

DOCUMENT

FOR

**ADVERTISEMENT ON AHMEDABAD MEHSANA & VADODARA HALOL
ROAD PROJECTS**



GUJARAT ROAD AND INFRASTRUCTURE COMPANY LIMITED

Advertisement on Ahmedabad Mehsana and Vadodara Halol Road

1. Background:

Ahmedabad Mehsana Road



Ahmedabad Mehsana Road, State Highway No.41 forms an important link between northern and central part to the western and southern part of India. The Road also connects to the Oil City Mehsana. Also various major industries are located on the project road viz. Torent Pharma, IFFKO, ONGC etc. Kalol and Chhatral GIDC are also located on the project highway.

The construction work of Project was started on 1st April 2000 and was commissioned in budgeted cost time on 19th February 2003. The scope of work included widening of existing State Highway No.41 in to four lane divided carriageway with service road on either side of the main carriageway and then after collect the user fee from all the motorized vehicles suing the project road.

Vadodara Halol Road



Vadodara Halol Road, State Highway No.87 forms an important link between northern and central part to the western and southern part of India and also acts as an alternate route for the north bound traffic through Godhra and Shamlaji. Also Government Of Gujarat has already declared four lanning of Halol Godhra Shamlaji section. The Road also connects to industrial twon of Mehsana. There are various major industries located on the project road viz. Sun Pharma, Kemrock Industries, Savli and Waghodia GIDC etc.

The construction work of Project was started on 1st April 1999 and was commissioned in budgeted cost & time on 24th October 2000. The scope of work included widening of existing State Highway No.87 in to four lane divided carriageway with service road on either side of the main carriageway and then after collect the user fee from all the motorized vehicles suing the project road.

2. GRICL:

Gujarat Road And Infrastructure Company Limited (GRICL) is a special purpose vehicle company promoted jointly by Government of Gujarat and Infrastructure Leasing & Financial Services (IL&FS) for the development and implementation of Vadodara Halol & Ahmedabad Mehsana Road Projects. GRICL has entered in to Concession Agreement with Government of Gujarat for the implementation of the Project on BOT basis. GRICL has entered in to Concession Agreement with Government and the project has been vested with GRICL for the period of 30years.

3. Traffic on Project Roads

Ahmedabad Mehsana Road:

This section of state highway has always been utilized by heavy commercial traffic as project road is a major link between traffic of Western and Southern parts of India to the Northern sates. As mentioned above project road also caters to various major industries and industrial townships of Mehsana, Chhatral and Kalol.

Category wise traffic moving on project road presently have been presented in the table below.

Sr.No.	Type Of Vehicle	Nos. of vehicles per day on the project road
1	CARS	9,400
2	TRUCKS	5,600
3	BUSES	1,300
4	HEAVY COMM. VEHICLES	3,050
5	2 WHEELERS	2,950
6	3 WHEELERS	550

Vadodara Halol Road:

This section of state highway has always been utilized by heavy commercial traffic as project road is a major link between traffic of Western and Southern parts of India to the Northern states and forms an alternate route via. Godhra and Shamlaji. As mentioned above project road also caters to various major industries and industrial townships of Halol, Savli & Waghodia.

Category wise traffic moving on project road presently have been presented in the table below.

Sr.No.	Type Of Vehicle	Nos. of vehicles per day on the project road
1	CARS	4,200
2	TRUCKS	2,100
3	BUSES	1,000
4	HEAVY COMM. VEHICLES	3,112
5	2 WHEELERS	2,450
6	3 WHEELERS	1,550

4. Advertisement Potential of Project Road:

Looking to the importance of the project roads its obvious that they have immense potential for advertisements. Highways are considered potential for advertisement if it has significant traffic both in terms of personal and commercial vehicles. As stated above both Ahmedabad Mehsana and Vadodara Halol Roads have indeed large amount of traffic commercial as well personal. The significant plying of Cars is due to presence of major industries and couple of large industrial areas on the project roads.

Both the roads also caters to the pilgrimages like Sun Temple of Modhera and Siddhapur Gaya in case of Ahmedabad Mehsana. Also major chunk of personal and tourist vehicles traveling to hill station Abu uses Ahmedabad Mehsana Road.

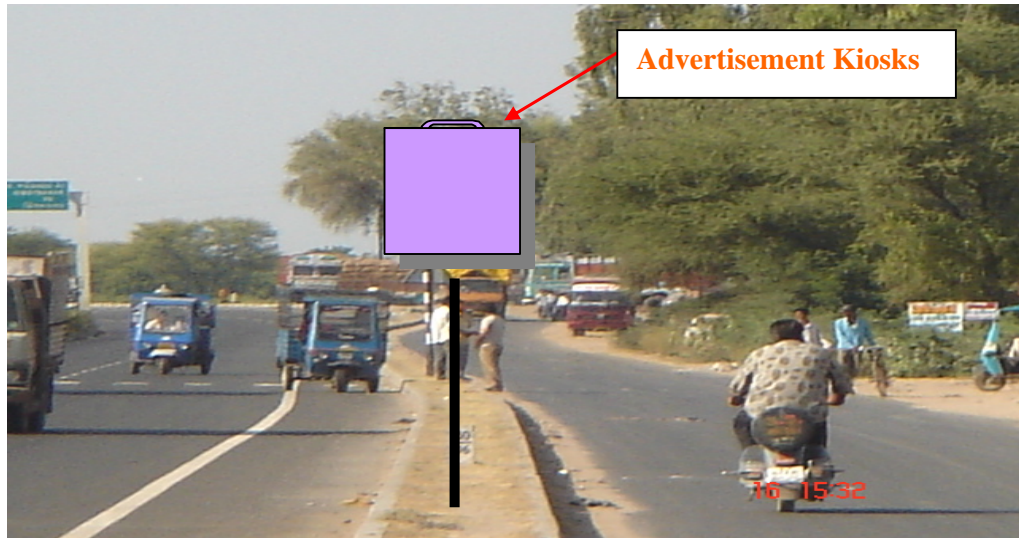
Whereas Vadodara Halol caters to the pilgrimage of Maa Kaali temple at Pavagarh hill located just at the end of Project Road.

5. Potential Locations & Areas For Advertisement

A. Ahmedabad Mehsana Project Road

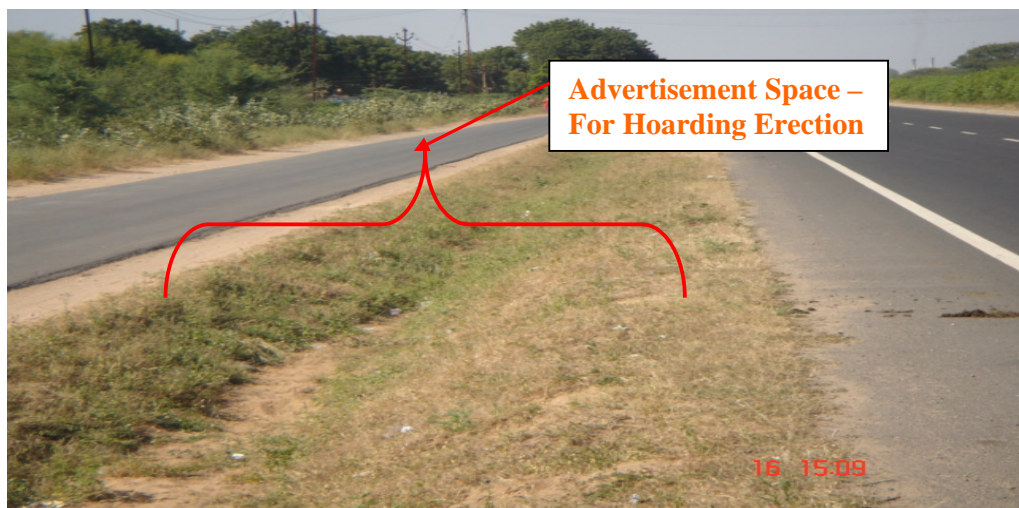
The various areas and spaces available for display of advertisement have been details below along with photographs of each of the space.

- a. **Divider Separator:** 1 m wide divider between main carriageway and service road. This divider is available right through the section of project road between Ahmedabad and Chhatral including urban area of Kalol. Can be utilized effectively for installation of kiosks.



Size Of Kiosks	Interval between two Kiosks	Total Nos, of Kioks which can be installed in Urban Areas
1 m x 1.2 m	100 meters	320

- b. **Drain Between Main Road and Service Road:** 5 m wide land strip available just next to the main road. Can be used for installation of large hoardings



Size Of Kiosks	Interval between two Hoardings	Total Nos, of Hoardings That Can be Installed
15 Ft. x 10 Ft.	0.5 Km	96

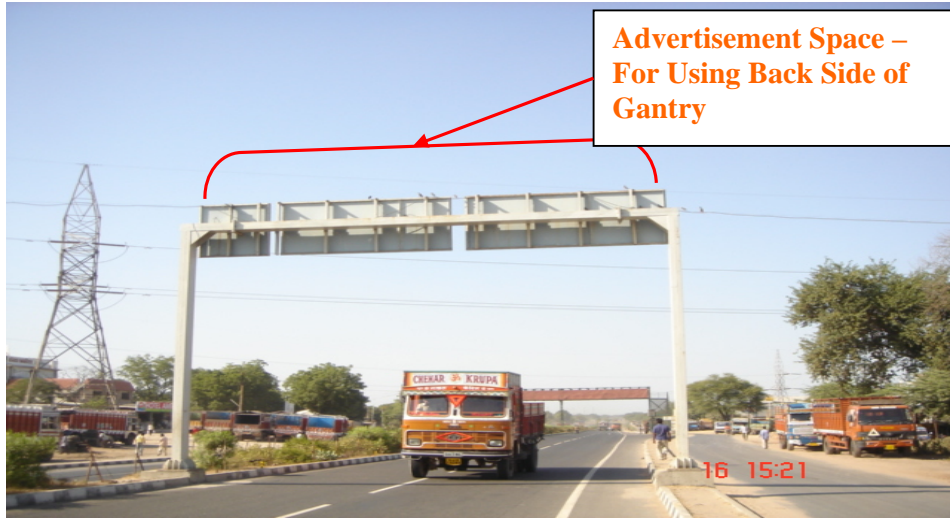
c. **Advertisement Strips or Panels on Fencing / Railing between Main Road and Service Road:**

Total length available in which fencing / railing can be installed is approximately 50 Km. including both sides. The side space of railing can be utilized for advertisement purpose.



Size Of Railing	Total Length in KM proposed for railing
2.5 Ft. High	50

- d. **Back Side Of Gantry:** Overhead gantries have been erected at several locations on project road. Back side these gantries is suitable for display of advertisements.



Size Of Gantry	Total Nos. of Gantries Available
27 Ft. x 3 Ft.	8 nos.

- e. **Toll Plaza Canopy:** Large area in terms of length is available for display of advertisement on the top of canopy at toll plaza at Ahmedabad and Mehsana ends. This area is more prominent to be noticed immediately by the traveler as vehicle come to a dead stop at this location.



Proposed Area for Advertisement	Total Nos. of Advt. Panel
140 Ft. x 3 Ft.	2 nos. (both directions)
67 Ft. x 3 Ft.	2 nos.(both directions)

- f. **Toll Administration Building:** Front & sides of the building and terrace of building for erection of hoardings.



Proposed Area for Advertisement	Total Nos. of Advt. Panel
50 Ft. x 3 Ft.	2 nos. (both directions)

- g. **Bus Stands:** There are around 16 bus stand structures erected on project road including two in Kalol area. Top and side panels of bus stands can be utilized for display.



Proposed Area for Advertisement	Total Nos. of Advt. Panel
16 Ft. x 3 Ft. – Horizontal Panel	21 Nos.
4 Ft. x 15 Ft.	21 Nos.

Summary of total advertisement area that can be generated locations wise for each location have been provided in the table below.

Sr.No.	Location	Nos. / Length
1	Kiosks on Divider Seperator	320
2	Advertisement Hoarding in Drain Between Main Road and Service Road	96
3	Sides of Railing	50
4	Back Side of Gantry	8
5	Toll Plaza Canopy i. Ahmedabad ii. Mehsana	2 2
6	Administration Building	1
7	Bus Shelters i. Horizontal Panel ii. Vertical Panel	21 21

B. Vadodara Halol Road

The various areas and spaces available for display of advertisement have been details below along with photographs of each of the space.

- a. **Road Side Land:** land strip of around 6 to 8 meters is available with GRICL. Hoarding panels of size as big as 20Ft x 30 Ft. or even bigger can be installed at road side land strip. This land available at curve locations can be more feasible for display of advertisement



Size Of Hoarding	Interval between two Hoardings	Total Nos, of Hoardings which can be installed in Urban Areas
30 Ft. x 20 Ft.	1 Km	64

- b. Existing Hoardings:** At present GRICL has installed 5 nos. of hoardings on project road, out of which 4 are unoccupied. These hoardings have been installed at strategic locations and various advertisements have been displayed in recent past on all of them.



Size Of Hoarding	Total Nos, of existing advertisement hoarding
30 Ft. x 20 Ft.	4

- c. Island at Junction Locations:**

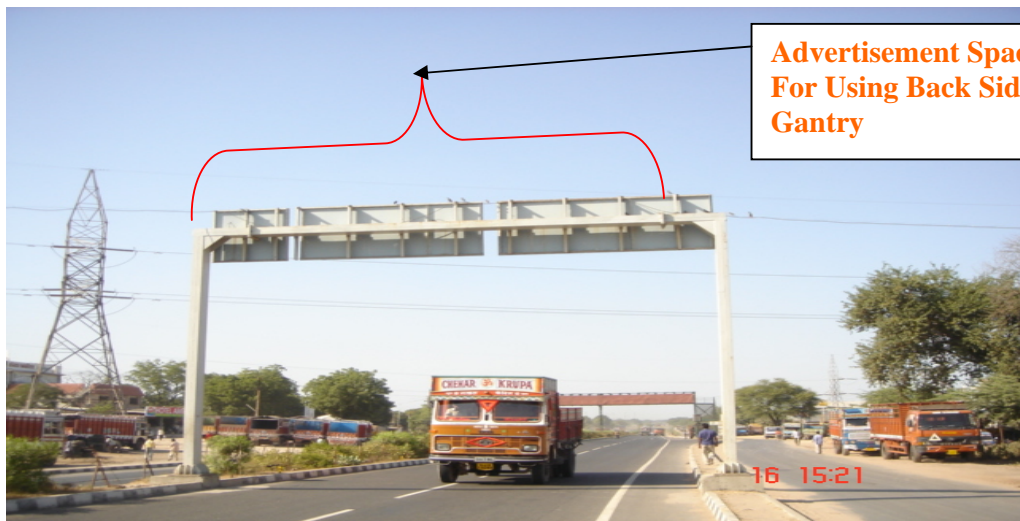
Total 6 nos. of large size islands are available on the project road and same can be utilized for installation of multiple advertisements hoardings



Size Of Hoarding	Total Nos. 6 of Islands Available
30 Ft. x 20 Ft.	12 nos. (2 at each island)

- d. **Back Side Of Gantry:** Overhead gantries have been erected at several locations on project road. Back side these gantries is suitable for display of advertisements.

Size Of Gantry Board	Total Nos. of Gantries Available
27 Ft. x 3 Ft.	2 nos.



- e. **Toll Plaza Building:** Large area in terms of length is available for display of advertisement on the top of toll plaza buildings at Vadodara and Halol ends. This area is more prominent to be noticed immediately by the traveler as vehicle come to a dead stop at this location.



Proposed Area for Advertisement	Total Nos. of Advt. Panel
82 Ft. x 3 Ft.	4 nos. (both directions)

- f. **Electrical Substation Building:** Front & sides of the building and terrace of building for erection of hoardings.



Proposed Area for Advertisement	Total Nos. of Advt. Panel
40 Ft. x 3 Ft.	2 nos. (both locations Vadodara & Halol)

- g. **Bus Stands:** There are around 16 bus stand structures erected on project road including two in Kalol area. Top and side panels of bus stands can be utilized for display.



Proposed Area for Advertisement	Total Nos. of Advt. Panel
16 Ft. x 3 Ft. – Horizontal Panel	16 nos.

Summary of total advertisement area that can be generated locations wise for each location have been provided in the table below.

Sr.No.	Location	Nos.
1	Road Side Strip Of Land	64
2	Existing Hoarding	4
3	Island at Junction Locations	12 (6 nos. of Island, 2 hoardings at each location)
4	Back side of Gentry	2
5	Toll Plaza building	4 (2 panels at each plaza)
6	Electric substation	2
7	Bus Stand	16

Given the above details regarding project roads details, traffic on project roads and area available for advertisement, we believe that project roads has very good prospective for advertisement.

GRICL intends to hand over the above described areas / spaces on commercial basis to an advertising agency. In view of the same you are requested to take up our said offer at your end and submit your proposal for advertisement. The advertisement structures and panels shall be designed in such a manner that it should gel with the project facilities and enhance the project aesthetics. Sample photographs of few of the hoardings have been provided below for your reference. The images of hoardings provided below are only for the reference, bidders are free to adopt their own design and can suggests different advertisement structures as per the suitability of the project site. Bidders shall undertake the site visit before submission of offer.



For Road Side Advertisements



Panel on Back Side Of Gantry



Advertisement Panel On Toll Plaza Canopy



Advertising Panel On Toll Plaza and Bus Stand Structures



Panel on Toll Plaza Building

Proposal may be submitted in either of the options described below.

Option 1: Capital Expenses Plus Revenue Offer

Under this option you would be required to under take capital expenses and erection of advertisement hoardings as per approved design of structures and your offer of revenue to be paid to GRICL per annum for the fixed period of 5 years with % increase every year.

Option 2: Revenue Offer Only.

Under this offer it has been assumed that GRICL will undertake all the expenses for erection of structures and you shall submit offer of revenue to be paid to GRICL for the period of 5 (five) years. You should clearly mentioned in your offer per annum increase in your offer after completion of first year.