



BANGALORE METROPOLITAN TRANSPORT CORPORATION

CENTRAL OFFICE: BANGALORE-27.

Office of the Chief Traffic Manager (Commercial), BMTC Central Offices, 2nd Floor, Commercial Department,
Shanthinagar, Bangalore – 560 027 080-22537575

NO/BMTC/CO/TR/COM/ADVT/ 1847 /2014-15

Date: 11 .08.2014

Open Scheme Circular No:01 / 2014-15

Sub: Allotment of 200 Vajra Volvo(City) buses for display of advertisements on the body(metal) portion under 'Open to All Scheme'.

Ref: Open Scheme Circular No.02/2010-11 dt:02.06.2010.

~~*~*~*~*

BMTC directly allots its 200 Vajra Volvo(city) buses to interested persons / agencies for display of advertisements on the body(metal) portion under 'Open to All Scheme' (Direct allotment without tender) under the following fixed rates, terms and conditions.

1. The license fee/rent/advertising charges fixed is ₹ 32,500/- per bus per month.
2. Discount of ₹ 2500/- per bus per month on booking of 10 or more bus for at least one month at a time.
3. **Minimum advt area :** The total ad area that is available on body (metal) portion will be around 400 Sq.ft (37.16 Sq.mtrs)
4. **Minimum advt period:** One full calendar month. Pro-rata charges for additional period.
5. The allotment of number of buses to single person/agency is maximum upto 75 at a time.
6. **Removal Charges:** ₹ 3000/- per bus. In case the agency removes the advertisements on expiry of permitted period, the same will be refunded after getting certificate from the concerned Depot Managers for successful removal.
7. No removal charges to be paid if booking for minimum 6 months.
8. International Standard 3M (Thickness 90-100 Microns) Self Adhesive Vinyl stickers shall be used for display of ads on the metal (body) portion capable of easy removal without damaging its paint.
9. The Agency shall comply with all rules and procedures prevailing in the local territorial limits, in which the business is carried on and shall pay Service Tax, advt tax, all other taxes, fees or other sums payable to the Govt, local/BBMP/RTA or any authorities for the purpose of carrying out display of advertisement on buses. The Agency has to pay the taxes-payable to State/Central/Govt undertakings hiked if any in between the display period.
10. Removal charges, BBMP advt tax at ₹ 130/- per Sq.mt per month & RTO fee of ₹ 2500/- per bus per year to be paid in advance along with license fee.

11. All the payments shall be through DD drawn in favour of CAO-FA, BMTC, and B'lore only. The RTO fee shall be through separate DD for each bus in favour of RTO, Bangalore.
12. In case of availability of bus/buses for which the RTO fee/fees is already paid by same person/agency, there is no need to pay RTO fee again by the said person/agency as the RTO permission exists for one year.
13. The allotment of buses for display of advertisements shall be in random manner without any guarantee for any specific route. Allotment of buses will be depot wise.
14. **Advertising space:** Advertisement may be displayed on the Entire metal /body portion on both side (except window& door glasses),back side(except rear glass) excluding the space reserved for BMTC Logo, Vehicle Registration Number and Depot particulars.
15. The agency shall not undertake any advertisement for display, which may offend decency, good morals or may promote ill will or hatred amongst any class or classes of the public. Corporation shall have the right to prohibit/ reject such advertisements from display and the advertising agent shall not have the right to claim for any loss or damages that he may suffer on account of such rejection or restriction. The advertising person/agency shall not display advertisements concerning tobacco, Liquor/ alcoholic products, Narcotics, Obscene material etc., and other advertisements, which are prohibited under any law.
16. The agency shall fix the advertisement on the buses only during the period when the buses are kept idle or when it is not under operation at the Depot. The agency shall have no right to detain the buses for the purpose of display of advertisement.
17. The agency shall submit the content of the advertisement to Chief Traffic Manager (Com) before display of advertisement for his approval. The Chief Traffic Manager (Com) shall have a right to reject either whole or part of the advertisement, if the advertisement is objectionable and against the interest of the Corporation or the general public or not worthy for display on the buses.
18. Advertisement should also be displayed in Kannada without fail.
19. 10% of total display on the bus should contain subjects regarding Public Interest/Public awareness without fail.
20. All Other applicable terms and conditions of the corporation will apply.

Sd/-

Managing Director
BMTC