



AMC OUTDOOR MEDIA MANAGEMENT UNIT

HANDBOOK  
FOR  
REAL TIME BIDDING  
ON  
ADVISION AMC  
E AUCTIONING MODULE

[WWW.ADVISIONAMC.COM](http://WWW.ADVISIONAMC.COM)

**+91 79 22 14 44 14**

[CONTACT@ADVISONAMC.COM](mailto:CONTACT@ADVISONAMC.COM)

# E AUCTIONING

## REGISTRATION / SIGN UP FOR E AUCTIONING SYSTEM

- Bidder needs to register first on [WWW.ADVISIONAMC.COM](http://WWW.ADVISIONAMC.COM) website under “eAuction” Section. Mobile and Email Verification is mandatory to avail Login Rights to Advision AMC eAuctioning System.
- Registration process is self-attested. There is no manual validation involved is involved for the approval of the bidder.
- Bidder needs to Upload valid and authentic documents asked for Registration while filling up the information.

## LIST OF DOCUMENTS REQUIRED FOR ADVISION AMC E AUCTION REGISTRATION:

- SERVICE TAX REGISTRATION COPY
- PROFESSIONAL TAX REGISTRATION COPY
- ESTABLISHMENT TYPE DOCUMENTS AS PER THE FOLLOWING TABLE:

INDIVIDUAL	SOLE PROPRIETORSHIP	HUF	PARTNERSHIP	COMPANY	SOCIETY	CO- OP. SOCIETY	TRUST
1. Self Attested Copy of PAN Card of Individual			1. Certified Copy of Partnership Deed	1. Memorandum & Articles of Association	1. Certificate of registration issued by Registrar of Societies	1. Certificate of registration issued by Registrar of Co-operative Societies	1. Certified copy of the Trust Deed
			2. Documents to be signed by a Partner, on the basis of a resolution signed by all the other partners.	2. Certificate of Incorporation	2. Memorandum of Association and By- Laws.	2. Bye- Laws	2. Documents to be signed by a Trustee on the basis of a resolution signed by all the other Trustees.
			3. Self Attested Copy of PAN Card of Partnership Firm	3. Form 32 for all Directors	3. Documents to be signed by a Chairman/ President, Authority given on the basis of resolution of the Managing Committee	3. Documents to be signed by a Chairman/ President, Authority given on the basis of resolution of the Board of Directors	3. Self Attested Copy of PAN Card of Trust
				4. Documents to be signed by a Director on the basis of a resolution of the Board of Director		4. Self Attested Copy of PAN Card of Society	
				5. Self Attested Copy of PAN Card of Company			
				6. Board Resolution letter			

## TECHNICAL REQUIREMENTS

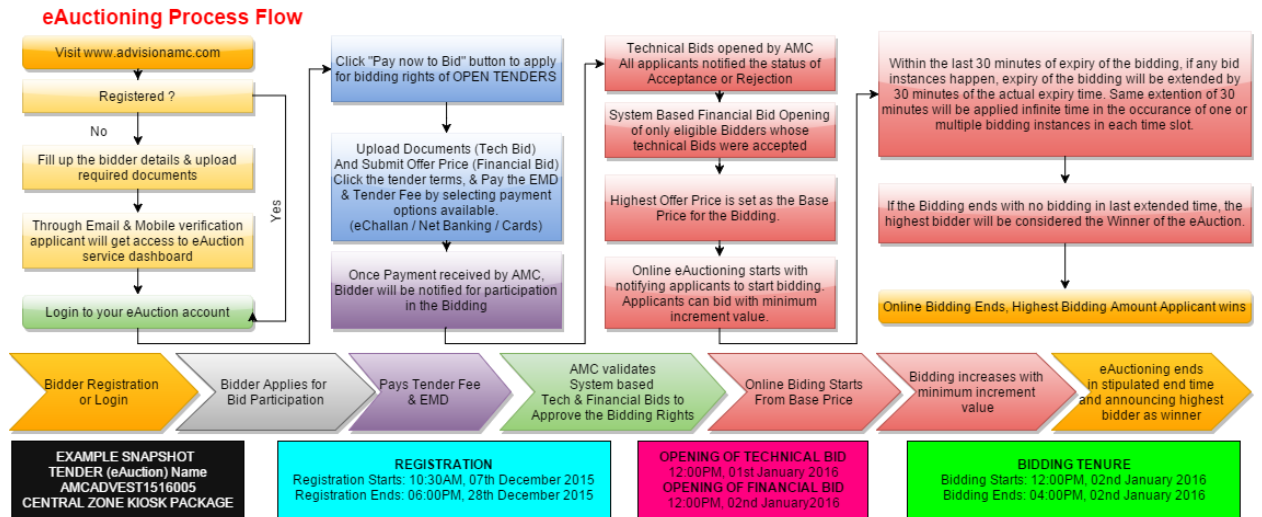
- Internet Connection
- Computer with Windows 2000 or Higher Versions
- Google Chrome, Mozilla Firefox or Internet Explorer 5.5 or above

## PARTICIPATION IN E AUCTIONING

- Each eAuction will be four stages for online Real Time Bidding of Advision AMC eAuctioning System
  1. **Registration Period:** Bidder can Pay Tender Fee & EMD and Upload Required Documents for Technical Bid. Bidder also have to provide “Offer Price”. 14 Days for Registration
  2. **Technical Bid Opening:** eAuction Departmental authorities will open the Tender Documents for validating and approving bidders.
  3. **Financial Bid Opening:** eAuction Departmental authorities will open the Financial Bid of Validated (From the Technical Bid) Bidder of their Offered Prices.
  4. **Real Time Bidding:** eAuctioning will start at the stipulated time once Financial Bid opened and verified by eAuction Departmental authorities. Best “Offered Price” will be set as “Base Price” for the Real Time Bidding.
- After Login into the Advision AMC eAuctioning System, Bidder can select the particular running eAuctions.
- Bidder has to select “Pay Now to Bid” button for opting for the bidding of the particular eAuction
- Within the Process Bidder has to agree to the eAuction Terms & Conditions, Uploading Required Documents for opening of an “**Technical Bid**”.
- Bidder has to enter his “**Offer Price**” for the eAuctioning.
- Bidder has to Pay the “**Tender Fee**” along with the Earnest Money Deposit (**EMD**), Bidder can select following options for the payments:
  1. Net Banking
  2. Credit /Debit Cards
  3. eChallan (Downloading Challan & paying through NEFT/RTGS from preferred bank.
- Once Payment received Bidder will be eligible to bid in selected eAuction
- Bidder will be notified of the Receipt of the Payments, Eligibility Status after the Technical Bid opening and Financial Bid Opening.
- Bidder can participate in Real Time Bidding once it starts at stipulated time.
- Bidder has to enter Bid Value in minimum “Incremental Value” set.
- Real Time Bidding will be extended by 30 minutes if Bidding Instances occur in last 30 minutes of the Bidding Expire Time.

- Bidder with the highest Bidding Price will be announced at the time of the expiry of the Real Time Bidding.

## E AUCTIONING PROCESS FLOW: EXAMPLE SNAPSHOT



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## **E AUCTIONING GENERAL TERMS:**

1. Online Registration at [www.advisionamc.com](http://www.advisionamc.com) is mandatory to participate in Tender cum eAuction.
2. While registering for the eAuctioning providing Mobile Number and Email ID are mandatory as all the communication shall be made to Registered Mobile Number and Registered Email ID (as username) in the form of SMS' and Emails. In case Tenderer will be responsible to change or update the communication Email or Mobile Number details to Advision well in advance.
3. Tender cum eAuctioning system is driven by set time limits for each stages and it must be followed strictly to participate in Real Time Bidding.
4. Tender Fee and Earnest Money Deposit (EMD) have to be paid in stipulated time period to avail the participation rights to Real Time Bidding. Late payments shall not grant access to the eAuctioning. Following are the payment options at [www.advisionamc.com](http://www.advisionamc.com) website:
  - A) Credit Cards or Debit Cards or Net Banking. Receipt will be mailed to Email ID of the Tenderer.
  - B) E Challan can be downloaded for Bank Transfers through NEFT/RTGS from preferred banks. Once payment received Receipt will be sent to Email ID of the Tenderer.
5. All the required documents for the Technical Bid and Financial Bid must be uploaded to the Advision AMC website in stipulated time period set for the Tender cum eAuction.
6. Tenderer will be disqualified if he/she fails to pay the Tender Fee and EMD or upload the required documents on time. Such tenders will be cancelled and will not be considered to provide rights to Real Time Bidding.
7. Technical Bid will be opened online for document verification of Tenderers and Financial Bid will be opened thereafter. Disqualified Tenderer after invalid Technical Documents will not be part of Financial Bid opening. All Valid Tenderers' shall be notified of Highest Offer Price through Email and SMS.
8. Online Valid Tenderers can participate in Real Time Bidding (eAuction)
9. Real Time Bidding (eAuction) will be finished at 4:00PM of the same day of the opening of the Financial Bid. Bidding Initiation, Bid Crossing and Increment related information shall be provided during the time of Real Time Bidding though Email and SMS. Bidder has to enter the bid value in the multiple of minimum Increment Value or higher. Real Time Bidding will be extended by 30 minutes if Bidding Instances occur in last 30 minutes of the Bidding Expire Time. Bidding will be declared completed with no Bidding Instance in last 30 minutes of the Bid Expiration Time.
10. During the Real Time Bidding, Bidder identity will be encrypted and will not be displayed, only bidder himself/herself can see the Highest Bidding Value in his/her login dashboard.

11. Real Time Bidding (eAuction) Highest Value approval would be processed by Departmental Authorities for the sanctioning of the Tender.
12. Highest Bidder have to produce the required Documents for further process of granting the License.
13. With instance of No Real Time Bidding Participation, the Highest Offered Price will be considered Winner of the Tender cum eAuction process.
14. Highest and Second Highest Bidder shall submit the uploaded hard documents in self-attested manner with Name, Sign and Stamp to the instructed address within 7 working days of the completion of the Bidding. If Highest Bidder fails to submit the hard copies within 7 working days, he will be declared disqualified and Second Highest will be awarded the Tender considering he/she submit the documents in stipulated time period. The EMD of the disqualified bidder will be forfeited.
15. Departmental Highest Authorities have the final authorization for any queries or issues raised of the Tender cum eAuctioning.
16. Advision AMC is not responsible for any Mobile Network relation issues due to which SMS or Email do not delivered because of the mobile or internet services. Bidder has to ensure seamless access to internet for participation in eAuctioning.
17. Advision AMC is available in following business hours for helping Bidders for providing Induction Training for the usage of the eAuctioning System and related information:

**ADVISION AMC**

TF, 302, 303 & 304, SHYAMJI KRISHNA VARMA COMMERCIAL COMPLEX,  
OPPOSITE NEW CLOTH MARKET, RAIPUR, AHMEDABAD, GUJARAT. 380 001  
CONTACT: +91 79 22 14 44 14  
EMAIL: CONTACT@ADVISIONAMC.COM

**ABBREVIATIONS:**

**DEPARTMENT:** Authority which floats the Tender cum eAuction on Advision AMC  
(i.e. AMC Estate, BRTS, AMTS, SRFDCL, KLF, AMC Parks & Gardens)

**BIDDER:** Entity / Individual who participate in Real Time Bidding  
(i.e. Media Owners, Vendors, Service Providers, Advertisers, Contractor, Agency)

**OFFER PRICE:** Price quoted by Bidder while updating Financial Bid prior to participating in Real Time Bidding.

**BASE PRICE:** Minimum Price from which Real Time Bidding starts in eAuctioning (Highest Offered Price from eligible bidders set as Base Price for Real Time Bidding).

**INCREMENTAL VALUE:** Minimum Price bidder has to enter while bidding higher than the top bidding value in set multiple.

(i.e. Incremental Value of Rs.10,000, means bidder has to increase his bid value in minimum multiple of Rs.10,000 on top bid price. On Top Bid Price of Rs.10,00,000 bidder has to bid minimum of Rs.10,10,000 or higher.)