Reply to 2nd Pre- Bid Queries for Tender Number: RailTel/Tender/OT/CO/NTP/2019-20/RDN/518
Request for Proposal To Build, Operate and Maintain Railway Display Network

Reply to Queries raised by the following organisations are given as under (not in sequence):
1. M/s LatticeBridge Infotech Private Limited
2. M/s Panasonic India Pvt Ltd
3. M/s Srishti Communications
4. M/s Vyoma Technologies Private Limited
5. M/s Armour Display Systems Pvt. Ltd.

S.No.	Chapter No	Page No	Point No	Content of RFP requiring Clarification	Points of clarification required	Response to Queries
1	4.1.1.1	21	2	The train information will be directly picked up by the digital system through PRS/ NTES/COIS/UTS ports	Please confirm are these APIs are REST APIs?	Please refer to Clause 9.1-6 at Pg 81 of RFP, where it has been mentioned that access to Indian railway systems (direct/indirect) to integrate with RDN system will be provided. API details will be shared with the selected RDN player at the time of roll-out of RDN.
2	4.1.1.1	26	4.4	Frame accurate ad insertion on edge device: There should be a provision to do dynamic ad insertion on the client devices especially for live stream events. The advertisements played for each user can be different and all the users have to come back to live streaming at the same time without losing a frame	As per RailTel's reponse the device here means media player, mobile, website. So this means that dymanic ad insertion on media player is a requirement. Therefore, we need to integrate with Lemma for same as this feature is currently not there.	It is an indicative requirement. However, this capability enables to serve video with targeted ads to end users while maintaining broadcast quality-of-service in multiscreen video applications. If ads are relevant to the viewer, they are much more likely to be accepted.
3	4.1.1.1	28	6	Passenger should receive all railway related information along with specific content to enhance their experience.	It is still not clear what all information refers to.	This is regarding the RDN Mobile App requirement which will complement and enhance the RDN information dissemination and its utility to the passengers
4	4.1.1.1	28	6	Apart from the specific/ personalized content provided on mobile application, passenger should receive the content running on platforms/ stations and he will not miss any information	As per RailTel's reponse the info on mobile devices will be somewhat generic and not specific. However, this means that mobile apps needs some generic information running on TV at the same time. To achive this we will have to provide APIs to the passenger mobile apps developed but other bidder	This is an integration of RDN display information with the RDN mobile app as per the location for any emergency messages/localised informations etc. This will help in enhancing the user experience through RDN

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5	4.1.2	52	4.1.2.2	The Regional business associate of respective region is expected to perform following (but not limited to) activities for ensuring: 1. Application management services 2. Database management services 3. Sever management Services 4. Back-up and storage management services 5. Managing DR services and maintain RTO and RPO 6. NOC and SOC services 7. Regional helpdesk services 8. Security Management Services 9. Policy enforcement 10. Voice and Video traffic management 11. Optimization, quality of services and SLA reporting	SLA reporting - What kind of SLA report are you expecting?	Please refer to Chapter-5: Service Level Agreement of RFP document where the details and type of SLA reports are given
6	4.1.3	55		1. National Train Enquiry System (NTES) 2. Passenger Reservation System (PRS) 3. Coach Operating Information System (COIS) 4. UTS (Unreserved Ticketing System) 5. Public Address System (PAS)	Please confirm are these APIs are REST APIs?	Please refer to Clause 9.1-6 at Pg 81 of RFP, where it has been mentioned that access to Indian railway systems (direct/indirect) to integrate with RDN system will be provided. API details will be shared with the selected RDN bidder at the time of roll-out of RDN.
7	Annexure 25	184		Notorised Affidavit in stamp paper from each of the consortium partners & other sections where Stamp Paper is involved for submission	Since we have a continued lock down in Chennai and expected to continue due to rising cases of Covid, we are unable to get stamp paper and notary. Also, many of our consortium partners overseas are not in a position to do this, as they are working from home. So, we propose do a self-declaration for the criteria. This may be permitted, due to Pandemic reason. Change the requirement of stamp paper to Letterhead or plain paper with seal. In case of being a successful bidder, RailTel can collect all these documents in original with stamp paper.	Clause modified. Please refer to point no. 2 of Corrigendum-4
8	Section 12.8	100	3	Offline Submission: The bidder is required to submit the following documents in original offline (copy of the same has to be submitted online)	The postal and courier services from Chennai to anywhere is stopped. Even when we had relaxation, we sent a Original copy of invoice from IIT-M by Speed post to RailTel EKN office on 12th June and it has not been delivered till today. In view of this, we can submit this only online and later, in case of being successful bidder, submit all these in hardcopy (hopefully situation is better by then) OR if it is mandatory, allow us to submit at RailTel office in Chennai.	Clause modified. Please refer to point no. 2 of Corrigendum-4

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<tr><td>9</td><td>Section 12.6</td><td>99</td><td>1</td><td>In case the bidder is responding for both the regions, the response for each region should be submitted independently and in separate packets online and offline</td><td>Technical part of the two regions and architecture at station level and DC + SOC/NOC is going to be the same for both.

Why such a repetitive effort being sought? We can submit the commercial bids for both regions separate. However, one technical bid for both regions should be acceptable to RailTel, unless Bidder wishes to propose different system and technologies for both regions.

Request amendment to have one technical bid and two commercial bids.</td><td>As both RDN regions are separate Scope of Work, ,the bidders who wants to participate in both regions has to put separate bids for both regions (Technical and Commercial).</td></tr>
<tr><td rowspan="2">10</td><td rowspan="2">Chapter 7</td><td rowspan="2">76</td><td rowspan="2">1</td><td>MG and commercials</td><td>In view of uncertainties with Covid as well as overall economic uncertainties across all sectors and no immediate recoveries visible, we wish to proposal a new commercial model, by tweaking the proposed table as per suggestion given below. We request RailTel to consider the same, which will make project viable. At the end of 5 years, we need to invest in the upgrade / adoption of new tech etc.
Idea is to shift the X (MG of current 100 cr. is okay) to year 3 – bcoz by that time, full roll-out will happen & also existing high footfall stations where OOH is already contracted – called as Zonal RDN will have come to centralized RDN as well.

If this proposed multiplier is not acceptable to RailTel, something similar can be worked out – as it is capital intensive, this sort of shift will make it easy to convince the investor / banker to support, as full revenue flow will come in by end of year 2</td><td rowspan="2">Clause modified. Please refer to point no. 4 of Corrigendum-4</td></tr>
<tr><td colspan="2">Annexure for point 4 – commercial model.
<table>
<tr><th>Description</th><th>Year 1</th><th>Year 2</th><th>Year 3</th><th>Year 4</th><th>Year 5</th><th>Year 6</th><th>Year 7</th><th>Year 8</th><th>Year 9</th><th>Year 10</th><th>10 yr. total</th></tr>
<tr><td>Reserve price for minimum annual commitment to be quoted (INR Crores) – Each Region</td><td>0.25 * X</td><td>0.5 * X</td><td>X (> 100 Cr.)</td><td>1.1 * Year 3</td><td>1.1 * Year 4</td><td>1.1 * Year 5</td><td>1.2* Year 6</td><td>1.3 * Year 7</td><td>1.3 * Year 8</td><td>1.4 * Year 9</td><td>SUM TOTAL</td></tr>
<tr><td></td><td></td><td></td><td>MG = 100 Cr.</td><td></td><td></td><td>Tech upgrade</td><td></td><td></td><td></td><td></td><td></td></tr>
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<tr><td>11</td><td>General</td><td></td><td></td><td>Deadline extension.</td><td>Since RailTel issued the corrigendum only on 16th June & station architecture is given from standards manual, our OEMs are needing more time to work the BOM.

So, request extension of submission by 2 weeks (29th July, 2020), instead of 15th July.</td><td>Tender timelines have been extended, please refer to point no. 5 of the Corrigendum-4.</td></tr>
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12	7	78	Point # g	Revenue Sharing Arrangment	**Request for New Slabs & Waiver Requested for a Specified period : For the first three years OR till the footfalls at the Railway Stations / Reservation Counter reach the level of Year 19-20 levels whichever is later there will be no revenue sharing.** Also the Revenue Sharing Slabs are not encouraging considering a lower traction from Advertisers but compulsory maintenance of OpEx and Cost of Capital involved. **Requested Slab mentioned in the covering letter**	Minimum Guarantee clause modified. Please refer to point no. 4 of Corrigendum-4

Mentioned in Tender Document			Requested by Us.		
	Year Wise Slabs (Annual Revenue in INR Cr.)	Rev. Share		Requested Year Wise Slabs (Annual Revenue in INR Cr.)	Rev. Share
Slabs	Upto 250 Cr	20%	Slabs	Upto 50 Cr	10%
	more than 250 Cr and upto 500 Cr.	30%		more than 50 Cr and upto 100 Cr.	12%
	more than 500 Cr and upto 750 Cr.	35%		more than 100 Cr and upto 150 Cr.	15%
	more then 750 Cr. And upto 1000 Cr.	45%		more then 150 Cr. And upto 200 Cr.	20%
	more then 1000 Cr.	50%		more then 200 Cr.	30%

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13	7	78	Point # f	Minimum Guarantee Arrangment	**Waiver Requested for first 3 Operating Years post installations** : For the first three years OR till the footfalls reach the level of Year 19-20 levels whichever is later there will be no Minimum Guarantee. The MG should start from the 4th year of operation, **Requested Slab mentioned in the covering letter**	Clause modified. Please refer to point no 4. of Corrigendum-4

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Reserve Price for minimum annual commitment to be Quoted (INR Crores) - Each Region	Zero	Zero	Zero	X (>50 Cr)	X	1.1 * Year 5	1.1 * Year 6	1.2 * Year 7	1.2 * Year 8	1.3 * Year 9	SUM TOTAL

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14	3	16	Point # 5	Built Phase (supply, setting up, installation, commissioning and maintenance of display units)	The first four years should be treated as a **Build Phase** wherein the **supply installations & maintenance will be done and systems will be commissioned.** The successful vendor will be permitted to monetize the platform if he can.	Reserve price for Miniumum Gaurantee has been modified to enable the prospective bidders design their business case in intial years as well as the whole period of RDN operations.
15	3	17	Point # 21	Network, bandwidth and DC & DR services shall be provided by RailTel on **chargeable basis.**	**No charge for Electrical & network costs**: 50% of the Electrical and Network Cost is being utilized for **Providing Essential Services** and other 50% being used by us generating revenue from advertisers of which our outlook is problematic for years to come due to an economic slowdown due to Pandemic.	As per RFP. Bidders are advised to build the costing in their business model.

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16	8	80	Point # 8	Understanding of **Gross Revenue**	Migrating to **Net Revenue** excluding Agency and 3rd Party Marketing Commisions Agents : Further to this, regarding the definition & understanding of "Gross Revenue" mentioned in the Tender Document In advertising line there are various agencies that are mandated by various brands to plan their campaigns. These brands authorize these agencies to release orders to media owners. The payment is generally released by these agencies in 90 days time. These agencies deduct their agency commission (20-22% of the billed amount excluding GST Portion) and pass on the invoiced values to the media owners. In rare cases where we are directly getting a release from the Client, client negotiates further for the agency discount being his straight savings or we introduce an agency from our side to assure service and payments within credit period allowed. We have to maintain a Rates Parity with or without Agency involved. In either case there is a drop of 22-22% of the Release Value. Please be aware that this is a business norm in the market and the media owners do not play any role. These amounts received will be treated as net revenue as is the norms of media industry. **Hence request you to consider "Net Revenue" of the invoiced amount as the New "Gross Revenue".** The amount offered for revenue share will not have the tax component included in it. The GST will be paid by the media owners and post that the revenue will be shared.	As per RFP. Net Revenue is always subjective to check and finalise and will lead to to issues in the financial operation of the project. The Revenue share slabs are excluding GST component. For the MG/Revenue Share payments to RailTel by the bidder, RailTel will raise the invoice with GST and the bidder can take GST input credit on the same.
17	3	14	Point # 3	Chapyer 3 - RDN Ecosystems - Categories of Stations listed	**A1 / A & C Class stations only to be implemented initially :** We will get the opportunity to monetize bigger audience base from Category A1 / A Class Stations and C Class Stations gets a demand from Govt. Clients for its Semi Urban out-reach. Only once revenue traction is build and there is viability to extend to other class stations, it can be mutually decided to extend on a pro-rata basis once the above requests are streamlined in the ongoing tender.	Please refer to clause 4.2- Implementation Services of RFP where a phase-wise implementation plan is given. The A1/A and C category greenfield stations have to implemented in the initial first year and remaining Greenfield stations of category B and D shall be covered and completed in 2nd year, while brown field stations will offered for implementation as per the availability of stations. The whole project is planned in total and bigger stations are kept in the intial phase only.
18	12	98	Point 12.2	Bid Data Sheet - Bid Submission last date	Offline document submission should be delayed due to COVID 19 aftermath restrictions on Tra**vels and the delay in submission of offline documents should not lead to bids rejection. that In light of the Covid-19, Also We feel that the tender process should be kept on hold and deferred for another 3-4 months towards Q3 2020**	Offline document submission process is withdrawn. Please refer to point no. 2 of Corrigendum-4. Tender timelines have been extended. Please refer to point no. 5 of the Corrigendum-4.
19	Clarfication/Request				We being a registered entity in the MSME category shall remain exempted from Tender Fees and EMD mentioned in the document as per govt. of india directives for Tenders issued by Central Government Ministries. Please permit the same benefits for this bid.	Clause modified. Please refer to point no. 3 of Corrigendum-4

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20	Chapter-7	76	1	MG and commercials	The below changes are requested from us if we are to participate in the RDN Tender: 1. Minimum Gurantee: 2 Crore 2. Revenue share slabs to be changed to below: Year Wise Slabs (Annual revenue in INR Cr.) Rev Share Slabs upto 250 Cr 0% more than 250 Cr and upto 500 Cr 10% more than 500 Cr and upto 750 Cr 15% more than 750 Cr and upto 1000 Cr 20% more than 1000 Cr 25%	Clause modified. Please refer to point no. 4 of Corrigendum-4
21	12	98	Point 12.2	Bid Data Sheet - Bid Submission last date	**Extension of the Bidding** by another 6 months - since most of our expert valuation team are not able to coordinate to evaluate the current situation because they are in the containment zones.	Tender timelines have been extended. Please refer to point no. 5 of the Corrigendum-4.
22	Clarfication/Request				**MSMEs** are participating in various Government Tenders without the Application Fee or the EMD. The same may be made available for this RDN Tender also	Clause modified. Please refer to point no. 3 of Corrigendum-4
23	Chapter-7	76	1	MG and commercials	**MINIMUM GUARANTEE AND REVENUE SHARING COULD BE BASED ON PASSENGER FOOT FALL**: With the Indian Railways coming with the Zero Time Table , It is not clear when the regular trains will commence. And as well , need to understand the sense of the passenger traffic and assuming that it may not be the same as Pre Covid . The Minimum Guarantee or the Revenue Sharing could not be evaluated with the present pandemic situation , therefore MG and Revenue Model should be be reviewd .	No specific metric suggested. Clause modified. Please refer to point no. 4 of Corrigendum-4
24	Chapter-14	135	14.31	Integrity Pact program	It is mentioned that **Integrity Pact** should be submitted offline by courier before the tender. Most of the Couriers are getting Delayed because of containment zones in many cities. Therefore the INTEGRITY PACT MAY BE COLLECTED post tender also.	Clause modified. Please refer to point no. 2 of Corrigendum-4