

Instructions to Applicant

For STP Activities for indoor advertisement at selected Metro Stations of Aqua line in NMRC Network

Prefabricated/ready to use inside Station advertisement inventory at the selected Metro Stations of Aqua line of NMRC network are available for Short Term Promotion (STP) activities on Non-exclusive & 'as is where is whatever there is" and "First come first serve" basis.

1. The applicant shall be required to submit the duly filled and signed application form as per **Annexure -1/4** & Terms and Conditions as per **Annexure - 4/4**. The duly filled application form along with covering letter on their letter head should be submitted in hard copy as well as in scan pdf through e-mail at nmrcnoida@gmail.com. The submission of application through e-mail is must as this is required for deciding the priority of the application. The application must be submitted for approval at least fifteen (15) days prior to the actual start date of STP. The duly filled application must be accompanied with Security Deposit amount. ***Once e-mail sent, the applicant must/mandatorily intimate on the Mob. No. _9910376096 (Rajiv Kumar, Asstt. Manager, NMRC Ltd) for processing of the application.***
2. The application received will be processed/approved on first come first serve basis. The applicant whose application is received first on email will be considered first for the said inventory at the station.
3. The receiving of application for this Short Term Policy (STP) shall be entertained only after a predefined date which is 14 days after uploading of this Short Term Policy (STP) on NMRC website i.e. www.nmrcnoida.com. This Policy is uploaded on NMRC website on 16.09.2021 and applicant can send the request from 01st October 2021 onwards.
4. The intimation to the successful applicant shall be given through email as well as on telephone on the contact details provided in the application and through letter also.
5. The applicant shall be required to submit the cost of STP activity amount (License Fee + Tax) in the form of DD/PO/RTGS/NEFT only within two working days from the date of intimation to the successful applicant through email/telephone/letter or else the application for the particular inventory(s) shall be cancelled and the applicant unequivocally voluntarily agree not to seek any claim, compensation or any other consideration in case of non-allotment on whatsoever reason.
6. NMRC shall be free to allot that inventory to other applicant who has applied subsequently for the STP. Any decision taken by NMRC management will be final & binding on the applicants.
7. The applicant shall be required to submit their application at the office of :-

GM Technical
NMRC Ltd. 3rd Block, 3rd Floor
Ganga shopping complex
Sec 29 Noida, 201301 UP

8. Applicant must submit the Interest Free Security Deposit in the form of DD/Cheque/RTGS/NEFT along with duly filled application form. Application form without IFSD shall not be entertained.
9. The terms & conditions and format for application are attached herewith. It may be noted that the terms and condition are to be signed and unconditionally accepted while submitting the applications. In case of any queries, feel free to contact at the office/contact details given above.
10. Separate application to be submitted for individual Metro Station.
11. The DD/Banker's Cheque should be made in favor of "Noida Metro Rail Corporation Ltd." or RTGS/NEFT in the HDFC Bank, IFSC Code – HDFC0004715, A/c No. - 50200035332880 in the account name – Noida Metro Rail Corporation Ltd PB A/C.