

### Terms and Conditions

- a. The vendor has to take minimum 25 Sqm area and maximum as per availability of space for advertisement purpose inside each metro station.
- b. The applicant/Interested parties must submit a refundable Security Deposit equivalent to 25% of the license fee to be paid. The Security Deposit to be paid through RTGS/NEFT/DD/Bankers Cheque. The SD will be refunded after completion of STP
- c. NMRC will offer Minimum duration for the inside station Advertisement display under the STP policy for minimum 30 days or maximum upto 90 days in multiple of 30 days. Further extensions beyond 90 days can also be considered in multiple of 30 days on the request of applicant. The decision of NMRC in this regard shall be final.
- d. The interested vendors/parties will be treated as “FIRST COME FIRST SERVE BASIS” and rights will be given accordingly.
- e) The Advertisement space will be handed over only after receiving of the full license fee and interest free security deposit. ***The applicant must have valid Goods & Service Tax Number (GSTIN) with the registration in State of Uttar Pradesh.***
- f) The work of placement and removal of advertisement display/flexes inside station must be carried out in night (preferably) and if feasible can also be allowed in the day time on the production of work permission order and valid I-Card issued by NMRC.
- g) There will be no exclusivity of any type agency under the STP for the period.
- h) All responsibility of advertisement content and removal of all display shall lie with the applicant.
- i) Branding/advertisement materials inside the panels to be used should be of good quality.
- j) All safety precautions shall be ensured by the licensee. NMRC will not provide any electricity for the STP purpose.
- k) The advertisement rights will be permitted only in the above mentioned advertisement format and for the specified period. If it is found that the licensee is doing advertisement activity on;
 

**Extra panels:** penalty will be imposed at the rates for STP for the entire period on pro rata basis.

**Extra period:** penalty will be imposed at double the rates for STP for the period beyond permitted on pro rata basis.
- l) NMRC’s decision in regard to granting the STP shall be final and be binding.
- m) If any damages, breakage or loss to NMRC property occurs the same shall be rectified or the cost of damages as estimated by NMRC shall be borne by the applicant.
- n) No inconvenience is to be caused to the commuters by display of advertisement and all safety, precautions shall be ensured by licensee.
- o) In case of non-compliance of instruction for STP activities as mentioned above NMRC can impose a fine of Rs-5000/- per violation.
- p) After completion of STP campaign all advertisement displays shall be removed and compliance submitted to NMRC.
- q) The applicant has to submit unconditional acceptance of the term and conditions of the STP proposal/terms and condition.

- r) Application without IFSD shall not be entertained.
- s) Flat 25% amount will be deducted in case of STP activity will be withdrawn by the applicant before start of the STP.
- t) *The terms & conditions/clauses shall be governed by and construed in accordance with the laws in the territory of India. Irrespective of the place of delivery and the place of payment under the contract, the License Agreement shall be deemed to have been made at the panel in India from where the acceptance of application has been issued. Any dispute arising between the parties or arising out of this project or these terms shall be subject to the exclusive jurisdiction of, and venue in, the District court located in Gautam Budh Nagar, Uttar Pradesh, India.*
- u) *An agreement comprising of all the terms and conditions will also be entered between the parties within seven days of start of STP work. The applicant must have submit two stamp paper (One in the name of NMRC and other in the name of applicant) of Rs. 100/- each for the execution of agreement at the time of making the payment of advance license fee.*
- v) *This Short Term Policy (STP) will be initially for six (06) months and reviewed thereafter.*

#### Factors governing selection of permissible advertisements

- a) The applicant shall take into account the following aspects while selecting advertisements *to be displayed* and abide by all the instructions of the authorized NMRC representative on the same: –
  - I. The Licensee is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
  - II. The advertisement will not have objectionable and indecent portrays of people, products or any terms.
  - III. The use of NMRC name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed, without prior permission.
  - IV. No Surrogate advertisements are permitted unless application for placement of the same is accompanied by “no objection certificate” from the Ministry of Information and Broadcasting.
  - V. Advertisements pertaining to achievements by different Governments, their Departments, Ministries, Government Undertakings, other Authorities or Political Parties shall be permitted. However, no advertisement of any political party, person violating “Model Code of Conduct” shall be allowed during the period whereby “Model Code of Conduct” has been enforced by Election Commission. Further, no advertisement which violates “Model Code of Conduct” shall be permitted during the period whereby “Model Code of Conduct” have been enforced by Election Commission.
  - VI. Any type of audio advertisement including that from Digital Media shall not be allowed.
  - VII. All advertisement creative has to be approved from NMRC before display in Metro premises.

- b) Negative List of Advertisements – The Licensee shall take into account that the following types of advertisements are strictly prohibited
- I. Nudity
  - II. Racial Advertisements or advertisements propagating caste, community or ethnic differences.
  - III. Advertisement of drugs, alcohol, cigarette, or tobacco items
  - IV. Advertisement propagating exploitation of women or child
  - V. Advertisement having sexual overtone
  - VI. Advertisement depicting cruelty to animals
  - VII. Advertisement depicting any nation or institution in poor light
  - VIII. Advertisement banned by the Advertising Council of India or by law
  - IX. Advertisement glorifying violence
  - X. Advertisement of destructive devices and explosives depicting items, weapons and related items
  - XI. Lottery tickets, sweepstakes entries and slot machines related advertisement
  - XII. Advertisement which may be obscene or contain pornography or contain an “indecent representation of women”
  - XIII. Advertisement which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.
  - XIV. Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860
  - XV. Any content that threaten or adversely affect the public image of the NMRC/ State/Central Government or NMRC’s ability to operate its facilities or the NMRC’s ability to attract and maintain the patronage of passengers.
  - XVI. The negative list as per Noida Outdoor Advertisement Policy 2015, Outdoor Advertising Policy 2016 of Greater Noida Industrial Development Authority (GNIDA) and any revision thereof shall be applicable.
  - XVII. The advertisement should not be related to any activity which is considered unlawful/illegal as per the Indian law.