



Dated: 27.09.2022



**RailTel Corporation of India Ltd
(A Government of India Enterprise)**

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Delhi 110023

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Corrigendum –III

Sub: Request for proposals for “Selection of business partner for monetization of Station Wi-Fi on captive portal at Railway Stations”.

Ref: i) This office Tender No. RailTel/Tender/OT/CO/Mktg/2022-23/Station Wi-Fi/03 Dt: 10.08.2022
ii) Corrigendum-I dtd 24.08.2022
iii) Corrigendum-II dtd 06.09.2022

With reference to the above mentioned open e-tender, pre-bid conference was held on 29.08.2022. Based on the queries submitted/raised by prospective bidders and discussions held during pre-bid conference, following amendments to the tender conditions are being issued (Amended Clauses/amendments only are being published with the rest of the document remaining as it is). The bids may be submitted in consideration of these amendments as mentioned below:

4.1 Clause 3.20.1, Consortium Related Conditions (Page 12 of Tender Document) may be read as:

“A maximum of five companies shall be allowed to represent a consortium. The bid should clearly identify the lead bidder among the consortium partners. An undertaking from all the consortium partners should be submitted defining the lead bidder and authorizing the authorized signatory from lead bidder to submit the proposal and interact with RailTel for this RFP. Credentials of consortium partners can be used for eligibility criteria and technical parameters.”

4.2 Clause 3.20.6, Consortium Related Conditions (Page 12 of Tender Document) may be read as:

“None of the consortium partner should be currently blacklisted by any of the PSUs/state or central ministries/Regulatory body/Government bodies”

4.3 Clause 4.1 Point no. 1 on Eligibility Criteria (Page 14 of Tender Document) may be read as:

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RailTel Corporation of India Ltd. (A Government of India Undertaking)

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“The lead bidder should be a Company registered in India under the Companies Act 1956 or 2013 or later or a partnership registered under the Indian Partnership Act 1932 or LLP act 2008.

4.4 Clause 4.1 Point no. 3 on Eligibility Criteria (Page 14 of Tender Document) may be read as:

“The bidder/ consortium partner should have a experience of executing 2 or more projects involving:

a) Monetization of digital space /advertising space/print media/hoarding.

OR

b) Linear broadcaster/content IP owner/Ad Aggregator/OTT player in Media & Entertainment industry.

OR

c) technology solution provider in entertainment domain.

OR

d) has already created an APP with minimum 50K downloads”.

4.5 Clause 8.3.1 on Payment Terms (Page 18 of Tender Document) may be read as:

“Successful bidder will have to pay the quoted MG (minimum guarantee) or 60:40 revenue share, whichever is higher as equated quarterly amounts in arrears. The period of payment will start after 3 months from the date of issue of LOA. (First three months will be counted as implementation period which will be MG/Revenue share free period).”

4.6 Clause 8.4 Point no. 3 on Period of Contract (Page 19 of Tender Document) may be read as:

“The contract period will commence from the date of issue of Letter of Intent LOA). The term of the contract shall be valid for period of 5 years and 3 months (the first 3 months of the contract will be implementation time period). The contract duration may be further extended for a period of two years with mutual consent between RailTel and the Bidder on mutually agreed terms and condition which will be reviewed and can be revised if required. RailTel may, at its sole discretion initiate a process to do best price discovery with the first right of refusal to the incumbent/ successful bidder for the extended period.”

4.7 Updated point no. 1, Clause 10.1, Annexure-I: Functional Specification (Page 29 of Tender Document)

Clause No.	Old clause	Revised clause
Point no. 1, 10.1 Technical specifications, Annexure-I: Functional Specification, page no. 29	Bidder should have an in-house advertising mediation server / system. Bidder is responsible for all relevant technology stack related serving advertisements, management of campaigns, reporting etc. RailTel will not bear any cost whatsoever towards this system.	Bidder/consortium partner should have an advertising mediation server / system. Bidder/consortium partner is responsible for all relevant technology stack related serving advertisements, management of campaigns, reporting etc. RailTel will not bear any cost whatsoever towards this system.

4.8 Updated point no. 7, Clause 10.1, Annexure-I: Functional Specification (Page 29 of Tender Document)

Clause No.	Old clause	Revised clause
Point no. 7, 10.1 Technical specifications, Annexure-I:	Bidders system should be capable of integrating with any Captive Portal / Splash Page/ AAA (irrespective of any make or provider) without the need of any additional hardware / servers etc.	Bidders system should be capable of integrating with any Captive Portal / Splash

Functional Specification, page no. 29	Bidder is not allowed to proposed introduction of a new captive portal / splash page system	Page/ AAA (irrespective of any make or provider).
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4.9 Updated point no. 8, Clause 10.1, Annexure-I: Functional Specification (Page 29 of Tender Document)

Clause No.	Old clause	Revised clause
Point no. 8, 10.1 Technical specifications, Annexure-I: Functional Specification, page no. 29	Bidder will not use the Captive Portal/Splash page /AAA platform for uploading/displaying advertisements – all changes related to advertisements should be done on the Bidder System, only one-time integration would be allowed with periodic maintenance changes (No additional hardware/software would be allowed). The bidder system should not need any access to Captive Portal / AAA servers – all transactions in terms of displaying the advertisement should be automated / managed at bidder's end.	Bidder will use the Captive Portal/Splash page /AAA platform for uploading/displaying advertisements – all changes related to advertisements should be done on the Bidder System.

4.10 Clause 8.21 on Extension of Contract and Exit Management may be read as:

“The Bidder shall be allowed, any time after the completion of lock-in period of 2 (Two) years of the Contract Term, to exit the Contract Agreement by giving - 6 (six) months’ prior written notice to RailTel, subject to completion of transition period. The bidder has to pay the MG OR Revenue share (whichever is higher) during notice period.”

4.11 Clause 9.3.5 on Project Background and Scope (Page 26 of Tender document) may be read as:

“The successful bidder is expected to carry out work for Implementation of Platform/Solution coordination with RailTel, within three (3) months from date of signing of contract.”

4.12 Response to pre-bid queries is placed at Annexure-I

4.13 All other terms and conditions of the tender remain same.

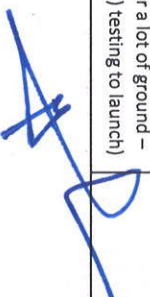
The last date of submission of Tender for “Request of Proposal for Selection of business partner for monetization of Station Wi-Fi on captive portal at Railway Stations” issued vide this E- Tender Notice No: RailTel/Tender/OT/CO/Mktg/2022-23/Station Wi-Fi/03 Dt: 10.08.2022 is extended from 28.09.2022 to 14.10.2022 up to 15.00 Hrs. All the submitted bids will be opened at 15:30 Hrs. on 14.10.2022.

Manoj Tandon
GGM/Mktg

Annexure-I

SNo.	RFP Section No. & Reference	Query	RailTel Response
1	10.1 Functional Specification	Current user journey (to understand whether a user have to visit the captive portal every-time they login.)	Yes, user has to visit the captive portal everytime they login and mobile app introduction is also on the cards.
2	2.3 Key Statistics	Number of captive portal page views/day?	It is around 1.5 to 2 times no. of unique users per day. Unique users per day are approx 9.5 to 10 lacs.
3	9.5 Roles and responsibilities of RailTel	How much real estate on the captive portal will be available for monetization?	50-60% screen space will be available. Minimum 3 screens are available per login. The videos can also be played before allowing browsing.
4		will we receive any demographic data from Railtel to enhance the eCPM rates?	We can share stations detail & its location
5	10.1 Functional Specification	will the screen real estate/slots be static or dynamic (for EG: as per time of day)	The real estate space on the screen will be static throughout the day.
6	9.4 Roles and responsibilities of RailTel	Does Railtel have any specific guidelines about what type of ads cannot displayed?	Please refer tender and ads should not be obscene in nature and adult content/chat lines should not be advertised.
7	10.1 Functional Specification	Please clarify the definition of in house monetization capabilities	Clause amended in corrigendum-III
8		Kindly advice regarding the below points:	
9		Is it only ad revenue.	Yes
10		What is the minimum expected revenue per thousand logins.	Bidder should quote minimum 10 Cr annual MG for entire footfall of Wifi stations. The calculations of this can be done by bidder.
11		Would you be selling paid wifi.	Paid Wifi is already running at the Railway stations
12		Would you be willing to differentiate ad support wifi from free wifi, what is the experience like.	We will allow once in 30 min for the bidder to break the session and play ads
13	General	Is there a clear understanding of why people would be using this as against 4g.	Because of Lower cost less than Rs. 2/GB than LTE. LTE offers Rs. 10/GB. Additionally, the experience(coverage and capacity) of LTE networks are generally not up to the expectations at Railway stations)
14		What is the total downloads on average per user per session.	Average user consumes 343 MB in average 30 min data session.
15		Paid wifi at railway stations.	Yes, Paid wifi is already running at Railway stations
16		Revenue per mile.	Query not clear
17		Display ads per thousand views.	please refer 2 and 3
18		What ad formats are you willing to drive.	Digital Ads: Banner & videos
19		Who runs the captive portal.	RailTel owns captive portal which is managed by third party vendor
20		Who runs the sms.	SMS is managed by the third party vendor

21	Clause 2.4 - page 6	The reserve price for annual minimum guarantee is Rs 10(ten) crore (excl. GST) for all stations.	Our Risk team has red flagged as major risk. First year MG can not be met, as it will take a huge efforts to setup and popularise the services as well as monetisation - which can come only after 4-5 months of system to be stabilised. Ref : https://adcpmtrates.com/2019/11/05/ad-cpm-rates-in-india-2019/ . You can see that the max CPM rate will be 0.5 USD (more realistic is 0.1 to 0.2 per CPM) ... assuming 905821 avg. unique users / day - one impression is only coming to Rs. 1.25 cr. approx. per year ... We request to reduce the MG to realistic level.	Request not accepted
22	Clause 2.6 - Page 6	Selected bidder will pay the quoted MG or 50:50 revenue share, whichever is higher	Since the estimated revenue expected from Banner Ad etc. to far lower - as per Sl. No 1, it is better to put the revenue share on the Slab basis than a fixed one. However, max Rev share to made as 40% - as we have to meet opex as well as promotions of the services available to passengers.	As per the corrigendum-III
23	Clause 2.16 - page 7	Last Date and time for Submission of Bids	We request for atleast 35 days extension for submission of the bid (due to festivities coming up)	As per the corrigendum-III
24	Clause 4.1 - Page 17	Eligibility Requirements for the Bidder	Point 1 - can be amended to include the Overseas companies with relevant experience and technologies - as we may have an overseas co. in the consortium	As per the corrigendum-III
25	Clause 4.1 - Page 17	Eligibility Requirements for the Bidder	Point 3 - The bidder should have experience of executing 2 or more projects involving monetization of digital advertising space in last 3 years. Monetisation projects are not many so far in a good scale, like it is conceived by Railtel. So, we request this to be amended to add just experience in the any advertisement field or other media.	As per the corrigendum-III
26	Clause 3.20.1 - Page 12	A maximum of three companies shall be allowed to represent a consortium	Since the technology for tracking the advertisement served as well as promotion of the services, we are planning to get the specialised partners. So, we request for this number to be increased to 5	As per the corrigendum-III
27	Clause 8.4 - page 19	The contract period will commence from the date of issue of Letter of Intent (LOA)	Contract period will commence from the date of signed agreement not LOA & Contract duration should be minimum of 5 years from launch or agreement signing – for App to pickup traction & become popular – needs about 18 months with heavy promotion & 24 months with moderate promotion	As per the corrigendum-III
28	Clause 8.3.1 - page 18	he period of payment will start after 1 month from the date of issue of LOA.	This should be minimum 6 months, as we have to cover a lot of ground – including mobile App (giving a name (to) integration (to) testing to launch)	As per the corrigendum-III



29	Clause 9.3.5 - page 27	The successful bidder is expected to carry out work for Implementation of Platform/Solution coordination with RailTel, within) one (1) months from date of signing of contract	We request this to be amended to 6 months, as per sl no in 6 & 7	As per the corrigendum-III
30	Clause 10.1 - page 29	Point 2 - Bidder should support advertisement on existing captive portal.	We have no idea or information on the existing captive portal. We request to change this from Mandatory to optional, as we have different plans to engage the passengers even when they are not in station or using the trains for travel. So, this may be made 'optional', after evaluation after award	The successful bidder can leverage the existing portal developed by Inventum for advertisements or can bring their own captive portal/mobile app to engage with customers. The integration with RailTel AAA is required in this case for authentication and self care functionalities.
31		Point 7 - without the need of any additional hardware / servers etc.	We have planned to do many additional engagement with users including hosting Infotainment in the ECH based APs, which will add to revenue streams. So this may be made optional.	As per the corrigendum-III
32		Point 8 - Bidder will not use the Captive Portal/Splash page /AAA platform for uploading/displaying advertisements	We have planned to do many additional engagement with users including hosting Infotainment in the ECH based APs, which will add to revenue streams. So this may be made optional.	As per the corrigendum-III
33	Other Queries		In case of free wifi, 1 Mbps speed is too low for playing the video content.	We are open to increase it to 6 mbps for displaying Full HD video ads as per the requirement for first 10 min during which video is to be played at stations.
34			Can bidder propose their own mobile app?	RCIL planning its own App, access to App would be given to selected partner for monetisation. Partner can also bring its own App for WiFi access which can be used independently by the customers or it can be embedded in to RCIL App(App in App).
35			For hosting any server in data center, will it require any additional cost?	RCIL would not charge hosting in RailTel Data center, bidder to specify power and space requirements.