

THURSDAY, SEPTEMBER 29, 2016

Big Tree-Seni Jaya group, Titanium bag MRT jobs

10-YEAR CONTRACTS: Three advertising packages for Sungai Buloh-Kajang line

FARAH ADILA

KUALA LUMPUR

bt@mediaprima.com.my

MASS Rapid Transit Corp Sdn Bhd (MRT Corp) awarded three advertising packages for the Sungai Buloh-Kajang mass rapid transit line (SBK Line) to the Big Tree Outdoor-Seni Jaya consortium and Titanium Compass Sdn Bhd.

All packages were for 10 years, said MRT Corp in a statement yesterday.

Big Tree Outdoor Sdn Bhd (BTO) and partner Seni Jaya Sdn Bhd bagged the Package B concession for exterior advertising.

BTO is Media Prima Bhd's out-of-home advertising media arm.

Together with subsidiaries Gotcha, UPD, The Right Channel and Kurnia Ourtdoor, BTO is Malaysia's leader in the out-of-home advertising industry with more than 8,000 advertising panels.

Its chief executive officer Jeff Cheah believed MRT Corp awarded the contract to the BTO-led consortium based on merit and its strong track records.

He expected the concession to generate nearly RM300 million in revenue throughout the 10-year period.

"We spent almost two years preparing for the tender exercise, conducting international benchmarking of products and solutions, developing suitable products, strategy formulation and lastly the presentation during bidding which took place in July this year," said Cheah.

The package marks the second big win for BTO this year.

In June, the company secured an advertising concession from Prasarana Malaysia Bhd for the light rail transit's (LRT) new line extension.

BTO was chosen to manage ad-



Phase One of the Sungai Buloh-Kajang mass rapid transit line between Sungai Buloh and Semantan will begin operations by year-end. Pic by Muhd Zaaba Zakeria

vertising at RapidKL's two LRT lines — Ampang and Kelana Jaya — both existing tracks and stations, as well as those for the new line extension.

Package A for MRT station interior advertising and Package C for train advertising have been awarded to Titanium Compass.

Titanium Compass comprise four companies — Puncak Berlian Sdn Bhd, VGI Global Media Public Co Ltd, Ikatan Asli Sdn Bhd and Utusan Airtime Sdn Bhd.

MRT Corp commercial and land



Big Tree Outdoor (BTO) CEO **Jeff Cheah** says the contract marks the second big win for BTO this year.

management director Datuk Haris Fadzliah Hassan said the decision was the result of a stringent evaluation process.

The bidders, which were required to submit bids for all three packages, were firstly evaluated based on their basic document submissions.

MRT Corp then looked into their technical strengths, which covered creativity and innovation in their proposals, past experience in related fields, financial

strength and legal status.

Lastly, the companies' commercial bids were evaluated to determine the best offer to MRT Corp, including the minimum annual guarantee and revenue sharing.

"The consolidated scores were then tabulated to determine the best evaluated tender," he said.

MRT Corp requested for the proposals for the design, build, operate and transfer of advertising media for the SBK Line through a tender in April this year. Submission closed in June.

Phase One of the SBK Line between Sungai Buloh and Semantan will begin operations by year-end, while Phase Two from Semantan to Kajang station will begin operations by July next year.