

प्रसार भारती / PRASAR BHARATI
(भारत का लोक सेवा प्रसारक / INDIA's PUBLIC SERVICE BROADCASTER)
दूरदर्शन केंद्र :: रायपुर / DOORDARSHAN KENDRA :: RAIPUR

EXPRESSION OF INTEREST (EOI)



सत्यम् शिवम् सुन्दरम्

**For Selection of Agency for development, installation, operation & maintenance
of Digital LED Unipole Advertisement Structures under PPP Model at
Doordarshan Kendra, Raipur**

File No. RAI/DDK/Unipole/2026-27

Dated: 07.07.2026

PRASAR BHARATI
INDIA'S PUBLIC SERVICE BROADCASTER
DOORDARSHAN KENDRA: RAIPUR (CHHATTISGARH)
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RAI/DDK/ Unipole/2026-27

Date: 07/07/2026

EOI (Expression of Interest) are invited by O/o Deputy Director General Doordarshan Kendra, Shankar Nagar, Raipur – 492007 for unipole installations a **PPP (Public-Private Partnership)** Model with Doordarshan as per the details given below:

EOI Concept: Unipole on PPP Model for DOORDARSHAN

An **EOI (Expression of Interest)** for unipole installations under a **PPP (Public-Private Partnership)** model with DOORDARSHAN KENDRA RAIPUR is typically a proposal where a private company has to:

- Install and operate **unipole outdoor advertising structures** on DOORDARSHAN KENDRA RAIPUR land or premises,
- Invest for fabrication, erection, maintenance, and marketing,
- Share revenue and 33% of time across all time band with the DOORDARSHAN KENDRA RAIPUR under a PPP arrangement.

1. Introduction

Prasar Bharati express interest in developing and operating unipole advertisement structures at identified sites belonging to DOORDARSHAN KENDRA RAIPUR under a Public-Private Partnership (PPP) model.

2. Objective

The objective of this proposal is:

- To utilize available DOORDARSHAN KENDRA RAIPUR land assets.
- To develop high-quality unipole advertising.
- To improve aesthetic and professional outdoor media facilities.

3. Scope of Work

The proposed private partner shall:

1. Conduct site survey and feasibility assessment,
2. Design, fabricate, and install unipole structures,
3. Obtain approvals from local authorities/municipal bodies,
4. Manage advertising operations,
5. Ensure structural safety and maintenance,
6. Share agreed revenue on yearly basis and 33% airtime in all time band with DOORDARSHAN KENDRA RAIPUR.

Detailed Scope of Work

1. The SITC of unipole hoardings at the given location along with the operation and maintenance of said unipole
2. The agency will obtain the right to display the advertisement on LED Unipole Street Hoardings after the fulfillment of all clauses laid down in the tender.
3. The agency shall make necessary arrangement to get permissions for Digital Outdoor Advertising and electricity connection from respective Authorities/service providers towards display and illumination of the LED Monopole Street Hoardings and shall bear the necessary charges towards consumption of electricity.
4. The agency will abide by the Advertisement Policy of Prasar Bharati as may be amended from time to time and any such administrative order, circular, notification, G.O. etc. which will come time to time.
5. The agency shall ensure proper electrical and mechanical maintenance of the LED Monopole Street Hoardings and ensure trouble free display at all times, during the tenure of the agreement.
6. Deviation of advertisement area without prior permission of Prasar Bharati will lead to cancellation of the contract with forfeiture of EMD and Security Deposit
7. PRASAR BHARATI shall not be responsible for damage or theft of the frames, structures, flexes, electrical fittings or any other material fixed at the site by the advertiser or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party. It shall be primary responsibility of the allottee to safeguard and protect their site.
8. The tenure of contract is 05 (five) years from the date of issuance of the work order may be extended for another 5 years and after completion of the contract period, the right of LED Monopole Street Hoardings to be transferred to the PRASAR BHARATI.

4. Proposed PPP Model

- Private party bears 100% investment cost,
- Revenue generated from advertisements shall be shared in agreed ratio or in lump- sum on yearly basis along with 33 % of time in all time band for PB own advertisement.

5. Proposed Locations

- DOORDARSHAN KENDRA RAIPUR

6. Technical Specifications

Technical Specification

The technical parameter may change depending on location. The agency may provide the technical specifications, if any change

Technical parameters	Parameter
LED Make	M8 Outdoor SMD 2727 Series (GKGD)/Unilumin/Qiangly

Pixel pitch (mm)	8
Pixel density (dots/ m ²)	15625
Pixel Composition	1R1G1B
LED package	SMD2727
Module Pixel Density	40*20
Module size (mm)	320*160
Module Weight(g)	524.8±2
Viewing Distance (m)	≥8m
Refresh rate (Hz)	1920
Module Max. current(A)	6.6
Module Max. Power(W)	33
Viewing Angle (degree)	H≥120°V≥120°
Max. Power(W/ m ²)	645
Avg. Power (W/ m ²)	322.5
Brightness (cd/ m ²)	≥4500
Scan Mode	1/5 scan, constant current
Working voltage (V)	5
Service Life (h)	≥100000

Parameter of Outdoor P8 LED Specifications

Module Parameter	LED Full Color Display	DH80/GKGD/Unilumin/Qiangly		
	LED Type	SMD1R1G1B		
	Pixel Pitch (mm)	8.0		
	Module Resolution (W×H)	40×20		
	Module Dimension (mm)	320 (W)×160 (H)		
	Module Flatness (mm)	≤0.15		
	Servicing	Rear		
	Back shell	Plastic		
	Recommended Cabinet Size	960×960mm, Metal Folding (can be customized according to module size)		
Optical Parameter	Single-dot Brightness Calibration	Available		
	Single-dot Color Calibration	Available		
	Brightness (nits)	≥5500		
	Colour Temperature (K)	3200—9300 Adjustable		

Electrical Parameter	Viewing (Horizontal/Vertical)	Angle	140°
	Brightness/Colour		≥97%
	Uniformity		
	Contrast Ratio		5000:1
	Max	Power	≤810
Processing Parameter	Consumption(W/m ²)		
	Average	Power	≤270
	Consumption(W/m ²)		
	Input Power Voltage		AC100-240V, 50/60 (Hz)
	Drive Mode		Constant Current Drive
Operational Parameter	Frame Rate (Hz)		30-120
	Refresh Rate (Hz)		1920-3840
	Colour Depth (bits)		14-16
	Life span, typ. (Hrs)		1,00,000
	Operating Temp (°C)		-10—45
Operational Parameter	Storage Temp (°C)		-20—60
	Operating Humidity (RH)		10-90%
	Storage Humidity (RH)		10-90%

7. Financial Capability

The company possesses:

- Adequate financial resources,
- Technical manpower,
- Experience in outdoor media projects,
- Vendor network for fabrication and maintenance.

8. Compliance & Approvals

The bidder/partner shall comply with:

- Municipal advertisement bylaws,
- Traffic police/NHAI norms,
- Structural safety certification,
- Environmental and electrical safety standards.

9. Documents to be Attached

- Company profile,
- GST registration,

- PAN card,
- Experience certificates,
- Audited financial statements,
- Previous project photographs,
- Authorization letter/board resolution.
- Estimated cost of Unipole.

Terms & Conditions

EOI (Expression of Interest) are invited by O/o Deputy Director General (E) Doordarshan Kendra, Shankar Nagar, Raipur – 492007 for unipole installations a **PPP (Public-Private Partnership)** Model at Doordarshan Kendra, Shankar Nagar, Raipur – 492007 on behalf of Prasar Bharati.

- i. **EOI (Expression of Interest)**, duly completed should be submitted to Deputy Director General (E) Doordarshan Kendra, Shankar Nagar, Raipur – 492007 on or before
- ii. It will not be necessary/binding for the department to outright accept the **EOI (Expression of Interest)** with highest amount which can be rejected without assigning any reason to the bidders concerned.
- iii. Currency & Unit of Measurement: Estimate will be conducted in Indian Rupees (INR) only.
- iv. The bidder shall be a Company registered under GST rule. The bidder should not have been blacklisted or debarred from participating in tendering/bidding by the ineligibility for corrupt or fraudulent practices. [An undertaking to this effect shall be provided by the bidder with the bid.
- v. In case of any dispute arises the interpretation and decision of the O/o Deputy Director General (E) Doordarshan Kendra, Shankar Nagar, Raipur – 492007 on behalf PRASAR BHARATI shall be final. In such an eventually, the Doordarshan Kendra, Shankar Nagar, Raipur-492007 on behalf of PRASAR BHARATI shall in its sole discretion be entitled to call of the proceedings as may be decided by the O/o Deputy Director General (E) Doordarshan Kendra, Shankar Nagar, Raipur – 492007 on behalf of PRASAR BHARATI.
- vi. Neither service provided nor Doordarshan Kendra, Shankar Nagar, Raipur – 492007 shall have any liability to bidders for any interruption or delay in access to the site irrespective of the cause.
- vii. Doordarshan Kendra, Raipur – 492007 shall be at liberty to cancel the process/tender at any time, before ordering, without assigning any reason.
- viii. Shri Shailendra Kumar Dixit, Assistant Engineer, 9179257415 & Shri Devendra Kumar Girdhar, Senior Engineering Assistant, 9425187976 shall be contact person for any clarification regarding installation of unipole at the site.

Undertaking for Expression of Interest

To,

The Deputy Director General/Head of the Office
Doordarshan Kendra, Shankar Nagar
RAIPUR - 492007

Subject: Submission of Expression of Interest (EOI) for Digital LED Unipole Advertisement Structures under PPP Model at Doordarshan Kendra, Raipur

Sir,

In response to the aforementioned Invitation for Expressions of Interest (EOI) published on for the above purpose, we would like to submit the required information and express our interest. As instructed, we have attached the following documents in response:

The document may include the following: Annexures to be submitted as below:

1. Applicant Firm's details as per Annexure-2.
2. Financial strength of the Applicant Firm as per Annexure-3.
3. Under taking for Non-Black-Listing/Non-DebarmentAnnexure-4
4. Experience Certificates for similar works.
5. Technical Proposal, including conceptual design and technical specifications

Yours Sincerely,

Signature of the applicant
[Full name & Designation of applicant]
Firm Name Stamp

Date:

Place:

Note:

- 1) This submission should be furnished on the letter head of the organization.
- 2) It is clarified that, prior to submitting the EOI, the applicant is expected to carefully review the contents of all attached documents. Any incomplete or inadequate information may affect the ability of Doordarshan Kendra to appropriately assess the response.
- 3) Applicants are requested to submit all annexures, as applicable, in the prescribed formats. Responses with in complete annexures may be considered limited for the purpose of assessment.

Details of Applicant's Firm

S.N.	Particular	Details Along with the Supporting documents
1	Firms' legal entity & Name	
2	Type of organization (Proprietorship/Partnership/Private Ltd./Public Ltd./Startup/ MSME,etc.)	
3	Country of Incorporation/ Registration	
4	Incorporation Document/ Date of Incorporation/ Registration	
5	PAN Number	
6	GST Registration Number	
7	Registered And Corporate Office Address	
8	Mobile Number	
9	Email ID	
10	ISO certification/ Other certification(if any)	
11	Whether the firm has been blacklisted/debarred previously by any Central Govt. / State Govt./PSU/ Govt. Bodies/ Autonomous? If yes, details thereof	

Note: Self attested copies shall be provided in support of the documentary evidence mentioned above.

Signature of the applicant
[Full name & Designation of applicant]
Firm Name Stamp

Date:

Place:

Financial strength of the Applicant Firm

Financial Summary

Name of the Applicant Firm:

Average Turn-over for last three years:

Average Annual Turnover from Trainings for last 3years:

S.N.	Particulars	1st FY (2023-24)	2nd FY (2024-25)	3rd FY (2025-26)	Average Annual Turnover Rs. (In Crores)
		A	B	C	
1	Annual Turnover				$(A+B+C)/3$

Note : Above mentioned statement should be certified by a certified Chartered Accountant.

Signature of the applicant

[Full name & Designation of applicant]

Firm Name Stamp

Date:

Place:

Undertaking for Non-Black-Listing/Non-Debarment

I/ We, on behalf of.....(Name of Bidder), with its
Registered office at.....do here by declare that the
above-mentioned Bidder has not been blacklisted/ debarred by any State/Central
Government authority / Donor Agency.

Signature of the applicant

[Full name & Designation of applicant]

Firm Name Stamp

Date:

Place: