring OSRTC to respond to any question or to provide any clarification.
- OSRTC may also, on its own motion, if deemed necessary, issue interpretations and clarifications to all Bidder. All clarifications and interpretations issued by OSRTC shall be deemed

to be part of the Bidding Documents. Verbal clarifications and information given by OSRTC, or its employees or representatives, shall not in any way or manner be binding on OSRTC.

- In case of any clarification/ queries, the person to be contacted is as below:

The General Manager (Operation)
Odisha State Road Transport Corporation,
Parivahan Bhavan, Sachivalaya Marg, Unit-II,
Bhubaneswar-751001, Odisha

5. Instructions to Bidder

5.1 General Terms of Bidding

- A Bidder is eligible to submit only one Bid for the Project as per the formats given in Annexures.
- Bid documents are being provided only as preliminary reference documents by way of assistance to the Bidder who is expected to carry out their own surveys, investigations, and other detailed examinations before submitting their Bids. Nothing contained in the Bid documents shall be binding on the OSRTC nor confer any right on the Bidder, and the OSRTC shall have no liability whatsoever in relation to or arising out of any or all contents of the Bid documents.
- Notwithstanding anything to the contrary contained in Bid documents, the detailed terms specified in the Contract Agreement shall have an overriding effect, provided, however, that any conditions or obligations imposed on the Bidder here under shall continue to have effect in addition to its obligations under the Contract Agreement.
- The Bidder should submit a Power of Attorney as per the format: Power of Attorney for the signing of the Bid, authorizing the signatory of the Bid.
- The Bidding Documents including this RFP, and all attached documents are and shall remain the property of OSRTC and are transmitted to the Bidder solely for the purpose of preparation and the submission of a Bid in accordance with this. Bidders are to treat all information as strictly confidential and shall not use it for any purpose other than for the preparation and submission of their Bid. The OSRTC will not return any Bid, or any information provided therewith.
- A Bidder shall not have a conflict of interest (*the "Conflict of Interest"*) that affects the Bidding Process. Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the OSRTC shall be entitled to forfeit it and appropriate the Performance Bank Guarantee, as the case may be, as mutually agreed genuine pre-estimated loss and damage likely to be suffered and incurred by the OSRTC and not by way of penalty for, inter alia, the time, cost and effort of the OSRTC, including consideration of such Bidder's proposal (the "Damages"), without prejudice to any other right or remedy that may be available to the OSRTC under the Bidding Documents and / or the Contract Agreement or otherwise. Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting the Bidding Process, if:

- The Bidder, or Associate (or any constituent thereof) and any other Bidder, or any Associate thereof (or any constituent thereof) have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in cases where the direct or indirect shareholding of a Bidder, or an Associate thereof (or any share holder thereof having a shareholding of more than 5% (five percent) of the paid up and subscribed share capital of such Bidder or Associate, as the case may be) in the other Bidder or Associate, is less than 5% (five percent) of the subscribed and paid up equity share capital thereof; provided further that this disqualification shall not apply to any ownership by a bank, logistics handling and goods transportation company, pension fund or a public financial institution referred to in subsection (72) of section 2 of the Companies Act, 2013.
- For the purposes of indirect shareholding held through one or more intermediate persons shall be computed as follows: (a) where any intermediary is controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the "Subject Person") shall be taken into account for computing the shareholding of such controlling person in the Subject Person; and (b) subject always to sub-clause above, where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on a proportionate basis; provided, however, that no such shareholding shall be reckoned under this sub-clause if the shareholding of such person in the intermediary is less than 26% of the subscribed and paid up equity shareholding of such intermediary; or a constituent of such Bidder is also a constituent of another Bidder.
- Such Bidder or any Associate thereof receives or has received any direct or indirect subsidy, grant, concessional Loan or subordinated debt from any other Bidder or Associate, or has provided any such subsidy, grant, concessional Loan or subordinated debt to any other Bidder or any Associate thereof; or
- Such Bidder has the same legal representative for purposes of this Bid as any other Bidder; or
- Such Bidder, or any Associate thereof, has a relationship with another Bidder, or any Associate thereof, directly or through common third party/ parties, that puts either or both in a position to have access to each other's information about, or to influence the Bid of either or each other; or
- Such Bidder or any Associate thereof has participated as a agency to the Authority in the preparation of any documents, design, or technical specifications of the Project.
- Explanation: Associate means, in relation to the Bidder a person who controls, is controlled by, or is under the common control with such Bidder (the "Associate"). As used in this definition, the expression "control" means, with respect to a person which is a company or corporation, the ownership, directly or indirectly, of more than 50% (fifty percent) of the voting

shares of such person, and with respect to a person which is not a company or corporation, the power to direct the management and policies of such person by operation of law.

- The OSRTC, its employees and advisors would treat the bids and support information submitted by the bidder in reciprocating confidentiality and would use it for the purpose of this or litigations, the OSRTC would do so, with information to the Bidder and any expenses related to the same would be charged to the bidder.
- This RFP is not transferable. Any award for a Project pursuant to this RFP shall be subject to the terms of Bidding Documents.
- **Consortium/ JV is not allowed to participate in this Bid.**

5.2 Acknowledgement by Bidder

It shall be deemed that by submitting a Bid, the Bidder has:

- Made a complete and careful examination of the Bidding Documents.
- Received all relevant information requested from the OSRTC.
- Accepted the risk of inadequacy, error or mistake in the information provided in the Bidding Documents or furnished by or on behalf of the OSRTC relating to any of the matters referred to above.
- Satisfied with all matters, things and information including matters referred to in this clause hereinabove necessary and required for submitting an informed Bid, execution of the Project in accordance with the Bidding Documents and performance of all its obligations there under.
- Acknowledged and agreed that inadequacy, lack of completeness or incorrectness of the information provided in the Bidding Documents or ignorance of any of the Bidder referred to in this clause hereinabove shall not be a basis for any claim for compensation, damages, the extension of time for performance of its obligations, loss of profits etc. from the OSRTC, or a ground for termination of the Contract Agreement by the Agency.
- Acknowledged that it does not have a Conflict of Interest; and
- Agreed to be bound by the undertakings provided by it under and in terms hereof.
- Bidders are invited to examine all information relevant to the Project in greater detail and to carry out, at their cost, such studies as may be required for submitting their respective Bids for the award of the Project including implementation of the Project.
- The Bidder shall be responsible for all the costs associated with the preparation of their Bids and their participation in the Bidding Process. The OSRTC will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.

5.3 Verification and Disqualification

- The OSRTC shall not be liable for any omission, mistake or error in proposals submitted by the

bidder. The OSRTC reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP or the Bidding Documents and the Bidder shall, when so required by the OSRTC, make available all such information, evidence and documents as may be necessary for such verification. Any such verification or lack of such verification, the OSRTC shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the OSRTC thereunder. OSRTC reserves the right to decide to ask for any clarification and decide to consider the same.

- The OSRTC reserves the right to reject any Bid if:
 - At any time, a material misrepresentation is made or uncovered, or
 - The Bidder does not provide, within the time specified by the OSRTC, the supplemental information sought by the OSRTC for evaluation of the Bid.
 - Such misrepresentation/ improper response shall lead to the disqualification of the Bidder. If such disqualification/ rejection occurs after the Bids have been opened and the lowest Bidder gets disqualified/ rejected, then the OSRTC reserves the right to:
 - Invite the remaining Bidder to submit their Bids in accordance with the conditions of this RFP.
 - Take any such measure as may be deemed fit in the sole discretion of the OSRTC, including annulment of the Bidding Process In case it is found during the evaluation or at any time before signing of the Agreement or after its execution and during the period of subsistence thereof, that one or more of the pre-qualification conditions have not been met by the Bidder, or the Bidder has made material misrepresentation or has given any materially incorrect or false information, the Bidder shall be disqualified forthwith if not yet appointed as the Agency either by issue of the Letter of Award (LoA) or entering into of the Agreement, and if the Successful Bidder has already been issued the LoA or has entered into the Agreement, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by the OSRTC, without the OSRTC being liable in any manner whatsoever. In such an event, the OSRTC shall be entitled to forfeit it and appropriate the Performance Bank Guarantee as Damages, without prejudice to any other right or remedy that may be available to the OSRTC under the Bidding Documents and/ or the Agreement, or otherwise.

5.4 Amendment of RFP

- At any time prior to the deadline for submission of Bids, the OSRTC may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify the RFP by the issuance of an Addendum or a Corrigendum. An addendum or a corrigendum thus issued will be a part of the RFP and shall be published online on the website www.osrtc.in. OSRTC will assume no responsibility for receipt of the Addendum or Corrigendum.
- To give the Bidder a reasonable time for taking an Addendum into account, or for any other reason, the OSRTC may, at its own discretion, extend the Bid Due Date.

5.5 Proprietary Data

- All documents and other information supplied by OSRTC or submitted by a Bidder to OSRTC shall remain or become the property of OSRTC. Bidder(s) are to treat all information as strictly confidential and shall not use it for any purpose other than for preparation and submission of their Bid. OSRTC shall not return any Bid, or any information provided therewith.

5.6 Language, Format and Signing of the Annexures

- The Bid, as well as all correspondence and documents relating to the Bid, exchanged between OSRTC and the Bidder shall be written in the English Language. Any printed literature furnished by the Bidder written in another language must be accompanied by a translation in the English Language duly authenticated by the Bidder, in which case, for purposes of interpretation of the Bid, the translation shall govern.
- The Bidder shall provide all the information sought under this RFP. The OSRTC will evaluate only those Bids that are received in the required formats and complete in all respects. The RFP proposal shall be submitted as per the check list provided in Annexures.
- The Bid shall be typed or written in indelible ink and signed by the authorized signatory of the Bidder having a Power of Attorney as per format Annexure IV: Power of Attorney for the signing of Bid, as applicable and duly authenticated by affixing a Common Seal who shall also initial each page in blue ink. All the alterations, omissions, additions, or any other amendments made to the Bid shall be initiated by the person(s) signing the Bid.
- The Bidder shall furnish the required information in their Bid in the enclosed formats only as per the Annexures to the RFP. Any deviations with respect to this may make their Bid liable for rejection.
 - Annexure I: Covering Letter (On Company's Letterhead)
 - Annexure II: Request for Clarification
 - Annexure III: Details of Bidder
 - Annexure IV: Power of Attorney (On Stamp Paper)
 - Annexure V: Non-Blacklisting Declaration (On Company's Letterhead)
 - Annexure VI: Self Declaration for Non-performance (On Company's Letterhead)
 - Annexure VII: Technical Capacity of the Bidder
 - Annexure VIII: Financial Capacity of the Bidder
 - Annexure IX: Format for EMD Fee in the shape of Bank Guarantee
 - Annexure X: Format for Financial Proposal (On Company's Letterhead)
- Bidders are required to upload all details only as per RFP document. In the event, if any of the instructions mentioned herein have not been adhered to, the OSRTC reserves the right to reject the Bid. The Bidder shall upload all the required documents in the Tender Odisha Portal in accordance with this RFP. For further information related to RFP the Bidder may connect with the address below.

**The General Manager (Operation),
Odisha State Road Transport Corporation
Parivahan Bhavan, Sachivalaya Marg, Unit-II,
Bhubaneswar-751001, Odisha**

- **Bids submitted by Hardcopy, Fax, Telegram, e-mail or any medium other than prescribed format shall not be entertained and shall be rejected.**
- Bids should be submitted on or before time and the Due Date as specified in the RFP.
- OSRTC may, in its sole discretion, extend the Bid Due Date by issuing an Addendum/ Corrigendum.
- Bids received after the specified time on the Bid Due Date shall not be eligible for consideration and shall be summarily rejected.
- Modifications/ Substitution/ Withdrawal of Bids:
 - The Bidder shall modify, substitute, or withdraw the bid prior to the Bid Due Date. No Bid shall be modified, substituted, or withdrawn by the Bidder on or after the Bid Due Date.
 - Any alteration/ modification in the Bid or additional information supplied after the Bid Due Date, unless the same has been expressly sought for by OSRTC, shall be disregarded.
- OSRTC shall not be liable to pay any interest in the Earnest Money Deposit (EMD) so made and the same shall be interest free. EMD shall be non-transferable. Any Bid not accompanied by the **Earnest Money Deposit (EMD) & Bid Processing Fee** shall be rejected by OSRTC as non-responsive.
- The Earnest Money Deposit (EMD) of unsuccessful Bidder will be returned by OSRTC, without any interest, within 60 days of the date of selection of agency or when the Bidding process is cancelled or closed by OSRTC. The Bidder may, by specific instructions in writing to OSRTC, give the details for the name and address of the person in whose favor the said demand draft shall be drawn up by OSRTC for refund, failing which it shall be drawn in the name of the Bidder.
- The successful Bidder's Earnest Money Deposit (EMD) will be returned, without any interest, upon such Successful Bidder signing the Agreement and furnishing the Performance Bank Guarantee in accordance with the provisions thereof.
- OSRTC shall be entitled to forfeit it and appropriate the Earnest Money Deposit (EMD) as mutually agreed genuine pre-estimated compensation/ Damages to OSRTC in any of the events specified in. The Bidder, by submitting its Bid pursuant to this RFP, shall be deemed to have acknowledged and confirmed that OSRTC will not suffer loss and damage on account of withdrawal of its Bid or for any other default by the Bidder during the Bid validity period. No relaxation of any kind on Earnest Money Deposit (EMD) shall be given to any Bidder.

5.7 Validity of the Bid

- Bid shall remain valid for a period of **180 (One Hundred Eighty) days**.

- In exceptional circumstances, prior to the expiry of the original bid validity period, OSRTC may request the bidder to extend the period of validity for a specified additional period. The request and the responses thereto shall be made in writing. A bidder may refuse the request without fitting EMD. A bidder agreeing to the request will not be required or permitted to modify his bid but will be required to extend the validity of his EMD for the period of the extension, and in compliance all respects.

5.8 Confidentiality

- Information relating to the examination, clarification, evaluation, and recommendation for the Bidder shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the OSRTC in relation to or matters arising out of or concerning the Bidding Process. The OSRTC will treat all information submitted as part of the Bid, in confidence and will require all those who have access to such material to treat the same in confidence. The OSRTC may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or the OSRTC.

5.9 Authority's Right to Accept/ Reject Proposal(s)

- The Odisha State Road Transport Corporation (OSRTC), being the Authority, reserves the right to accept or reject any proposal, and to annul or amend the bidding/ selection/ evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

5.10 Correspondence with Bidder

- OSRTC shall not entertain any correspondence with any Bidder in relation to the acceptance or rejection of any Bid.

5.11 Bidding Packages

- The RFP comprises **Two (02)** packages:
 - Package-I: Advertisement through Print Media; and**
 - Package-II: Advertisement through Audio-Visual Media**
- Bidders may apply for **either One Package or Both Packages**, in accordance with the format prescribed in the Financial Proposal.

5.12 Earnest Money Deposit (EMD)

- The Bidder shall furnish as part of its Bid, Earnest Money Deposit (EMD) amount to the sum of **INR 20,00,000/- (Rupees Twenty Lakhs Only)** in shape of Bank Guarantee/ Demand Draft to be made from any Nationalized or Scheduled Commercial Bank. EMD in shape of **Demand Draft** to be made from any Nationalized Bank or Scheduled Commercial Bank in favour of "**OSRTC**

Security and EMD", payable at **Bhubaneswar**. However, in case of **Bank Guarantee** the EMD is to be made from any Nationalized Bank or Scheduled Commercial Bank in favour of **Odisha State Road Transport Corporation** payable at **Bhubaneswar**.

- OSRTC shall not be liable to pay any interest on the Earnest Money Deposit (EMD) so made and the same shall be interest-free. EMD shall be non-transferable. Any Bid not accompanied by the Earnest Money Deposit (EMD) & Tender processing fee shall be rejected by OSRTC as non-responsive*.
- The Earnest Money Deposit (EMD) of unsuccessful Bidder will be returned by OSRTC, without any interest, within 60 days of the date of selection of agency or when the Bidding process is cancelled or closed by OSRTC. The Bidder may, by specific instructions in writing to OSRTC, give the details for the name and address of the person in whose favor the said demand draft shall be drawn up by OSRTC for refund, failing which it shall be drawn in the name of the Bidder.
- The successful Bidder's Earnest Money Deposit (EMD) will be returned, without any interest, upon Successful Bidder if signing the Agreement and furnishing the Performance Bank Guaranty in accordance with the provisions thereof.
- OSRTC shall be entitled to for it and appropriate the Earnest Money Deposit (EMD) as mutually agreed genuine pre-estimated compensation/ Damages to OSRTC in any of the events specified in. The Bidder, by submitting its Bid pursuant to this RFP, shall be deemed to have acknowledged and confirmed that OSRTC will not suffer loss and damage on account of withdrawal of its Bid or for any other default by the Bidder during the Bid validity period. No relaxation of any kind on Earnest Money Deposit (EMD) shall be given to any Bidder.
- The Earnest Money Deposit (EMD) shall be forfeited and appropriated by OSRTC as mutually agreed genuine pre-estimated compensation and Damages payable to OSRTC for, inter alia, time, cost, and effort of OSRTC without prejudice to any other right or remedy that may be available to OSRTC hereunder or otherwise, under the following conditions:
 - If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice as specified in this RFP.
 - If a Bidder withdraws its Bid during the period of Bid validity as specified in this RFP and as extended by the Bidder from time to time.
 - In the case of successful Bidder, after the 2nd stage of the bidding, failing within the specified time limit:
 - i. to sign the Agreement and/or
 - ii. to furnish the Performance Bank Guarantee within the period prescribed in the Contract Agreement; or
 - iii. In case the successful Bidder, having signed the Agreement, commits any breach thereof prior to furnishing the Performance Bank Guarantee.

5.13 Governing Law and Penalty Clause

- The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Odisha State Road Transport Corporation (OSRTC) holds the option for cancellation of the contract for pending activities and completes the same from any other agency.
- Odisha State Road Transport Corporation (OSRTC) may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Odisha State Road Transport Corporation (OSRTC) and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Odisha.

6. Evaluation of Bids

6.1 Bid Evaluation Committee

- OSRTC shall constitute a Bid Evaluation Committee to evaluate the responses of the bidder(s).
- The Bid Evaluation Committee shall evaluate the responses to the RFP (Eligibility Criteria) and all supporting documents/ documentary evidence. The inability to submit requisite supporting documents/ documentary evidence may lead to rejection.
- Bids shall first be evaluated against the qualification criteria specified in the RFP. Bidders applying for a particular package must satisfy all qualification requirements applicable to that package. Only those bidders found responsive and qualified during the technical evaluation stage shall have their financial bids opened and evaluated separately for the respective package(s).
- The decision of the Bid Evaluation Committee to evaluate responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.
- The Bid Evaluation Committee may ask for meetings with the bidder to seek clarification on their proposals. The bidder shall submit requisite supporting documents/ certificates on the credentials. The committee may visit the bidder's client site to validate the credentials/ citations claimed by the bidder.
- Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.
- The Bid Evaluation Committee would submit its decision to OSRTC whose decision would be final and binding upon the bidder.
- In case of a single bid, OSRTC reserves the right to accept or reject the bid on recommendations of Bid Evaluation Committee at its discretion.

- The Bid Evaluation Committee reserves the right to accept or reject any or all bids without giving any reasons thereof.
- The Bid Evaluation Committee reserves the right to reject any or all proposals deviate from the basis of any deviations.

6.2 Overall Evaluation Process

- The evaluation of the Bids shall be done in **Two (02) Stages** where the Bidder shall be first evaluated against the **Eligibility (Pre-qualification) Criteria** mentioned in this RFP.
- Only those bidders who meet the Pre-qualification criteria shall be selected for further evaluation of the **Financial Bid**, as per prescribed format given in **Annexure-X**.
- The bidder quoting the **Highest Quoted Value (H1)** shall be selected for each package separately.
- **The bidder with the highest quoted price in Package-I and Package-II, respectively, will be considered for award of the contract under the corresponding package.**

****A single bidder may be awarded both packages if it submits the highest quoted price (H1) in both packages. Alternatively, different bidders may be awarded different packages, with each package being awarded to the bidder quoting the highest price (H1) for that respective package.***

- To facilitate the evaluation of the Bid, OSRTC may at its sole discretion, seek clarifications from any Bidder regarding its Bid. Such clarifications shall be provided by the Bidder within the time specified by OSRTC for this purpose and all clarifications shall be in writing.
- If any Bidder does not provide clarifications sought as above, within the prescribed time, its Bid shall be liable to be rejected. In case the Bid is not rejected, OSRTC may proceed to evaluate the Bid by construing the required clarification to the best of its understanding and the Bidder shall be barred from subsequently questioning such interpretation by OSRTC.
- Any information contained in the Bid shall not in any way be construed as binding on OSRTC, its agents, successors, or assigns, but shall be binding against the Bidder if the Project is subsequently awarded to it under the Bidding Process based on such information.
- OSRTC reserves the right not to proceed with the Bidding Process at any time without notice or liability and to reject any Bid without assigning any reasons.

6.3 Eligibility Criteria

- Bidder's eligibility would be evaluated to assess their compliance with the following Eligibility criteria. Bidders failing to meet these criteria or not submitting requisite proof for supporting Eligibility criteria are liable to be rejected at the preliminary level. The bidder shall fulfill all the following Eligibility criteria independently, as on date of submission of bid.

SN	Basic Requirement	Specific Requirement	Documents required
PQ 1	RFP Processing Fees (₹11,800)	in shape of Demand Draft to be made from any Nationalized Bank or Scheduled Commercial Bank in favour of “ OSRTC Security and EMD ”, Bhubaneswar	Demand Draft
PQ 2	EMD (₹20,00,000)	EMD in shape of Demand Draft to be made from any Nationalized Bank or Scheduled Commercial Bank in favour of “ OSRTC Security and EMD ”, Bhubaneswar. However, in case of Bank Guarantee the EMD is to be made from any Nationalized Bank or Scheduled Commercial Bank in favour of Odisha State Road Transport Corporation, Bhubaneswar .	Bank Guarantee/ Demand Draft (Annexure-IX)
PQ 3	Legal Entity	Bidders/ Agencies should be a company registered under the Companies Act, 2013 or the Companies Act, 1956.	• Copy of Certificate of Incorporation/ Registration. • Copy of PAN/ TIN/ TAN • Valid GSTIN and copy of GST Certificate.
PQ 4	Annual Turnover from Advertising Services	Bidder should have Minimum Average Turnover of INR 20 Crores from the last three (3) financial years (FY 22-23, FY 23-24, FY 24-25) from advertising business.	Balance Sheet and P&L Statement of the Bidder issued by CA for each of the last 3 financial years in the stipulated format under Annexure-VIII .
PQ 5	Net Worth	Bidder should have Positive Net Worth for last three (3) years. (FY 22-23, FY 23-24, FY 24-25)	Certificate from CA clearly stating Positive Net Worth as defined in this RFP in the stipulated format under Annexure-VIII .
PQ 6	Business Experience	Bidder should have Minimum 3 years of experience in Outdoor/ Transit Advertising business as of June 2026.	Work Order/ Contract Documents/ Client Certificate
PQ 7	Relevant Experience	a. For Package-I: Bidder should have completed at least Two (02) Projects with any State Govt./ Central Govt./ Large Private Companies, related to Print Media based Outdoor/ Transit Advertising in last 3 years as of June 2026. b. For Package-II: Bidder should have completed at least Two (02) Projects with any State Govt./ Central Govt./ Large Private Companies, related to	Work Order/ Contract Documents/ Client Certificate (Annexure-VII)

SN	Basic Requirement	Specific Requirement	Documents required
		Audio-Visual Media based Outdoor/ Transit Advertising in last 3 years as of June 2026. Bidder participating in both Package-I & II must satisfy both criteria 'a' & 'b'.	
PQ 8	Blacklisting	Bidder should not be debarred/blacklisted by any State Government/ Central Government/PSU Organization in India for Unsatisfactory performance, corrupt or fraudulent practices or any other unethical conduct either indefinitely or for a period as on date of submission bid.	A self-certified letter signed by the Authorized Signatory of the Bidder in the stipulated format under Annexure-V.
PQ 9	Non-performance Declaration	Bidder should, in the last 3 (three) years, have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, as the case may be, nor has been expelled from any project or contract by any public entity nor have had any contract terminated any public entity for breach by such Bidder.	A self-certified letter signed by the Authorized Signatory of the Bidder in the stipulated format under Annexure-VI.
PQ10	Local Presence	Bidder should have Local/ Branch Office in Odisha. Or, Bidder should submit an Undertaking to establish Local/ Branch Office in Odisha within 3 months of issuance Work Order/ LoA.	Rent Agreement/ Electricity Bill Or, Self-certified Undertaking
PQ11	Power Attorney of	Power of Attorney in the name of Authorized Representative to be on Stamp Paper of appropriate value as per Stamp Act, relevant to place of execution.	Original Power of Attorney in the stipulated format under Annexure-IV.

Note: Any entity which has been barred or disqualified either by any State Government in India (SG) or any Union Territory Administration in India (UT) or Government of India (GoI), or any of the agencies of SG/UT/GoI from participating in any project (BOT or otherwise) and the bar subsists as on the date of Bid submission, would be disqualified. It is mandatory to submit the specified documents in support of the above Prequalification criteria and the company/firm/agency shall be disqualified should it fail to provide any of the specified documents.

OSRTC may seek clarifications from the bidder on the Eligibility Criteria on the submitted documents, however, no additional document can be produced by the bidder as pre-qualification clarification except the documents submitted in bid. Any of the clarifications by the bidder on the documents submitted against the Eligibility Criteria should not have any financial implications.

6.4 Evaluation of Bid

- i. Only the bidders fulfilling the Eligibility (Pre-qualification) Criteria shall be considered for further evaluation of the Financial Proposal.
- ii. OSRTC reserves the right to select Different Bidders with respect to different packages subject to Highest Quoted Price (H1). Otherwise, a Single Bidder may also be awarded both packages if it submits the Highest Quoted Price (H1) in both packages.
- iii. To facilitate the evaluation of the Bid, OSRTC may at its sole discretion, seek clarifications from any Bidder regarding its Bid. Such clarifications shall be provided by the Bidder within the time specified by OSRTC for this purpose and all clarifications shall be in writing.
- iv. If any Bidder does not provide clarifications sought as above, within the prescribed time, its Bid shall be liable to be rejected. In case the Bid is not rejected, OSRTC may proceed to evaluate the Bid by construing the requiring clarification to the best of its understanding and the Bidder shall be barred from subsequently questioning such interpretation by OSRTC.
- v. Any information contained in the Bid shall not in any way be construed as binding on OSRTC, its agents, successors, or assigns, but shall be binding against the Bidder if the Project is subsequently awarded to it under the Bidding Process based on such information.
- vi. OSRTC reserves the right not to proceed with the Bidding Process at any time without notice or liability and to reject any Bid without assigning any reasons.

6.5 Process after Selection

- i. After selection, a Letter of Award (LOA) shall be issued, in duplicate, by OSRTC to the Successful Bidder and the Successful Bidder shall, within 7 (seven) days of the receipt of the LOA, the bidders shall have to sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA, duly signed by the Successful Bidder is not received by the stipulated date, OSRTC may, unless it consents to extension of time for submission thereof, appropriate the EMD of such Bidder as mutually agreed genuine pre-estimated loss and damage suffered by OSRTC on account of failure of the Successful Bidder to acknowledge the LOA.
- ii. After acknowledgement of the LOA as aforesaid by the Successful Bidder, the Contract Agreement shall be executed between TIA and the Successful Bidder within 30 days from the date of issue of LOA. The Date of execution of the Contract Agreement between TIA and Successful Bidder shall be identified as Commercial Operation Date (COD).
- iii. In case the selected bidder does not quote for or provision for any other expenses required to meet the requirements of the RFP, he shall be solely responsible for those and would be required to provide them, without any additional cost to TIA.
 - a. The bidder should also provide the detailed break-up of the Tax/ Charges which the bidder would be submitting to Government against every transaction separately with Financial

Proposal.

- b. The Financial Proposal shall not contain any technical information.
- c. The technical proposal should not contain any financial information, if found same shall be considered as rejected.
- iv. The holding or acquisition of equity or control, as above, shall include direct or indirect holding/ acquisition, including by transfer, of the direct or indirect legal or beneficial ownership or control, by persons acting for themselves or in concert and in determining such holding or acquisition, OSRTC shall be guided by the principles, precedents and definitions contained in the Securities and Exchange Board of India (Substantial Acquisition of Shares and Take-overs) Regulations, 1997, or any substitute thereof, as in force on the date of such acquisition. The Bidder shall promptly inform OSRTC of any change in the shareholding, as above, and failure to do so shall render the Bidder liable for disqualification from the Bidding Process.
- v. After acknowledgement of the LOA as aforesaid by the Successful Bidder, the Contract Agreement shall be executed between TIA and the Successful Bidder within 30 days from the date of issue of LOA. The Date of execution of the Contract Agreement between TIA and Successful Bidder shall be identified as Commercial Operation Date (COD).
- vi. The Successful Bidder shall not be entitled to seek any deviation, modification, or amendment to the Contract Agreement.

6.6 Failure to agree with the Terms & Conditions of this RFP

- Failure of the successful bidder to agree with the terms and conditions of this RFP shall constitute sufficient grounds for the annulment of the award, in which event OSRTC may call for new proposals and appropriate the Performance Bank Guarantee or EMD paid by the selected bidder.

6.7 Performance Bank Guarantee

- The selected bidder shall furnish the Performance Bank Guarantee as follows:
 - After acknowledgement of the work order as aforesaid by the selected firm, the selected agency must submit performance security in the form of account payee demand draft/ banker's cheque from a scheduled commercial/ nationalized bank of India in favor of Odisha State Road Transport Corporation payable at Bhubaneswar. The amount of the performance security shall be **3% of Total Contract Value** adherence to OGFR norms.
 - The Performance Bank Guarantee should have been issued by a Scheduled Nationalized Bank or Commercial Bank in India. For the avoidance of doubt, Scheduled Bank shall mean a bank as defined under Section 2(e) of the Reserve Bank of India Act, 1934.
 - The Performance Bank Guarantee should be furnished within 15 Business Days from the date of issue of the Letter of Award (LoA).

- The Performance Bank Guarantee may be discharged/ returned by TIA upon being satisfied that there has been due performance of the obligations of the successful bidder under the contract for the entire project duration. However, no interest shall be payable on the Performance Bank Guarantee.
- OSRTC shall also be entitled to make recoveries from the Performance Bank Guarantee on the following grounds:
 - Any amount imposed as a fine by OSRTC for irregularities Committed by the successful bidder.
 - Any amount which OSRTC becomes liable to the Government/ Third party on behalf of any default of the bidder or any of his/ her/ their agent/ employees or staff.
 - Any payment/fine made under the order/judgment of any court/consumer forum or law enforcing agency or any person working on his behalf.
 - Any other outstanding amount.
 - Once the amount under this clause is debited, the bidder shall reimburse the Performance Bank Guarantee to the extent the amount is debited within 15 days of such debit by TIA failing which will be treated as breach of agreement and may lead to termination of agreement with forfeiture of all amounts including interest free Performance Bank Guarantee in favor of TIA.

6.8 Proprietary Data

- All documents and other information provided by OSRTC or submitted by the bidder to OSRTC shall remain or become the property of OSRTC. The bidders are to treat all information as strictly confidential. OSRTC will not return any Proposal, or any information related thereto. All information collected, analyzed, processed or in whatever manner provided by the Agency to OSRTC in relation to the project shall be the property of OSRTC.

6.9 Premature Termination

- The contract can be terminated by giving 1 (one) month advance notice by either side under normal circumstances and administrative reasons. On termination of the contract on this clause, the top-up amount remaining on the credit of the Corporation will be refunded duly adjusting the dues if any. The amount will not be of any interest.

6.10 Force Majeure Clause

- The Corporation shall not be held responsible for any loss or damage that may be suffered by the franchisee due to withdrawal or cancellation of buses due to Bundhs/ agitations/ accidents/ floods/ vandalism by outsiders/ riots/ fire/ war/ strikes or any other internal or external factors, which are not under the control of OSRTC.

6.11 Notices

- Wherever provision is made for giving or issuance of any notice, instruction, consent, approval, certificate or determination by any Party, unless otherwise specified, such communication shall be in writing in English and shall not be unreasonably withheld or delayed.

7. Terms of Reference (ToR)

7.1 Introduction & Objectives

The Odisha State Road Transport Corporation (OSRTC) intends to appoint a Master Concessionaire for advertisement rights on suitable spaces in interior of buses operated under OSRTC across & outside of Odisha.

The objective of this initiative is to maximize non-fare revenue through systematic utilization of advertisement inventory available inside of buses while ensuring passenger comfort, safety, aesthetics, and compliance with applicable laws and regulations.

The selected Master Concessionaire shall be granted rights to market, manage, operate, maintain, and monetize identified advertisement spaces available inside the buses operational under OSRTC including buses under OSRTC Fleet, Mukhyamantri Bus Seva, Jagannath Express and any other fleet identified by OSRTC from time to time.

The project aims to:

- Generate sustainable non-fare revenue for OSRTC.
- Create a professionally managed transit advertising ecosystem.
- Improve visibility and commercial value of OSRTC transport assets.
- Provide a single-window advertising platform for brands and agencies.
- Ensure uniform branding standards across the fleet.
- Promote Government campaigns and public awareness initiatives through transit media.

The Bidder at its own cost may visit and examine buses on sites and obtain for itself on its own responsibility all information that may be necessary for preparing the Bid document. The visit may not be used to raise questions or seek clarification; such matters must be submitted in writing.

Each Bidder is advised to carry out necessary reconnaissance surveys, site visits, field investigations, market and demand assessment, etc. at its own cost and risk, before submitting its Proposal.

1. Advertisement Modalities

7.2.1. Ownership of Assets

- All buses shall remain the sole property of OSRTC or the respective operator authorized by OSRTC.

- ii. Grant of advertisement rights shall not create any ownership, leasehold, tenancy, or proprietary rights in favour of the Master Concessionaire.
- iii. The Master Concessionaire shall only receive limited rights to commercially exploit approved advertisement inventory during the contract period.
- iv. All advertisement rights shall remain subject to the supervision and control of OSRTC.
- v. Upon completion or termination of the contract, all assets including components/ fabrications/ display components/ advertisement materials etc., whether pre-installed or installed during the contract period, by either the Authority or the Bidder, shall be handed over to the Authority ("OSRTC") in good working condition.

7.2.2. Advertisement Rights

OSRTC shall grant exclusive advertisement rights to the selected Master Concessionaire for approved spaces available inside the buses, including but not limited to:

A. Package-I: Advertisement through Print Media

- i. Back Panel of Seats inside the Buses
- ii. Hanging Grab Handles inside the Buses including installation of Grab Handles

B. Package-II: Advertisement through Audio-Visual Media

- i. TV installed inside the Buses

7.2.3. Exclusive Rights

- i. No third party shall be permitted to display advertisements on identified buses without approval of OSRTC and the Master Concessionaire arrangement.
- ii. The Master Concessionaire may engage sub-agencies, advertisers, media houses, or marketing partners at their own risk and responsibility.
- iii. OSRTC shall not be liable for any commercial dispute between the Master Concessionaire and advertisers.

7.2 Role of Agency

The selected Master Concessionaire shall be responsible for complete end-to-end management of inside-bus advertisement operations.

1.1.1. Marketing and Business Development

The Master Concessionaire shall:

- i. Identify prospective advertisers.
- ii. Market available advertisement inventory.
- iii. Develop media plans and advertisement packages.
- iv. Enter into agreements with advertisers.
- v. Maximize occupancy of advertisement inventory.

- vi. Promote long-term and short-term advertising campaigns.

1.1.2. Installation and Execution

The Master Concessionaire shall:

- i. Ensure readiness & suitability of designated spaces inside the buses for placing of advertisement materials.
- ii. Install, fit, upkeep & maintain fabrications/ display components (such as hanging grab handles, belts, acrylic/ fiber cases, display frames, holders, mounting fixtures, clamps, screws etc.) inside the buses, wherever required, for effective & secure placing/ holding/ display of advertisement materials. A moratorium period of **One (01) Month** may be allowed from date of Award of Work for installation of respective advertising components.
- iii. Solely responsible for the repair, replacement, upkeep & removal of all advertisement display infrastructure installed by it during the Contract Period, at its own cost.
- iv. Design, procure, print, fabricate, install, maintain & replace (as & when required) & remove advertisement materials inside the buses at its own cost.
- v. Use high-quality materials resistant to weather conditions.
- vi. Ensure advertisements do not obstruct safety features.
- vii. Ensure visibility of statutory markings, registration numbers, route boards and emergency exits.
- viii. Undertake all installation work without disrupting transport operations.

1.1.3. Operations and Maintenance

The Master Concessionaire shall:

- i. Maintain all advertisements & related components in good condition.
- ii. Remove torn, faded or defaced advertisements immediately.
- iii. Replace damaged materials within 72 hours.
- iv. Ensure buses remain aesthetically appealing.
- v. Keep all advertisement installations secure and safe.

1.1.4. Revenue Management

The Master Concessionaire shall:

- i. Collect advertisement revenue from advertisers.
- ii. Maintain complete records of contracts.
- iii. Submit periodic revenue reports to OSRTC.
- iv. Deposit applicable fees and share revenue as prescribed.
- v. Comply with all taxation requirements.

1.1.5. Safety and Technical Standards

The Master Concessionaire shall ensure:

- i. Advertisements do not obstruct driver visibility.

- ii. Emergency exits remain visible and accessible.
- iii. Reflective and safety markings remain unobstructed.
- iv. Advertisements comply with Motor Vehicle Rules.
- v. Materials used are fire-retardant wherever applicable.
- vi. No structural modification shall be carried out without prior approval.
- vii. Advertisement installations shall not affect vehicle performance or safety.

1.1.6. Prohibited Advertisement

The following advertisements shall not be permitted:

- i. Tobacco products.
- ii. Alcoholic beverages.
- iii. Gambling and betting activities.
- iv. Illegal products and services.
- v. Political content without Government approval.
- vi. Communal, offensive, obscene or discriminatory content.
- vii. Any content prohibited by law.

OSRTC shall have sole discretion in determining acceptability of advertisement content.

1.1.7. Reporting and Monitoring

The Master Concessionaire shall submit:

- i. Monthly inventory utilization report.
- ii. Monthly revenue report.
- iii. List of active advertisers.
- iv. Fleet-wise branding status report.
- v. Geo-tagged photographic evidence.
- vi. Compliance certificates whenever required.

7.3 Contract Period

- i. The Contract period will be for **Three (03) years** and can be extended to further period based on satisfactory performance and as per OGFR Guidelines.

7.4 Payment Terms

- i. The successful bidder has to pay to the Authority based on the rate quoted on a per bus per day basis. Monthly payments shall be calculated by multiplying the approved per-bus-per-day rate by the actual number of buses handed over to the agency.
- ii. Payments shall be made in accordance with the certified monthly service records and the terms of the contract.
- iii. Payments to be made to the Authority by **7th Working Day the Following Month** along with

submission of District-wise Invoice certified by respective District Manager/ Depot-In-Charge of OSRTC.

iv. The payment related details will be shared with the successful bidder during the issuance of LoA.

7.5 Penalty Terms

The bidder has to give penalty in accordance with the RFP.

Sl. No.	Penalty Type	Rupees (INR)
01	Installation of advertisement without Prior Approval of the Authority	Rs. 500/- per bus per day
02	Damaging the Authority's assets	As per actual
03	Delaying the monthly payment of the Authority	Rs. 5000/- per day

7.6 List of Assets Available for Advertisement

- Tentative list of assets suitable for catering advertisements in various types of buses under OSRTC is given in the table below. However, the list is subject to change based on Authority's requirement/ approval/ availability of assets.
- Further, at the sole discretion of the Authority, additional mode of advertisement may be incorporated at the RFP/ Financial Proposal stage based on input/ suggestions received.

SN	Advertisement Medium	OSRTC Buses	MBS Buses	JE (Volvo) Buses	Total Buses
A	Package-I: Advertisement through Print Media				
1	Back Panel of Seats inside the Buses	470	1,422	--	1,892
2	Hanging Grab Handles inside the Buses including Installation of Grab Handles	--	1,422	--	1,422
B	Package-II: Advertisement through Audio-Visual Media				
1	TV installed inside the Buses	116	1,422	95	1,633
Note: The number of buses may increase or decrease from time to time as per the sole discretion of Authority.					

7.7 Role of OSRTC

As the Owner, OSRTC shall play a supervisory, and regulatory role and the role is limited to oversight and auditing.

1.2.1. Asset Access

OSRTC shall:

- i. Provide access to buses approved under the project.
- ii. Share route details and deployment information as required.
- iii. Facilitate coordination with bus operators and depot authorities.
- iv. Assist in scheduling branding activities to minimize operational disruptions.

1.2.2. Approvals

OSRTC shall:

- i. Approve advertisement formats and design guidelines.
- ii. Approve advertisement creatives before display.
- iii. Reserve the right to reject or remove any advertisement considered objectionable.
- iv. Reserve certain advertisement inventory for Government campaigns and public welfare messages.

1.2.3. Monitoring and Audit

OSRTC shall:

- i. Conduct periodic inspections.
- ii. Monitor adherence to branding standards.
- iii. Review of revenue reporting and compliance.
- iv. Carry out audits whenever necessary.

ANNEXURES

Annexure I: Covering Letter (On Company's Letterhead)**To****Date:** _____

**The General Manager (Operation)
Odisha State Road Transport Corporation (OSRTC)
Parivahan Bhavan, Sachivalaya Marg, Unit-II,
Bhubaneswar-751001, Odisha**

Ref: "Request for Proposal (RFP) for selection of Master Concessionaire for Advertisements inside Buses under OSRTC"

Being duly authorized to represent and act on behalf of (hereinafter referred to as "the Applicant") and having reviewed and fully understood all the Proposal requirements and information provided and collected, the undersigned hereby submits the Proposal on behalf of (*Name of Applicant*) for the captioned Project with the details as per the requirements of the RFP, for your evaluation. We confirm that our Proposal is valid for a period of 120 days from the last date of submission of proposal.

We also hereby agree and undertake as under

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unconditional in all respects, and we agree to the terms and conditions of the RFP.

We hereby certify and confirm that in the preparation and submission of our Proposal, we have not acted in concert or in collusion with any other applicant or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully

For and on behalf of
(*Name of Applicant*)

Duly signed by the Authorised Signatory of the Applicant
(Name, Title, and Address of the Authorised Signatory)

Annexure II: Request for Clarification

The bidder requiring specific points of clarification may communicate with OSRTC during the specified period using the following format.

Bidder's Request for Clarification				
<<Name of Organization submitting query/ request for clarification>>				
<<Full address of the Organization including e-mail, phone and fax for all points of contact>>				
Sl. No.	RFP Reference (Section No., Clause, Page No.)	Content of RFP	Clarification Sought	OSRTC Response (space to be left blank by the Bidder)
1				
2				
3				

Annexure III: Details of Bidder

- 1 Name:
- 2 Country of incorporation:
- 3 Address of the corporate headquarters and its branch office(s), if any, in India
- 4 Date of incorporation and / or commencement of business
- 5 Brief description of the Company including details of its main lines of business and proposed role and responsibilities in this Project.
- 6 Details of individual(s) who will serve as the point of contact/ communication.
 - Name, Designation, Company, Address, Telephone Number, E-Mail Address, Fax Number
- 7 Of the Authorized Signatory of the Bidder
 - Name, Designation, Company, Address, Telephone Number, E-Mail Address, Fax Number

A statement by the Bidder disclosing material non-performance or contractual non-compliance in past projects, contractual disputes, and litigation/ arbitration in the recent past (Attach extra sheets, if necessary)

Annexure IV: Power of Attorney (On Stamp Paper)

Know all men by these presents, we (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint, and authorize Mr./ Ms. (name), son/daughter/wife of and presently residing at, who is presently employed with us and holding the position of , as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for pre- qualification and submission of our **"RFP for Selection of Master Concessionaire for Advertisements inside Buses under OSRTC"**. including but not limited to signing and submission of all Bids, and other documents and writings, participate in Pre- bid and other conferences and providing information/ responses to OSRTC, representing us in all matters before OSRTC, signing and execution of all contracts including the Contract Agreement and undertakings consequent to acceptance of our Tender, and generally dealing with OSRTC in all matters in connection with or relating to or arising out of our Tender for the said Project and/ or upon award thereof to us and/or till the entering into of the Contract Agreement with OSRTC.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds, and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, [.....], THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS [.....] DAY OF [.....], 2026.

For

(Signature, name, designation, and address)

Witnesses:

1.

2.

(Notarized)

Accepted

(Signature)

Name, Title and Address of the Attorney

Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any,

laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

2. Wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.

Annexure V: Non-Blacklisting Declaration (On Company's Letterhead)

M/s (Name of the bidder), (the names and addresses of the registered office) hereby certify and confirm that we or any of our promoter(s)/ director(s) are not barred by State Government / any other Government entity or blacklisted by any state government or central government / department / Local Government/ agency in India or from abroad from participating in Project/s, either individually or as member of a Consortium/JV as on the (Last date of submission of bid).

We further confirm that we are aware that our application for the “**RFP for Selection of Master Concessionaire for Advertisements inside Buses under OSRTC**” would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this RFP at any stage of the bidding process or thereafter during the agreement period. Dated this Day of 2026.

Name of the Bidder

Signature of the Authorized person

Name of the Authorized Person

Annexure VI: Self-declaration for Non-Performance (On Company's Letterhead)

I/ We hereby declare that my / our firm M/S have successfully executed the work order assigned by the State Government / any other Government entity or any state government or central government / department / Local Government / agency in India. There is no remark of non- performance or non-compliance in any of our past projects, or any contractual dispute / litigation / arbitration in the recent past. Dated this Day of 2026

Name of the Bidder

Signature of the Authorized person

Name of the Authorized Person

Annexure VII: Technical Capacity of the Bidder

Sl. No.	Name/ Address of the Client	Brief Description of Service Provided	Contract Period (Month/Year to Month/Year) & Duration	Supporting Document Provided
1				
2				
3				
4				

Note: Supporting document with respect to each work experience to be furnished by the applicants.

Yours faithfully,

For and on behalf of (Name of Applicant)

Duly signed by the Authorized Signatory of the Applicant

Name, Title, and Address of the Authorized Signatory

Annexure VIII: Financial Capacity of the Bidder**Format for CA Certificate**

(The format should be certified by Chartered Accountant with UDIN)

Sl. No.	Financial Year	Annual Turnover (INR Crores)	Net Worth (in INR Crores)
1	2022-23		
2	2023-24		
3	2024-25		
Average			

Name of Bidder's Bankers:

Address of Bidder's Bankers:

Instructions

1. The Bidder should provide details of its own Financial Capacity specified in the TENDER.
2. The Bidder shall attach copies of the balance sheets, financial statements and Annual Reports for 3 years preceding the Bid Due Date. The financial statements shall:
 - a) Reflect on the financial situation and turnover of the Bidder.
 - b) Be complete, including all notes to the financial statements; and
3. Net Worth shall mean (Subscribed and Paid-up Equity + Reserves) less (Revaluation reserves + miscellaneous expenditure not written off + reserves not available for distribution to equity shareholders).
4. The Bidder shall also provide the name and address of the Bankers to the Bidder.
5. The Bidder shall provide a CA's Certificate specifying the Net Worth of the Bidder and also specifying the methodology adopted for calculating such Net Worth in accordance with the TENDER document.
6. The Bidder shall also provide a CA's certificate specifying the annual turnover of the Bidder.

Dated this day, 2026.

Name of the CA | Signature of certifying CA |

UDIN _____

Annexure IX: Format for EMD fee in the shape of Bank Guarantee

To

The General Manager (Operation)
Odisha State Road Transport Corporation,
Paribahan Bhavan, Sachivalaya Marg, Unit-II,
Bhubaneswar-751001, Odisha

In accordance with the provisions of the RFP document, (Name and Address of the Bidder) here by deposits with the (name of the purchaser).

We the (Bank or Financial Institution) agree that the Bidder shall have right to demand, not exceeding, full or part of the amount of Rs. (amount of guarantee) INR (in words).

It is one of the terms of said Request for Proposal that the Bidder shall furnish a Bank Guarantee for a sum of Rs. xxxxxxxxxx/- (in words) as Earnest Money Deposit.

M/s. (hereinafter called as Bidder, who are our constituents intends to submit their Bid for the said work and have requested us to furnish EMD in respect of the said sum of Rs. xxxxxxxxxx/- (in words) without any demur, merely on a demand in writing from the Authority stating that the amount claimed is due and payable by the Bidder. Any such demand made by the Bank shall be conclusive as regards the amount due and payable by the Bank under this Guarantee. We, the Bank, further undertake to pay to the Authority any money so demanded notwithstanding any dispute raised by the Bidder in any manner whatsoever and our liability under these presents is absolute, unconditional, unequivocal and irrevocable.

We, the Bank, further agree that the Guarantee contained herein shall remain in full force and effect during the period that will be taken for the EMD of the said agreement.

This EMD is valid for a period of (Duration in days (months) in figures and words) from the date of bidding. (The initial period for which this EMD will be valid must be for at least days/months longer than the anticipated expiry date of the Bidder RFP (as the case may be) as stated in the 'RFP. We undertake not to revoke this EMD during its currency without the written consent of the Authority.

The Guarantee hereinbefore contained shall not be affected by any change in the Constitution of the Bank or of the Bidder.

We, the Bank, undertake not to revoke this EMD except with the previous consent of the Authority in writing. This EMD shall be valid up to and we undertake to renew/extend this EMD from time to time till the completion of Bidding process by the Bidder of its obligations under the Contract and/or as demanded by the Authority.

The expressions "the Authority", "the Bank" and "the Bidder" hereinbefore used shall include their respective successors and assignees.

In witness whereof I/We of the Bank have signed and sealed this EMD on the day of
....., 2026 being herewith duly authorized.

For and on behalf of the Bank

Signature of authorized Bank official

Name:

Designation:

Stamp/Seal of the Bank:

Signed, Sealed and Delivered For

and on behalf of the Bank

by the above named

in the presence of:

Witness 1.

Signature

Name

Address

Witness 2.

Signature

Name

Address

Annexure X: Format for Financial Proposal (On Company's Letterhead)

To

The General Manager (Operation)
Odisha State Road Transport Corporation,
Paribahan Bhavan, Sachivalaya Marg, Unit-II,
Bhubaneswar-751001, Odisha

Ref: "Request for Proposal (RFP) for Selection of Master Concessionaire for Advertisements inside Buses under OSRTC".

Madam/Sir,

We, the undersigned, having reviewed and fully understood all the requirements of the Package(s) _____ **<write I/ II/ I & II as appropriate>** of RFP for "Selection of Master Concessionaire for Advertisements inside Buses under OSRTC" dated ___/___/2026, we hereby provide our Financial Proposal.

We, the undersigned, offer to provide the services as mentioned in the Terms of Reference (TOR) of the RFP. Our Financial Proposal is as given below.

A. Package-I: Advertisement through Print Media

Sl. No.	Description	No. of Buses	Unit Rate per Bus incl. Taxes (INR)	Total Cost (INR) incl. Taxes
		A	B	C = (A*B)
1	Back Panel of Seats inside the Buses	1,892		
2	Hanging Grab Handles inside the Buses including installation of Grab Handles	1,422		
Total Cost inclusive of Taxes (In INR Figure)				
Total Cost inclusive of Taxes (In INR Words)				

Note:

- The rate quoted against each item should be inclusive of installation cost, labour/manpower cost, fabrication/ fixation cost, material cost, maintenance cost, consumable cost as well as all taxes.
- The Bidders are advised to study the Scope of Work carefully and quote the price accordingly.
- The number of buses may vary as per Authority's requirement/ approval/ availability of assets.

B. Package-II: Advertisement through Audio-Visual Media

Sl. No.	Description	No. of Buses	Unit Rate per Bus incl. Taxes (INR)	Total Cost (INR) incl. Taxes
		A	B	C = (A*B)
1	TV installed inside the Buses	1,633		
Total Cost inclusive of Taxes (In INR Figure)				
Total Cost inclusive of Taxes (In INR Words)				

Note:

- The rate quoted against each item should be inclusive of installation cost, labour/manpower cost, fabrication/ fixation cost, material cost, maintenance cost, consumable cost as well as all taxes.
- The Bidders are advised to study the Scope of Work carefully and quote the price accordingly.
- The number of buses may vary as per Authority's requirement/ approval/ availability of assets.

Our Financial Proposal shall be binding upon us for the assignment, and this proposal would be valid up to 180 days from the last date of submission of proposal.

This Financial Proposal is without any condition.

Yours faithfully,

For and on behalf of (Name of Applicant)

Duly signed by the Authorized Signatory of the Applicant

Name, Title, and Address of the Authorized Signatory

END OF DOCUMENT