



सं : भाविप्रा/ राजकोट / वाणिज्य / NTB / Advt.

दिनांक: 31.12.2024

मेसर्स मुकेश आर्ट,
द्वारा श्री मुकेशभाई अम्बराम्भाई छत्रोला
प्लॉट ७१, सर्वे नं १४५, जम्बुदिया,
मोरबी, गुजरात, ३६३६४२

M/s Mukesh Art,
C/O Shri Mukesh Ambarambhai Chhatrola
Plot no 71, Survey No 145
Jambudiya, Morbi, Gujarat, 363642

विषय: राजकोट अंतर्राष्ट्रीय हवाई अड्डे पर विज्ञापन अधिकार लाइसेंस प्रदान करने का आशय पत्र

Subject: Award Letter for license of Advt. rights concession to design, develop, operate and market the advt. opportunity at Rajkot International Airport.

Reference : Tender ID 2024_AAI_186820_1 and LOIA issued on 14.06.2024.

महोदय/Sir,

कृपया राजकोट अन्तर्राष्ट्रीय हवाई अड्डे के नए टर्मिनल भवन में विज्ञापन अधिकार डिजाइन, विकास, संचालन और विपणन के लिए रियायत, विज्ञापन अवसर के लाइसेंस के लिए निविदा आईडी 2024_AAI_186820_1 के लिए सीपीपी पोर्टल पर जमा की गई अपनी बोली देखें। हमें आपको यह बताते हुए खुशी हो रही है कि आपका ऑफर रु. प्रथम वर्ष के लाइसेंस शुल्क के लिए Rs. 50.40 प्रति यात्री (जीएसटी और लागू करों को छोड़कर) अथवा न्यूनतम मासिक गारंटी शुल्क Rs. 14,68,957/- प्रति माह (जीएसटी और लागू करों को छोड़कर) (जो भी अधिक हो) सक्षम प्राधिकारी द्वारा स्वीकार कर लिया गया है। आपसे अनुरोध है कि निविदा के नियम एवं शर्तों के अनुसार सभी औपचारिकताएं पूरी करें।

Please refer your bid submitted on CPP Portal for tender id 2024_AAI_186820_1 for the license of ADVERTISING RIGHTS CONCESSION TO DESIGN, DEVELOP, OPERATE, AND MARKET, THE ADVERTISING OPPORTUNITY AT RAJKOT INTERNATIONAL AIRPORT. We are pleased to inform you that your offer for Rs. 50.40 per PAX (Excluding GST and applicable taxes) or MMG of Rs. 14,68,957/- (Excluding GST and applicable taxes) per month (whichever is higher) for first year license fee has been accepted by the competent authority. You are requested to complete all the formalities as per terms and conditions of the tender.

1. General:

- 1.1 The selected Bidder, **M/S Mukesh Art** shall within seven (07) working days of the receipt of the AWARD LETTER, return duplicate copy of the AWARD LETTER as acknowledgment of the award. **M/S Mukesh Art** shall submit details of



designs/drawings, layout plan and related materials for each of the location within the deadlines stipulated in the RFP (Tender ID 2024_AAI_186820_1). In the event the duplicate copy of the AWARD LETTER duly signed by **M/S Mukesh Art** is not received by the stipulated date, Authority may, unless it consents to extension of time for submission thereof, appropriate the Earnest Money Deposit (EMD) of **M/S Mukesh Art** as damage on account of failure to acknowledge the AWARD LETTER, as per RFP (Tender ID 2024_AAI_186820_1).

- 1.2 The Business incubation period shall mean a period of 60 (Sixty) days from the date of issuance of AWARD LETTER to **M/S Mukesh Art**.
- 1.3 One month advance License fee of **Rs. 14,68,957/- (Rupees Fourteen lakh sixty eight thousand nine hundred fifty seven only)**, plus applicable taxes is payable in the form of RTGS/ NEFT in favour of Airports Authority of India payable at Rajkot within 15 days from the date of issue of this letter.
- 1.4 **M/S Mukesh Art** shall execute the concession agreement as per the provisions of the Bidding documents not later than 30(thirty) days from commencement of Business Incubation Period as per the RFP (Tender ID 2024_AAI_186820_1).
- 1.5 **M/S Mukesh Art** shall execute the Integrity Pact as per the RFP (Tender ID 2024_AAI_186820_1) prior to signing of the Concession Agreement. (If applicable)
- 1.6 **M/S Mukesh Art** shall within fifteen (15) days from the date of AWARD LETTER, shall submit a Detailed Draft Media Plan in consonance with the location layout Plan as per RFP (Tender ID 2024_AAI_186820_1).
- 1.7 The Selected Bidder/ Concessionaire shall, at its own risk and cost, obtain all Applicable Permits under the Applicable Laws which are required to execute and perform the Concession Agreement and submit copies thereof to the Authority;
- 1.8 The Selected Bidder/ Concessionaire shall, at its own risk and cost, obtain the security clearances required to carry out commercial activities in the security restricted area from the Bureau of Civil Aviation Security (BCAS) or any other relevant Governmental Authority and submit copies thereof to the Authority;
- 1.9 The Selected Bidder/ Concessionaire shall apply for necessary approvals and clearances of security program from the Bureau of Civil Aviation Security (BCAS) or any other relevant Governmental Authority, and any other clearance as may be notified from time to time and submit copies thereof to the Authority.

2. Concession Term:

- 2.1 The Concession term shall expire on the (07th) Seventh Anniversary from the date of commencement of the Concession Term, as designated in the RFP (Tender ID 2024_AAI_186820_1), unless the agreement is terminated earlier in accordance with the terms and condition of the RFP and Concession Agreement.



3. Concession Fee:

- 3.1 The concessionaire shall in consideration of the concession agreement granted by Authority pay to the Authority, Concession fee (Quoted Rate per passenger) **Rs. 50.40/- (Rupee Fifty and Fourty Paise only)** per pax per month or (Minimum Monthly Guarantee- MMG) of **Rs. 14,68,957/- (Rupees Fourteen lakh sixty eight thousand nine hundred fifty seven only)**, whichever is higher per month plus applicable taxes and other charges as per the RFP (Tender ID 2024_AAI_186820_1).
- i. For the first year:- 50% of “Minimum Monthly Guarantee (MMG)” or 50% of “Quoted rate per Passenger X Number of total passenger”, whichever is higher per month plus applicable GST/Taxes.
- ii. Second year onwards:- “Minimum Monthly Guarantee (MMG)” or “Quoted rate per Passenger X Number of total passenger”, whichever is higher per month plus applicable GST/Taxes.
- 3.2 Both, MMG and Quoted Rate per passenger shall be escalated @ 5% per annum. (Tender ID 2024_AAI_186820_1).
- 3.3 The Authority shall raise invoice(s) in accordance with the terms and conditions of the draft Concession Agreement by 10th of every month. Irrespective of the date of Authority raising an invoice or receipt of the invoice by the Concessionaire, the Concessionaire is bound to remit the Concession Fee, Space Rent, CAM Charges etc by the 25th day of the same month, failing which Penal Interest on Delayed Payment shall be levied as per the RFP (Tender ID 2024_AAI_186820_1).
- 3.4 Concession Fee Commencement Date for each location shall mean the date on which the Gestation Period of that location has expired i.e. the 61st day from the Access Date of such location or commencement of business on that location whichever is earlier, unless extended in writing by the Authority.

4. Security Deposit:-

- 4.1 Concessionaire shall deposit with the Authority, an interest free refundable security deposit as detailed below:-

Concession Term	Security Deposit Description
1st Year	Amount equivalent to 50% of Eight (08) months' MMG of the first Concession Year i.e. SD amounting to Rs. 58,75,828/-
2nd to 4th year	Equivalent to Eight (08) months of average monthly concession fee paid during the 1st Concession Year X 2
5th year onwards	Equivalent to Eight (08) months of average monthly concession fee paid during the 4th Concession Year



As per provisions of RFP (Tender ID 2024_AAI_186820_1); In the first year, Security amount shall have to be deposited on or before the date of execution of this Agreement.

- 4.2 **M/S Mukesh Art** shall have the option to deposit a single Bank Guarantee for stipulated amount or two Bank Guarantees amounting to stipulated amount at its own cost. Security amount may be deposited in Cash also. Security Deposit furnished in the form of Bank Guarantee (BG) is to be issued by a Scheduled Bank having a validity period of 180 days from the date of expiry of contract. BG from Cooperative Bank (even scheduled) or in the form of FDR is not acceptable.
- 4.3 **M/S Mukesh Art** shall provide Security Deposit based on full concession fee from 2nd year onwards. It shall ensure that security deposit based on full concession fee is submitted within 60 days of completion of 1st year / 4th year of the concession term as the case may be as per the provisions stipulated above.
- 4.4 **M/S Mukesh Art** agrees and acknowledges that the Airports Authority of India shall not be liable to pay any interest on the Security Deposit.

5. Gestation Period:

- 5.1. "Gestation Period" for each location shall mean a period commencing on the Access Date in respect of each location as part of Concessioned Premises and expiring on the 61st day from Access Date of such location or commencement of business on that location whichever is earlier, unless extended in writing by the Authority.
- 5.2 The Gestation period of sixty (60) days is a Concession Fee Holiday Period. However, it is expected that the Concessionaire within this period completely installs the advertising Hardware as per approved Concessionaire managed Location layout Plan.
- 5.3 The Concessionaire however would be permitted sample marketing during this Gestation period and would be liable to pay the proportionate Concession fee for the actual Concessioned Premises area put to use without having any effect on the Concession Fee Commencement Date.

6. In addition, all terms and conditions enumerated in the RFP (Tender ID 2024_AAI_186820_1) and the Draft Concession Agreement and its Corrigendum shall form part and parcel of the AWARD LETTER. In case of any discrepancy between the provisions of RFP and AWARD LETTER, the provisions of RFP shall prevail.



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA
राजकोट अन्तर्राष्ट्रीय एयरपोर्ट, राजकोट-363520
RAJKOT INTERNATIONAL AIRPORT, RAJKOT-363520

You are requested to convey your acceptance along with copy of this letter (duly signed and stamped by the Licensee) within 7 working days of the receipt of this letter and to complete the other formalities as per AWARD LETTER.

भवदीय,

दिगंत बोरा 31.12.24

विमानपत्तन निदेशक

राजकोट अन्तर्राष्ट्रीय एयरपोर्ट

(दिगंत बोरा / Diganta Borah)

विमानपत्तन निदेशक / Airport Director

भाविप्रा, राजकोट / AAI, Rajkot

राजकोट अं.रा.हवाई अड्डा राजकोट / Rajkot Int. Airport, Rajkot

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