



# उत्तर प्रदेश मेट्रो रेल कॉरपोरेशन लि०

## UTTAR PRADESH METRO RAIL CORPORATION LTD.

(Formerly Known as Lucknow Metro Rail Corporation Ltd.)

(भारत सरकार एवं उत्तर प्रदेश सरकार का एक संयुक्त उपक्रम)

(A JOINT VENTURE OF GOVT. OF INDIA & GOVT. OF U.P.)

### FILM SHOOTING POLICY OF UTTAR PRADESH METRO RAIL CORPORATION LIMITED - FOR LUCKNOW METRO

#### 1.0 Objectives

The 23 km North-South corridor of Lucknow Metro Rail network consists of 21 metro stations Chaudhary Charan Singh Airport Metro Station to Munshipulia Metro Station.

All metro stations of Lucknow are not only developed as world-class but are also one of the finest examples of aesthetics and heritage. Each station reflects the cultural and artistic heritage of Uttar Pradesh through the internal and external artwork.

The state of the art infrastructure, modern world class facilities combined with stunning aesthetics attract a large number of entities for commercial filming inside Metro trains and at Metro Stations. In this context, this film policy is brought into effect as the 'Film Shooting Policy of Uttar Pradesh Metro Rail Corporation Limited (herein after referred to as UPMRC) - For Lucknow Metro' for the purpose of booking UPMRC's Metro's premises including spaces at stations and trains on short term hiring basis for the purpose of shooting of films, audio-visuals, documentaries, TV commercials, etc. Advertisement of any kind including product display shall not be permitted during such hiring of UPMRC premises. Further, these activities of shooting shall not cause inconvenience to the Metro passengers or interfere in the regular operations of Metro services.

#### 2.0 Applicant

Applicant means Reputed Production House, Event Management Company, Show Organizer, Film Producer & Exhibitor and Branding Company. The applicant has to make a request for audio-visual shooting on the letter head of their company with the application form and indemnity bond as specified in Annexure A and B.



### 3.0 Booking Fees

The schedule of Booking Fees for hiring UPMRC's premises on hourly basis for Occupancy including stations, trains and depot for above purposes shall be as under:

S.No.	Area of booking for North-South Corridor between CCS Airport and Munshipulia Metro Station	Booking Fees/Hour (excluding GST)
1.	Inside Metro Train	Rs 75,000/-
2.	Inside Metro station	Rs 75000/- per station
3.	Both Inside Metro Stations and trains	Rs 1,25,000/-
4.	Inside Depot	Rs 1,00,000/-

\* GST/any other tax/charge shall be payable by the agency/production house in addition to the Booking Fee.

Here, following definition of station and trains may be considered:

- a) **Inside Train:** When the metro train(s) has / have been booked and the activity inside the train including shooting of boarding / de-boarding at platforms.
- b) **Inside Station:** Station area such as circulating area, entrance, unpaid & paid areas, platforms and no train has been booked. The shooting of regular revenue train from the platform without any actor/actress/crew member will be permitted as part of shooting of the station.
- c) **Both Train & Station:** Wherein shooting is being done inside the train, outside the train, station area and train(s) has/have been booked for shooting purpose excluding category (a) above.
- d) **Priority Corridor:** The 22.878 km stretch between CCS Airport to Munshipulia Metro station (both stations inclusive).

3.2 The agency will be given maximum 60 minutes (One Hour) free time to set up the instruments/cameras etc. In case of any dispute regarding time of start of activity or free time allowed, the decision of UPMRC would be final and binding.

B



3.3 The above mentioned charges shall be paid, in advance, in the form of Demand Draft / Banker's Cheque drawn in favour of Uttar Pradesh Metro Rail Corporation Limited, payable at Lucknow.

3.4 In case the shooting/event goes beyond permitted time, then additional charges on pro rata basis has to be paid by the party. The additional time to be rounded off to next 15 minutes as illustrated below.

*Example:* If the film shooting is scheduled from 10 AM to 12 Noon and the shooting continues till 12:10 PM, the booking fee will be charged upto 12:15 PM i.e for 2.25 hrs. The booking fee for remaining 15 mins (0.25 hr) will have to be paid by the agency on pro rata basis.

3.5 Once the permission is granted, change in category from station to train and vice versa shall only be allowed if it is generating more revenue than already agreed and if feasible. If it is leading to lowering of revenue then it will not be agreed.

3.6 The Applicant has to deduct the TDS as per the statutory applicable law and intimate the same to the Uttar Pradesh Metro Rail Corporation Limited in advance.

#### 4.0 Security Deposit

In addition to the above mentioned charges, the applicant is required to pay an interest free Security Deposit in the form of Demand Draft / Banker's Cheque within 10 working days from date of confirmation of the booking.

The amount of the security deposit shall be as under: -

S.No.	Property Involved	Security Deposit (Rs)
1.	Inside Metro Train	2,50,000/-
2.	Inside Metro stations	2,00,000/-
3.	Both Inside Metro Stations and train	2,50,000/-
4.	Inside Depot	3,00,000/-

B✓



Security Deposit will be kept by the PR Department till the shoot is over and will be refunded after receiving the confirmation from Operations department that there was no damage to the property of the UPMRC during the time of shooting. However, if at the time of shooting any dispute/damage occurs etc., then same will be recovered first from the security deposit amount and balance amount will be recovered from the applicant.

#### **5.0 Indemnity Bond**

The applicant shall submit an indemnity bond on a stamp paper of hundred rupees value, which is duly notarized, indemnifying UPMRC completely against any loss direct or indirect, injury, damage caused to Metro commuters, UPMRC's men and women, material & property and to their men, women & material during the event/shooting period and undertake to bear all cost incurred as a result of such incidence. The format of the Indemnity bond is annex herewith as Annexure B which is required to be submitted by applicant before starting of event/shooting.

#### **6.0 Payment of Applicable Fees / Security Deposit**

- 6.1 The applicant may apply to UPMRC in Event Guidelines and Application Form (Annexure A) at least 15 days in advance for proper scrutiny and approval of the case.
- 6.2 The applications will be registered on First Come First Serve basis in Priority register. The priority register will be maintained in the Public Relations department to record the time and date of registration of request.
- 6.3 All fees including applicable taxes must be submitted in the form of Demand Draft / Banker's Cheque at least 10 working days (excluding the day of the event) before the day of the scheduled event, failing which the applicant may lose his priority.

#### **7.0 Other Terms and Conditions**

The applicant shall abide by following terms and conditions in addition to the financial matters as discussed above: -

- 7.1 Production Company shall be responsible to obtain any / all permissions from all other concerned agencies/ statutory approval, wherever required.



- 7.2 Timing of the event has to be agreed in advance and must be strictly adhered to and not be changed except with the prior approval of the UPMRC.
- 7.3 In case of any loss and / or damage caused to UPMRC property, the applicable amount will be deducted from the security deposit or charged additionally in case it exceeds the security amount.
- 7.4 It shall be the sole responsibility of the applicant to clean up debris or any garbage material or any housekeeping activity, created and / or brought in by the applicant. Any costs incurred by UPMRC due to the negligence or failure of the applicant in this regard shall be deducted from the security deposit of the applicant or charged additionally in case it exceeds the amount of the security deposit.
- 7.5 All persons of the applicant's team shall carry entry badges at the time of event and the same will be issued by the PR department.
- 7.6 UPMRC at all times retains the right to halt any activity that is deemed to adversely impact the safety and security of Metro operations, personnel and property without any intimation to the applicant.
- 7.7 UPMRC reserves the right to restrict the number of persons and the type of equipment entering the metro station for this activity.
- 7.8 The company / production house may use film, video and photographs shot at UPMRC only for the purpose stated in the application form. The images/footage should not be used for any other purpose without written permission from UPMRC.
- 7.9 UPMRC shall not be held responsible for any loss either direct or indirect, liabilities, bodily injuries, deaths, losses, lawsuits, claims, demands, fines, damages, costs and expenses which are caused to the applicant organization and/or by any participant of the event.
- 7.10 Filming or Photo or Video in any manner with or without intention should not be used to project a negative image of UPMRC.
- 7.11 There should not be any inconvenience to the daily commuters at the time of the event.



- 7.12 Display of any sort of advertisement in the Metro premises, including trains, will not be permitted during the course of any permitted event.
- 7.13 The proposed activities shall not hamper the operational activities or cause any inconvenience to the passengers.
- 7.14 During the entire filming/shooting in Lucknow Metro, the safety and security of the agency/production house shall be their own and UPMRC will not take any safety/security responsibility of the agency's personnel/production house/machine/equipment/camera etc. during the event.
- 7.15 The Safety/Security Team of the agency/production house will have to work in close coordination with the UPMRC Safety/Security Team and will have to follow the instructions and guidelines thereof.

#### **8.0 Cancellation and Refund Rules**

- 8.1 The booking may be cancelled on the request of the applicant. The refund of the booking amount shall be as: -

<b>Time of making request for cancellation</b>	<b>Refundable booking amount</b>
Before or on 7 days in advance of scheduled day of event (Excluding the day of event)	75%
Before or on 5 days in advance but later than 7 days in advance (Excluding the day of event)	50%
Before or on 3 days in advance but later than 5 days in advance (Excluding the day of event)	25%
Later than 3 days in advance (excluding the date of event )	Nil

**Illustration: If booking has been made for Sept 15, 2017**

<b>Time of making request for cancellation</b>	<b>Refundable booking amount</b>
Before or on Sept 8, 2017	75%
After Sept 8 but before or on Sept 10, 2017	50%
After Sept 10 but before or on Sept 12, 2017	25%
After Sept 12, 2017	Nil



- 8.2 The Security Deposit will be refunded in full on cancellation of the booking.
- 8.3 UPMRC reserves the right of full refund in case of abnormal force majeure condition.
- 8.4 UPMRC at all times reserves the right to halt any activity that is deemed to adversely impact the safety and security of Metro operations, personnel and property. In such cases the booking fees will be refunded on pro-rata basis i.e the period of booking will be counted upto next 15 minutes and the booking fee will be charged upto the period of shooting/filming/activity.

*Illustration:* If the film shooting is scheduled from 10 AM to 12 PM and the shooting has to be cancelled at 11:10 AM by UPMRC on any of the above account, the booking fee will be charged upto 11:15 AM i.e for 1.25 hrs only. The booking fee for remaining 45 mins (0.75 hr) would be refunded.

- 8.5 In case of acceptance of cancellation request, UPMRC reserves the right to allocate it to the next in turn.

#### **9.0 Exceptions**

- 9.1 Activities prohibited under any law/ Government circular/Government Order will not be allowed.
- 9.2 Animals will not be permitted on UPMRC property. If it is required, then prior permission of UPMRC will be a pre-requisite. If consent is granted, animal(s) must be kept under control at all times by qualified personnel.
- 9.3 Use of fire, gunfire, explosives or any hazardous material are not permitted at UPMRC stations.
- 9.4 Filming of Photo or Video must not display any offensive or obscene material or any material with political, religious or racial overtones.
- 9.5 The company/production house should not be allowed to make any changes in respect of the names of the locations, stations, train etc. without prior specific permission of UPMRC
- 9.6 UPMRC staff/contractors will not be involved in the event without prior written permission of UPMRC.



9.7 In case of power requirement during the event at the station, the supply will be available on chargeable basis the charges will be decided by UPMRC. Applicant can also use generators for supply of power as required. All cords and wiring running along the floor must be taped or guarded so that Metro station patrons and staff do not trip or fall.

9.8 The synopsis of film/documentary/serial/TV Commercial etc. has to be shown to UPMRC before approval for shooting. No negative projection of the Metro is permitted. There should not be any direct / indirect reference to terrorism in the script which contains shots of the Metro and an undertaking to this effect should be given to UPMRC.

#### 10.0 Submission of Applications

The applicant organization shall be required to submit their application with associated documents at the following address: -

Chief Public Relations Officer

Uttar Pradesh Metro Rail Corporation Limited

Vipin Khand, Gomti Nagar

Lucknow -226010

Any clarification on the policy may also be made at the above address.

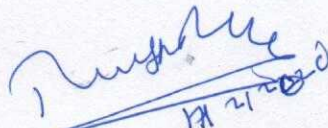
#### 11.0 Applicability of the Policy

This policy shall remain valid upto three years from date of policy coming into effect.

#### 12.0 Exemption

Managing Director has the power to relax, delete/modify/revise etc. of any of the items of the provision of this policy.

**Savings:** In case of any doubt or dispute regarding interpretation of these rules and procedures, the decision of Managing Director shall be the final.

  
PR 21/02/20

(Pushpa Bellani)

Company Secretary/PR Head